

culatation of over 500,000 the publisher would figure so close on the cost of white paper that he could tell how much a column of space cost; and that space that didn't bring in money would look like unproductive space; and that, therefore, the business game was to give the reader no more news space than was necessary to get circulation and hence advertising.

Any school of journalism should start out by studying journalism as it is today; and that includes the relation of advertising to news, which would quickly get down to the influence of advertising on news and editorial policy.

I don't suppose there is one dictionary that defines a newspaper as a paper published to make money by selling advertising space, and, of course, my definition won't be found because it applies only to an address paper that buys white paper at wholesale and sells it at retail, with merely the news printed on it to make it bring a good retail price.

That can't apply to a newspaper that takes advertising because such a paper sells at retail for a lower price than it pays wholesale.

THE PUBLIC FORUM

TO DAY BOOK READERS. — A suggestion to increase Day Book circulation:

The writer is a constant reader and a very ardent admirer of The Day Book. Occasionally I have found it impossible to purchase a copy of The Day Book in different parts of the city, particularly at some of the elevated stations.

It so happens that the writer buys practically every Chicago newspaper — more for the purpose of comparison on which to form an unbiased opinion. It frequently happens that I will buy three newspapers, The Day Book included, at the same stand, and at the same time I always ask for The Day Book first, and if I am not

accommodated I don't buy other newspapers at that particular stand. I have made it my business to make it plain to some of these people in charge of the stands that it costs them the sale of other newspapers not to have The Day Book.

The Day Book is rendering a very valuable service, and it seems to the writer that with a little intelligent co-operation on part of the readers its circulation could be augmented to such an extent that news agents wouldn't need to have the importance of having it on hand driven home to them by their prospective patrons.

Perhaps the editor would concur in the suggestion that a published list of names and places where The Day Book can be had would prove valuable knowledge in the hands of people who are determined to see this newspaper succeed from a standpoint of circulation, which its editorial and news policy so richly deserve. — J. W. L.

FACTS COMING OUT.—Just finished reading your article headed "Dangerous Attack on Public Schools." Have also read your several articles attempting to ridicule and belittle the work of the senate investigating committee. In view of your statement that you believe in the public schools and will defend them against any attack, I will state you are either uninformed or misinformed when you attempt to defend the Teachers' Federation. They were not organized to promote the welfare of the school children. Keep that vital fact in mind.

It is a political organization, controlled by enemies of the public school system, and for the benefit of the many honest and efficient teachers as well as for the good of the schools the federation and the influence that controls it must and will be eliminated. Now that the real fight has started facts will be brought out that will cause you to see your mistaken attitude when writing your ar-