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# EDITOR & PUBLISHER

1884 *The Oldest Publishers and Advertisers Journal in America* 1923

SUITE 1117 WORLD BUILDING, NEW YORK

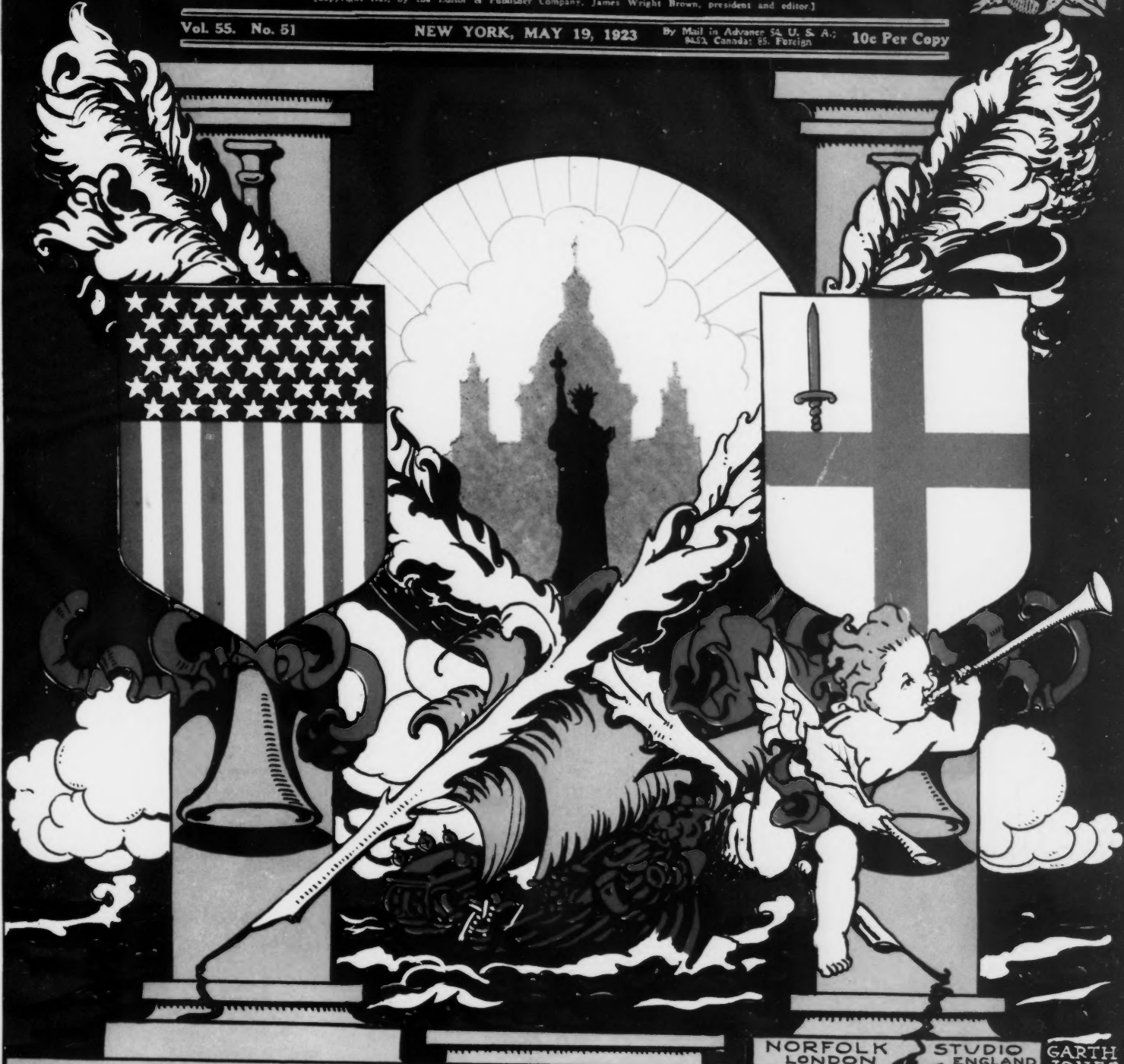
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NEW YORK, MAY 19, 1923

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9457, Canada; 65, Foreign



NORFOLK LONDON STUDIO ENGLAND GARTH JONES

## ON to LONDON



TO . . . . .  
LONDON  
1924 . . . . .

The Welcome  
of  
“PUNCH”

EVERY week in the homes of Great Britain “PUNCH” is the object of a National WELCOME. Every week the advertising columns of “PUNCH” afford welcome accommodation for discriminating advertisers who book spaces a long way ahead to capitalise that fact.

“PUNCH” cordially endorses the Invitation issued to the Associated Advertising Clubs of the World to hold their 1924 Convention in London.

Twenty-four American Advertisers used space in “PUNCH” last year, their combined orders amounting to over 147 pages. More business was offered — but unfortunately too late to secure space.

Many orders have already been booked for 1924. Beintime!

MARION JEAN LYON  
Advertisement Manager, “PUNCH”  
10 Bouverie Street, London, E.C. 4, Eng.

# An INVITATION

THE OFFICERS OF THE  
'30' CLUB OF LONDON

*President:*

JOHN CHESHIRE

*Vice-President:*

W. S. CRAWFORD

*Hon. Treasurer:*

PHILIP EMANUEL

*Hon. Secretary:*

C. HAROLD VERNON



*The invitation is also supported by the following important clubs and associations in advertising and newspaper circles:*

Newspaper Proprietors' Association.  
Weekly Newspaper and Periodical  
Proprietors' Association.  
Newspaper Society.  
Scottish Daily Newspaper Society.  
British Association of Trade and  
Technical Journals.  
Association of British Advertising  
Agents.  
A.B.A.A. Audit Bureau.  
Association of Advertisement Mana-  
gers.  
Incorporated Sales Managers' Assoc.  
Incorporated Society of Advertisement  
Consultants.  
Advertising Club of Ulster.  
Incorporated Association of Retail  
Distributors.  
Incorporated Society of British Ad-  
vertisers.  
Aldwych Club.  
Publicity Club.  
Fleet Street Club.  
United Billposters' Association.  
British Association of Display Men.  
Federation of Master Printers.



*Delegates from these associations will attend  
the Atlantic City Convention.*



ENTERTAINMENT  
GUARANTEE FUND  
already exceeds \$100,000

*The*  
PRESIDENT  
*The Officers and Members of*  
The '30' Club of London  
*and*

*The London 1924 General Committee extend*

*A*

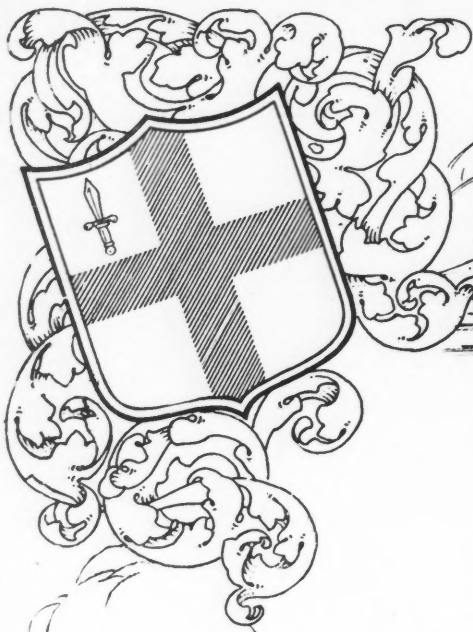
*most Cordial Invitation to the Presi-  
dent, Officers and Members of*  
*American Advertising Clubs to visit*  
*London in 1924 and earnestly request*  
*that you do us the honour of support-  
ing our efforts at Atlantic City this*  
*year to secure the annual convention*  
*of the Associated Advertising Clubs*  
*of the World for*

L O N D O N

ENGLAND

i n 1 9 2 4

*It is proposed to hold the Convention, if it comes  
to London, within the great Congress Hall of  
the British Empire Exhibition at Wembley,*  
LONDON



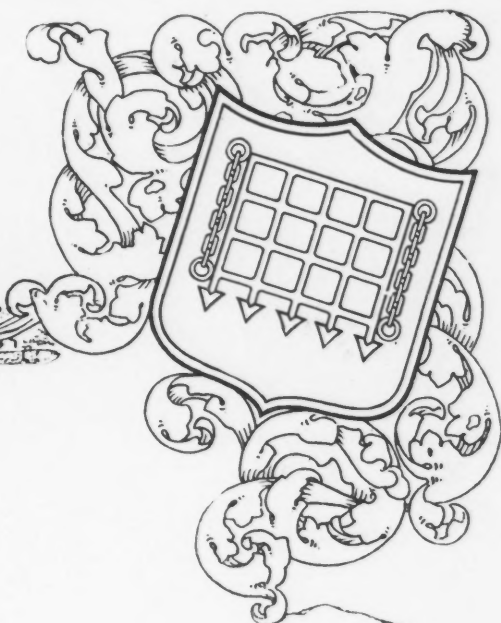
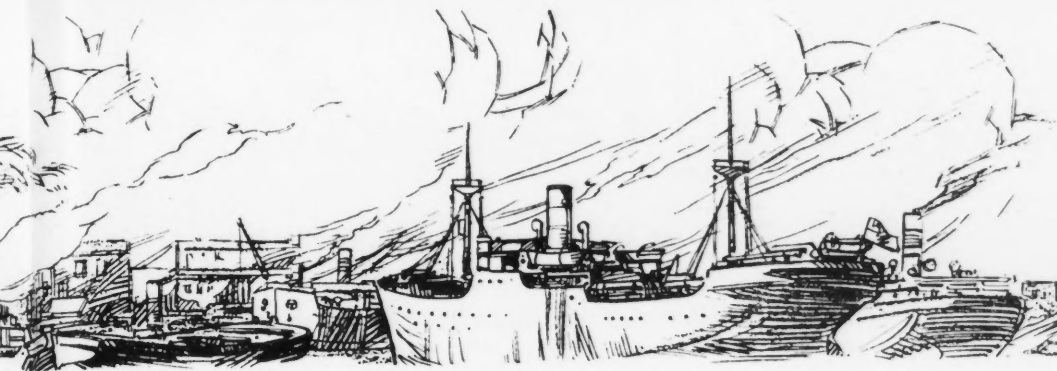
# The



welcomes the proposal to  
of the Associated Advertisers  
in London, in 1924; and  
that will be extended to  
by the British Delegation

THE TIMES      ::      PRINTING HOUSE



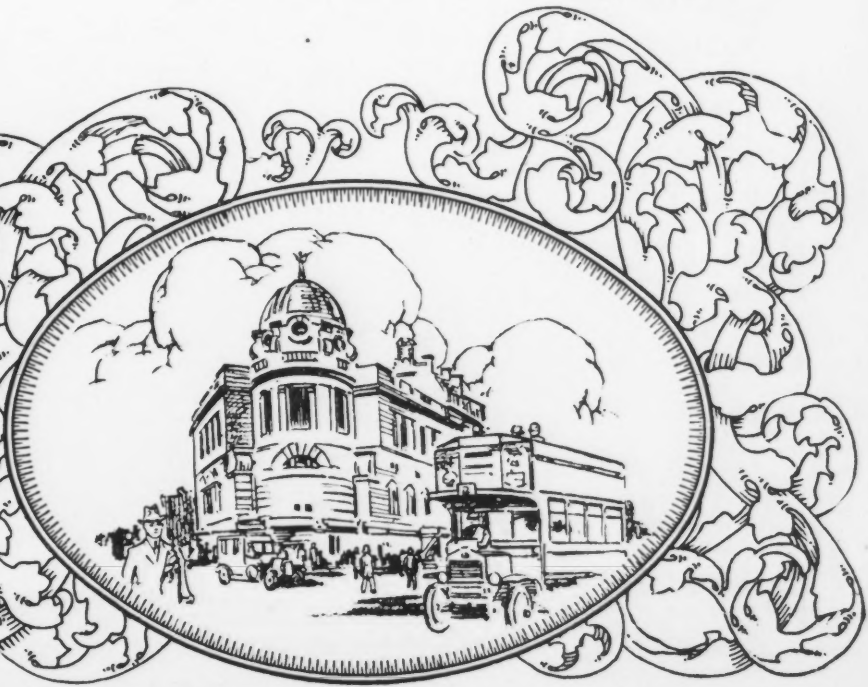
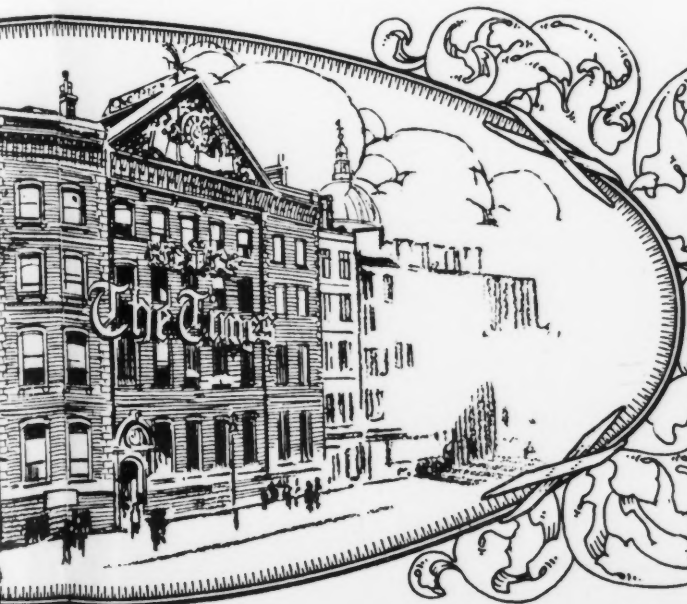


# Times

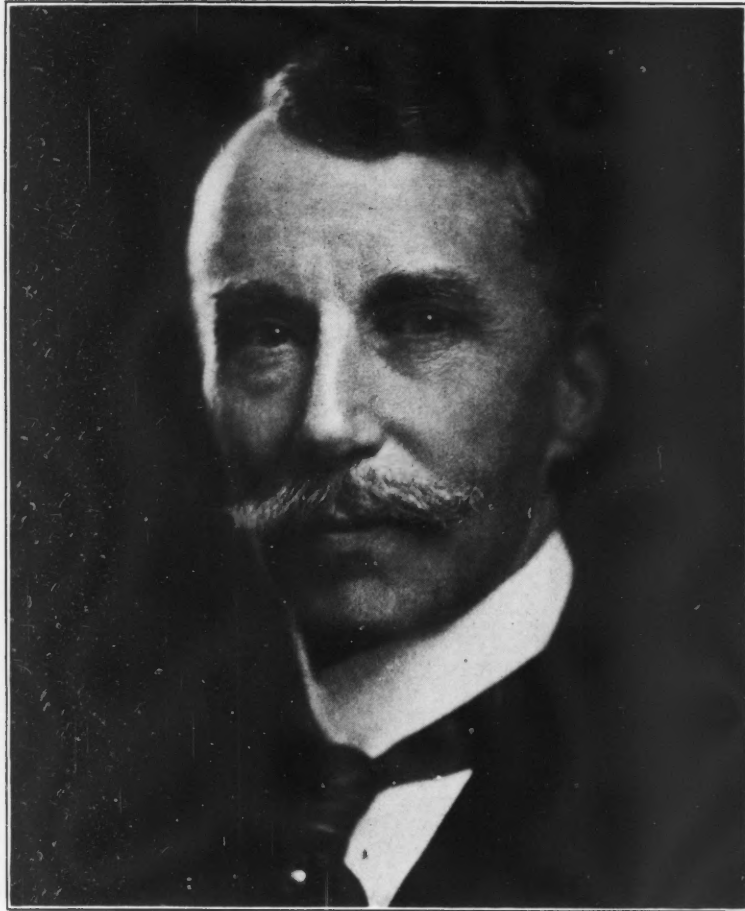
l to hold the Convention  
ertising Clubs of the World  
and supports the invitation  
to American business men  
gation to Atlantic City.

HOUSE SQUARE

LONDON, E. C. 4



# The World's Advertising Convention



## FREDK. E. POTTER

Governing Director of  
**FREDK. E. POTTER, LTD.**  
KINGSWAY, LONDON

## VISITING AMERICA

Go

- ① Attend the Advertising Convention . . . . . Atlantic City, June 3-7.
- ② Attend the Rotary International Convention St. Louis, June 18-22
- ③ Confer with Executives of Houses whose British Advertising he already administers
- ④ Discuss Prospects with intending Advertisers in the British Market
- ⑤ Link up with a leading American Agency for mutual representation

*Fredk. E. Potter, Ltd., have been associated with the advertising of the following American products:—*

Waterman's Ideal Fountain Pens, Waltham Watches and Speedometers, Pyrene Fire Extinguishers, Dennison's Tags and Crepe Paper, Dixon's "Eldorado" Pencils, Globe Wernicke Furniture, Libby's Evaporated Milk (Bill Posting) Ruberoid Roofing, Buick Motor Cars, Chevrolet Cars and

Vans, Cadillac Cars, Oakland Cars, G. M. C. Trucks, Oldsmobile Trucks, Paige Cars, O'Cedar Polish Mop, Holophane Scientific Lamps, The Keeley Cure, Pinex, Emeralite Lamps, Jenkin's Valves, Parker Lamp, and others.

### *The Fredk. E. Potter, Ltd., Advertising Service Agency*

The Agency was established in 1897 by the present Governing Director. Its record is one of continual progress. Rarely has a client left the Potter Agency. Each year has seen notable additions to its list of satisfied and successful customers. To-day upwards of 80 Firms—some of international repute—entrust their advertising to Potter's.

The Potter Agency is equipped to

handle every branch of publicity. The Staff is large and well trained. Some of the principal members have been with the Agency 20 years or more, so that the business runs with a smoothness and efficiency not possible where frequent staff changes occur.

The British Market is a magnificent one for American Goods. The Potter Agency has had the satisfaction of assisting in the success of many Ameri-

can products in England. Waterman's Ideal Fountain Pens, Waltham Watches, Pyrene Fire Extinguishers are notable examples. The same thorough and efficient service is at the command of other high-class firms who intend exploring the British field. Mr. Potter's visit to America gives the opportunity of discussing with him the possibilities for any particular product. He will welcome enquiries.

Communications to Mr. Fredk. E. Potter during June should be addressed to c/o The L. E. Waterman Co. The Pen Corner, 191 Broadway, New York—and afterwards to:

**FREDK. E. POTTER, Ltd., Imperial House, Kingsway, London, England**

Members of the Association of British Advertising Agents (Incorporated)

Total Circulation of This Issue: 12,000



# EDITOR & PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor & Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Telephone Exchange, Beekman 4330 Charter Member Audit Bureau of Circulations.

Vol. 55

NEW YORK, SATURDAY, MAY 19, 1923

No. 51

## GOOD RESOLUTION OF THIRTY CLUB ECHOES THROUGH AMERICA TODAY

JUST about two years ago the Thirty Club of London on the proposal of its President of that day passed a simple resolution of some words.

It is easy when a bunch of good fellows are around to move a resolution and get it passed with acclamation. But this was no event of that kind.

The proposer of that resolution had weighed his action well. He was a man who had been a prime mover in a great International Advertising Exhibition held but three months or so before. He was a Scot and in addition to knowing his own mind knew the men around him.

He launched his bolt and its boldness took his hearers by storm. There had been whispers that the President would spring a surprise on the Club during his year of office but none had an inkling of its import.

Its significance gripped the members of the Thirty Club in an instant. A few minutes given over to discussion and the resolution put to the meeting in due form was carried without a single dissentient voice.

The idea of inviting to London the Convention of the Associated Advertising Clubs of the World was born amid a sunburst of enthusiasm.

The story of subsequent events is told on another page. It is a record of a masterly effort to write a new leaf in the history of international business relations.

And now in a few short days we shall have the first fruits of that simple resolution in the shape of a strong delegation of British advertising and business men, visiting our shores with the serious intent of presenting in person to the Associated Advertising Clubs of the World assembled in session at Atlantic City the formal invitation to make London the centre of its Convention activities for 1924.

That is the first stage—and it must be admitted that up to this point the simple resolution quoted on this page has been given effect in all sincerity.



AND now view the tremendous possibilities with which this simple proposal is fraught—potentialities as vast to America as to those who are its sponsors.

It is not difficult to visualize the viewpoint of our visitors and the country they represent.

Great Britain at heart has an unbounded admiration for America, Americans and American products and methods. Englishmen frankly admit it.

Out of that admiration has grown this splendid invitation. Britain says to us in effect, "We want

### Resolved

That this Club invites the Associated Advertising Clubs of the World to hold its Convention in 1924 in London, and appoints a Committee to organize an Invitation Committee consisting of every interest in this matter.

The Thirty Club of London once made a Good Resolution. It was conceived by Mr. W. S. Crawford and put to the Club during his year of office as President in 1922. It is bringing the new Pilgrim Fathers to Atlantic City.

to match our distribution, advertising and selling methods with yours. Come over to London. Give us the advantage of your deliberations and discussions in our midst. Show us—tell us—what you are doing, and in return we will give you all you impart and more. It will do our country good. It will do your country good, too."

Easy words, my masters, but this delegation is coming to tell us in more precise terms what they

have in store for us. That betokens a world of earnestness.

And our American viewpoint?

Great Britain and her Dominions and Dependencies are America's best customers. That is a fact that must be held strongly before the Convention at Atlantic City, where our hardheaded business men will microscopically examine the programme and proposals of our English friends.

But is that all? Are we to decide Yea or Nay upon such a basis?

We think not. We believe that a mighty spirit of comradeship, of welcome to these Pilgrim Fathers of Advertising, Trade Ambassadors from a land that speaks our mother tongue, will prevail over all minor considerations; that careful ear will be given to their message and that Americans from every state will give hearty voice to a Resolution that will equal both in its simple expression and in its pregnancy, the vital message that brought these men to our shores.

Atlantic City—it is your move!



EDITOR & PUBLISHER believes that advertising and the interchange of commerce between America and Great Britain can achieve as much for international goodwill and prosperity as the press of those two great nations.

When the "On-to-London" movement was first mooted, EDITOR & PUBLISHER saw in it a means to that end. It believes that America would welcome the "On-to-London" proposal. Signs are not wanting that this belief was justified.

The Thirty Club of London have been working at three thousand miles range, with only the voices of men like Wilson-Lawrenson and Rankin crying in our wilderness as their disciples.

EDITOR & PUBLISHER determined to give the Thirty Club an opportunity to get close to the individual units of advertising interests, so that their story might have the power of the printed word behind it.

EDITOR & PUBLISHER despatched a Special Representative to London to assist its resident London Editor in producing an edition that would be worthy of the occasion.

This "On-to-London" number is the result, and it is issued in a fervency of hope that it will strengthen the bonds of unity now in process of forging and aid both nations and their representatives in their deliberations.

## ENGLAND NEEDS AD CLUB CONVENTION, SAYS BRITISH BUSINESS MAN

**Declares 1923 Sessions in London Would Do Much to Increase  
Trade and Cement Friendly Relations Between  
the Two Peoples**

By A BRITISH BUSINESS MAN

**DOES GREAT BRITAIN** need an advertising convention? Yes!

British advertising men who have shown such foresight as to ask the A. A. C. W. to give them their convention in 1924 are building better than they know. We are told that this vast organization of advertising clubs combines in its membership some 2,500 different units, with approximately 25,000 members, men and women interested in some form or other in the problems of distribution, selling and advertising. It may be premised that this membership includes the best brains in the business.

Now the problems of distribution, selling and advertising are much the same the world over. Certainly they must bear more resemblance to each other in the two great English-speaking countries, with their not dissimilar temperaments of race, their likeness in psychology, and their blood kinship, than any others. But though the problems themselves exist in the same character, it may well be that the solutions of each nation are different. Shall we not therefore welcome an opportunity for mutual discussion of those problems and examine side by side each one's solutions of them? That is the spirit which, we are also told, animates the business man of America; may it not be extended so that the interchange is between the men of the two countries instead of merely inter-State?

But does Great Britain need such a convention for her own good? She does. It is a point one is loath to stress, for it has been stated that when Sir Charles Higham was in the United States he was told that if he had appealed to the A. A. C. W. to come over and help he would have lost all hope of getting the convention.

Great Britain, however, does want and need such a convention. In our country we have not got the convention idea as the Americans have it, only in a small social way in a few industries. But our advertising and selling methods have advanced in such rapid fashion during the past few years that we want to crystallize them and to see in what way that development can be speeded up. We believe that America can show us in a convention the way to do this. We believe that such a convention held in London would lead to an advertising renaissance; and that by this means there would be secured a wider appreciation of publicity, an improvement in methods, and in due course an earlier return of that prosperity that means so much to international trade relations.

For prosperity of a nation is no local matter. The progress and development of business in Great Britain is bound up with the progress and development of trade in the United States—and elsewhere.

That is one view, but it has another aspect. What have we to offer the American delegates if they come to London? There is the great consideration of improving relations between the business men of both nations, and this deserves attention in itself. Broadly speaking, however, this is regarded by many as an abstract question, although in fact it touches each and all of us very intimately. So we must deal with the concrete and endeavor to show what Britain has to offer the American convention delegates.

We have a standard of advertising in Great Britain that is well worth seeing at close range. Our younger school of advertising men is producing campaigns of high value, campaigns that cover the whole gamut of distribution, advertising and selling, and these would amply repay the intimate inspection and examination that only a personal visit to the United Kingdom would permit.

It is common to say that a visit to the United States is a liberal education in business methods. But Americans who come over to England are the first to admit that they learn much from their visits. We are supposed to be many years behind our American friends in various ways, but this is not strictly true. The British business man is a little slower to move, maybe, but it is not possible to change the characteristics of an entire nation. He is faced with the fact that tradition and custom enter into the daily life of every man, woman and child in the British Isles. Accordingly, he must formulate his plans to meet that known fact.

An Englishman is not so readily responsive to a new idea as an American—whether it be a fashion in socks or neckwear or a new factory plant. The silk

hat and frock coat of the Victorian era died hard; some of our best known business men still favor them in their daily round. It will be many years before they finally disappear from the scenes of business.

The silk hat and frock coat are typical of English character. They die but are not killed. Their longevity is significant in learning to judge the bulk of English people.

We are not asking the American delegates to come over and see our silk hats and frock coats, but to realize that they stand for the conditions with which the enterprising business man has to contend. We believe it will be a liberal education to American business men to see the spirit that lies behind our silk hats and frock coats and to witness how the conditions which they represent are met in British selling methods.

There is in British industry a high regard for the super-excellence of their manufactures that has become a world-wide reputation. American manufacturers have shown us how to intensify production in millions. But there are still many British fields of manufacturing supremacy—not perhaps by weight of numbers but in craftsmanship. These are things so typically English that they offer an irresistible attraction to visiting

Americans, and are assuredly among the matters of interest that will make England a place of fascination, that will make a strong appeal to the imagination of every American delegate whatever his business associations may be in the new world.

Financially, London should have a claim upon every man who has money invested in business. For upon London centers the gold standard of the world—London is the banking center of the nations—there a banknote is always worth its face value—it is the pivot upon which the money standards of every country revolve. London's financial institutions are one of the wonders of the world. Their operations are so closely bound up with the finances of the United States that they are worth special attention from a body of men who handle such stupendous sums of money as American advertisers do.

How closely those financial relations bind the two countries together may be judged from the simple fact that the British Empire, of which London is the hub, is far and away America's best customer. In one period of 1922 more than 40 per cent of America's exports were shipped to purchasers in the British Empire, Great Britain herself representing a share that totaled as much as the rest of Europe (except Germany) put together. Is it too much to expect that once in a while the Americans should give so good a customer a call to talk give so good a customer as Britain has proved to be a call to talk things over?

Great Britain sells goods to the United States, of course. In 1921 the British Empire was represented by something between one-fourth and one-third of American imports. Maybe we'll do better still, but meantime isn't it a sound idea to get together and see what we have that interests each other?

All these things are in the nature of putting it up to the business mind of the American man. Are there, then, no definite impressions of sentiment toward America as a whole from leaders of British thought that may be quoted as indicative of a desire for closer fellowship? There are, indeed, many, and even at the risk of their being considered abstract in quantity, some recent utterances might well play their part here as showing how Britain generally extends an open hand to America, and as pointing the fact that in calling for "London, 1924" as the seat of the Associated Advertising Clubs' convention, our business interests are but narrowing down the sentiments to a specific issue.

King George himself a few days ago sent a message to the company assembled at a London reunion of the British War Missions to the United States. That message concluded with the words: "His Majesty is pleased to hear of the unabated efforts of members of the society to make the peoples of the United States and Great Britain better acquainted with each other."

Earl Balfour, K. G., O. M., himself a figure endeared to many in the United States, in a paper on "Anglo-American Relations" in the London Sunday Times of April 29 last said: "The conviction that the free communities of English-speaking peoples, whether within or without the British Empire, have, whether they know it or not, too much in common to be to each other exactly what they are even to the most friendly nations with a different racial and historic background, is one which I have held far too long to be able now to abandon."

And, finally, America's own Ambassador at the Court of St. James's, Col. George Harvey, said a few days ago: "In future, England and the United States have to work together in perfect candor if they are to achieve great results. England was never more solid or more confident than today, and she is on the high road to prosperity and success such as followed in the wake of the Napoleonic wars."

"Great results!" It is a fine note to conclude upon.

Britain wants the 1924 convention for London. For the participants of both nations it should indeed show "great results."



H. R. H. THE  
PRINCE OF WALES

Special Message to  
THE LONDON "DAILY SKETCH"

**THE PRINCE OF WALES** greatly appreciates your letter regarding the objects and hopes of the 1924 Convention of Associated Advertising Clubs of the World and realizes the advantages that would ensue from the holding of the Convention at the British Empire Exhibition.



## FOR THE BETTERMENT OF ADVERTISING IS THE THIRTY CLUB'S SLOGAN

With High Ideals It First Evolved the 1920 Advertising Exhibition and Now It Has Made "On to London" the Advertising Message of 1924

By ERIC FIELD

Director of Erwoods, Ltd., London

WHEN eighteen years ago a few kindred spirits of what was then the younger school of advertising sowed the first seeds of the Thirty Club, they could never have dreamed of the tremendous projects that their little club was later on to promote. A pleasant little dining club was what they had in mind, directly and consistently concerned with practical advertising, always keeping in view the object expressed by the club's motto that heads this article. They were to do what they could for the betterment of their business more by inspiring other people than by carrying out great projects themselves.

Many and varied were its early activities. Idealistic they were always, only occasionally were they practical, but it says a great deal for the soundness of the ethics enunciated by the Thirty Club, that they left so great a mark on the advertising profession in Great Britain, doing much in point of fact to raise the whole standard of its practice.

It certainly was the progenitor of a better spirit in advertising and it carried out a great deal of missionary work, some of which is only now bearing fruit. It is difficult to name any single reform in which the Thirty Club as a whole or its members as individuals did not play a part. The agents' standard of practice, the adoption of the net sales principle, the suppression of fraudulent advertising—these are just a few of the matters in which the Thirty Club has had its share.

It certainly says a great deal for the influence of a small body of enthusiasts that a club of so limited a membership could achieve so much.

The creation of the Thirty Club can be traced to a meeting held in the office of P. C. Burton's Advertising Agency in 1905, when John Hart of the London Times was elected its first President.

Its actual originators were found among a little band of enterprising spirits including John Hart, Percy Burton, Joseph Thorpe, Ashby Goodall, John McBain, Oswald Greene, Charles Bridges, Philip Gee and J. Murray Allison.

The restriction of its membership whence its title was derived was adopted because it was felt—and as events have proved, quite correctly—that an exclusive but lively membership was far more desirable than a large and uninterested one.

Its early rules, which still govern the whole spirit of the club, were constructed to ensure that this liveliness should be maintained. The two most important were, and still are, firstly that election should be by ballot, two black balls excluding, and secondly, that anyone should cease to be a member who failed to attend two-thirds of the dinners. These rules have been rigidly enforced. Neither fear nor favor have been strong enough to prevent their operation. No matter how important a man may consider himself, he ceases to be a member of the Thirty Club if he does not turn up at the meetings, and a list of those thus forfeiting their membership would include many surprisingly important names.

Similarly, no wise candidate takes election as a matter of course. It is and has always been very difficult to become a member of the Thirty Club and it is safe to say that every year more candidates have been rejected than have been elected to the club. The principle governing the voters has always been that the candidates must have done and be capable of doing positive work for the betterment of advertising. No mere absence of vices is sufficient. The presence of definite positive virtues is required and this presence must be known. Many candidates who would have proved useful members have been rejected in the past simply because their work was insufficiently known to

members of the club. They must console themselves with the reflection that if the Thirty Club had not always tried to be so exclusive they would not have wanted to be members, and that much may be forgiven those who try to set a really high standard of membership.

It is felt to be an honor to be elected but to be rejected does not necessarily imply any stigma of dishonor and the rejected, if they only knew, would find themselves in surprisingly good company. In a recent year ninety per cent of the proposed candidates were rejected. This jealous guardianship of the right of membership is of course a necessary consequence of the restriction in numbers.

But to revert to past history, for the first three or four years of its existence the club did not court publicity, but at the meeting on June 9, 1909, under the presidency of Thomas Russell, it was decided that "the time had arrived when publicity might with advantage to the advertising business generally be given to

vertising have changed since then!

On September 14th, 1910, under the presidency of George J. Orange, the Thirty Club provided Wareham Smith with a platform from which he propounded to a large and influential gathering of advertising interests his scheme for a permanent club house for advertising men. From this grew immediately the very successful and influential Aldwych Club.

The present campaign being run by the Thirty Club for the holding in London of the 1924 Convention is really a revival of plans laid in 1914, when the Thirty Club took what it hoped might be the first steps towards such a project in the formation of the British Association of Advertising under the presidency of L. H. Hartland Swann, with John Hart as Honorary Secretary. The association was modelled closely on the lines of the A. A. C. of W. The project was well conceived and the plans well laid to establish in every provincial city of importance local advertising clubs banded together in the one central association, it being hoped that every year England would have its own Advertising Convention and periodically would hope to receive American Advertising Clubs as guests.

The clubs that exist today in provincial cities in most cases owe their existence to the work. Members of the Thirty Club, Sir Charles Higham, John Hart, Percy Burton, Jack Akerman and others, addressed meetings all over the country,

and the advertising pageant that passed along the staid streets of London was cheered by thousands who lined the route as thickly as for a Royal Wedding. No more successful piece of work in bringing home to the public the economic value of advertising had ever been done before and one of the benefits we Britons shall gain from the Convention that we hope will visit London in 1924 will be a still greater success in the same direction.

The 1923 roll of Thirty Club officers and members includes the following:

President—John Cheshire.  
Vice-President—W. S. Crawford.  
Hon. Treasurer—Philip Emanuel.  
Hon. Secretary—C. Harold Vernon.  
Committee—W. B. Robertson, J. C. Ackerman, Eric Field, T. B. Lawrence.

Full Members—Sir Charles F. Higham, Lionel G. Jackson, Leslie Harwood, H. Samson Clark, James Walker, Hugh N. Hunter, P. C. Burton, Chas. Bridges, Wareham Smith, Ivor Fraser, R. P. Gosop, E. S. Baring-Gould, Geo. J. Orange, George Sparkes, F. W. Vanden Heuvel, Ernest Morison.

Associate Members—Louis Kaufman, A. Wardle Robinson, Walton Harvey, U. B. Walmsley, F. E. Bluff, Alfred Pemberton, Gerard W. Gibbs.

For 1924 the officers will be as follows:  
President—C. Harold Vernon.  
Vice-President—John Cheshire.  
Secretary—W. S. Crawford.  
Treasurer—Philip Emanuel.

It will assuredly add to the pleasure of the Atlantic City Convention to know that "London 1924" will see the same roll of officers playing the part of hosts as now represents the leadership of the delegation to Atlantic City.

## PRESIDENT OF BRITISH BOARD OF TRADE HOPES FOR SUCCESS

THE proposal to hold the Advertising Convention in London next year has aroused widespread interest and is one which I cordially support.

An interchange of views between the leading advertising experts of this country and the United States will doubtless assist the growing commercial interchange between the two countries, and I hope that the British Delegation which is now proceeding to America to present the official invitation will be successful in their mission.

P. LLOYD GREAMS.

Board of Trade,

London, April 25, 1923.

its proceedings." Accordingly the next issue of the London Advertising World published the following list of members:

Messrs. Percy Burton, Oswald Greene, Ludwig Wahrendorf, J. McBain, Thomas Russell, W. Penrhyn Penn, Joseph Thorp, F. C. Wise, Ashby Goodall, H. E. Morgan, A. W. Drew, G. H. Nichols, Burris Gahan, J. C. Kirkwood, G. F. Scotson-Clark, J. R. Charter, Keturah Collings, John Hart, Oswald Sickert, Herbert Owen, Ambrose Heal, T. H. R. Pring, S. J. Longden, Charles Bridges, J. Murray Allison, and C. F. Higham. My own election happened to follow at the next meeting.

At the same meeting J. Murray Allison was elected President, Sir (then of course Mr.) Charles Higham, Secretary, and Charles Bridges, Treasurer. In the report of a later meeting in the same year it was chronicled that "Mr. Charles Higham was brief and emphatic." That same winter saw the club run a series of meetings when intensely practical speeches were made by some of the most prominent advertisers of the day. Among them was Sir (then Mr.) Woodman Burbridge who in February, 1920, astounded those present by disclosing the fact that Harrods actually spent the huge (!) sum of just over twenty thousand pounds a year in press advertising. How things in ad-

getting committees together, and a large and well attended meeting was held in London finally to approve the scheme. Unfortunately just as things were maturing well, the outbreak of the war necessarily put a stop to the scheme, and like so many other societies in England, the Thirty Club suspended its activities until the majority of its members should return from the job of cleaning some Augean stables on the Continent of Europe.

It was not in fact until February, 1920, that the club really gathered itself together again. Its post-war presidents include Sir Charles Higham, W. S. Crawford, and John Cheshire, Managing Director of the great firm of Levers.

At a meeting held during that month the first plans were made for the great Advertising Exhibition at the White City, London. After nine months of strenuous work, the Exhibition opened its doors to the waiting public and achieved an amazing success. Every day and all day the public waited in queues a mile long. It received the honor of the biggest Royal visit ever accorded to an Exhibition. The King, the Queen, Queen Alexandra, the King and Queen of Norway, Princess Mary and the Queen of Denmark all attended.

It filled the columns of the newspapers

### SKETCH ISSUES U. S. EDITION

London Picture Daily Gets Out Fine Ad Club Number

The "Daily Sketch," ordinarily published simultaneously in London and Manchester, has just produced a remarkable special edition for America. It is a regular "Daily Sketch" in form, full of pictures as usual, and all its news features arranged in the way in which its English readers are accustomed to see them. But it is vastly different. It is "On-to-London" propaganda, cleverly contrived and an editorial and pictorial masterpiece in its way.

Messrs. E. Hulton & Co., Ltd., proprietors, have scored a knockout.

This "On-to-London" Daily Sketch is a full size 24-page paper. The front page is a portrait of the Prince of Wales with his message. The first news pages, usually devoted to national affairs, are laid out in that style, but the news consists of special articles and interviews and paragraphs dealing with a dozen different aspects of London as the center for next year's convention. Here, too, are thumbnail pictures of British advertising folk and good stimulating editorials that will make American readers do some thinking. Clever and caustic articles and comments, more pages of pictures, a fine collection of representative British advertisements—even the racing news—and this interesting picture paper is laid down with a smile of admiration.

You may have had a copy—they're intended for you, but if not send a post card to J. Dodds, Daily Sketch, Shoe Lane, London EC4, England, and one will come along. You ought to see this!

### Learn to Punt and Stay Dry

No trip to London is complete without a visit to Richmond-on-Thames, the gay river resort where one may hire a punt, or flat-nosed flat-bottomed river boat propelled by pushing a pole along the river bottom, and experiment with the great English art. The amateur punter usually thinks that it is a simple game, to be achieved merely by planting his punt pole firmly on the river bottom and giving a determined shove. Such a process usually lands him in good fresh river water at the first push, but once learned, the punting art becomes a favorite pastime with American visitors.

## SPIRIT OF BRITAIN WILL BE EXPRESSED IN EMPIRE EXHIBITION OF 1924

Will Bid for Visitors from Every Part of the World With  
Greatest Industrial Exposition and Congress in the  
History of the British People

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

THERE are hundreds of sound reasons why the Associated Advertising Clubs of the World should vote London, 1924, for their convention. Some of them will be found in these pages, others will be presented by the British delegates at Atlantic City in a few days.

There is one more that should make a strong appeal to American imagination. In May, 1924, London will be the centre of the greatest exhibition ever held in the United Kingdom, the British Empire Exhibition. To make it, British industries are arranging for the display of the greatest triumphs of their crafts, the Overseas Dominions and Dependencies will be represented by special buildings in which will be shown the natural products and manufactured commodities of every part of the British Empire.

At Wembley, on the outskirts of London and a fifteen minute electric train run from the heart of the city, a park of some 216 acres is being converted into a town of delight. Within its walls will be found represented the arts and sciences, the genius and skill of industry, the greatest sports stadium in the world, and a playground for a nation.

The patron of the British Empire Exhibition is King George, the President of the General Committee is the Prince of Wales, and the Chairman of the Executive Council is the Duke of Devonshire, Secretary of State for the Colonies. Under such distinguished patronage, it may be taken as certain that no stone will be left unturned to make it a success worthy of the Empire in whose interests it is being created.

The reason for it is another fact that will appeal to the imagination of Americans. Since the war, Great Britain has been working hard to repair the losses thus incurred, to show a brave face to the world, and to present itself as a solvent customer in the markets of the universe. Some great mind, looking back over the pages of history, discovered that in the past, boom years have synchronized with great exhibitions. Napoleon in 1801 conceived a national French Exposition, and such an impetus to the nation's trade and industry did it prove that he decreed others to follow, all of which had the same effect. Similar research showed that the Great Exhibition in London in 1851 was productive of a vitalizing influence on all classes of manufactures, and other lean periods were transformed into years of prosperity by succeeding exhibitions in 1862, 1867 and 1886. So it was decided that 1924 should see an Empire Exhibition to bring back to Great Britain and its Dominions some of its former prosperity.

The mammoth scale on which it is being constructed is necessary to accommodate all those who wish to take part, the originally planned 126 acres having been exceeded by the demands made by the Colonies and Dominions.

The Exhibition will attract visitors from all parts of the world. It will be the showroom of the British Empire—the pivotal centre of its business interests.

But it will have a special interest for America, for it is definitely fixed that if Atlantic City accepts the British invitation, the 1924 Convention of the Associated Advertising Clubs of the World will be held within its conference halls. Leaving nothing to chance, believing that our American cousins will pronounce their decision in a mighty "Yes!", there are actually being built Congress Halls to accommodate the Convention.

Of these fine Congress Halls now under construction, one will hold 2,000, another 500, a third 300, and two others

smaller numbers still, with committee and reception rooms in large number.

Thus, the A. A. C. W. Convention delegate to London, 1924, will not only be welcomed as such but he will be an honored guest at what Great Britain feels will be the finest thing she has done yet in exhibitions.

The scope of the British Empire Exhibition has hitherto only been hinted at. Now, it is possible to take the intending visitor a little closer, for, by the courtesy of Mr. W. S. Crawford, the Honorary Director of Publicity to the Exhibition, the writer has been conducted over the grounds—at present in the main a bewildering maze of fences, girders, steel arches, and intersecting railroads.

From the northwest entrance we step into an English garden, green lawns like velvet, roses and thousands of other typical English flowers in gorgeous pro-

East Africa, Hong Kong, West Indies, Malay, New Zealand and South Africa, each pavilion having been built by the country whose name it bears. Farther afield, there is the Amusements Park and an Experimental Farm.

Perhaps the greatest interest will centre upon the mammoth Machinery and Industrial Halls and here it is clear that there will be complete representation of British industries. Thus, the British Engineers' Association are organizing the shipbuilding, marine, mechanical and general engineering exhibits, and the British Electrical and Allied Manufacturers' Association have taken up the task of organizing all the electrical industries exhibits. These two bodies have together undertaken to fill the whole of the Machinery Hall, which at present covers an area of 466,000 square feet. The British Chemical Manufacturers' Association has similarly undertaken to organize the chemical section, for which 25,000 square feet has been reserved, and the Society of Motor Manufacturers and Traders and the British Cycle and Motor Cycle Manufacturers' and Traders' Union Ltd. will organize the motor and cycle section. These two bodies have requested that the Engineering Hall may be extended in order to provide room for their exhibits, and an addition of 70,000 square feet to this building is now being provided for. The Bradford Branch of

British will work if only the job's there.

And behind the scenes, there are men working till their eyes grow dim to make this Exhibition a success—planning big things, co-operating with folk they have never seen, breathing always the spirit of comradeship, fashioning a mighty chain of invisible links to bind an Empire's trade. Not the most conspicuous of them is Mr. W. S. Crawford, holding the onerous office of Honorable Director of Publicity. He it is who is telling the world what Wembley stands for, staking his reputation as an advertising man on selling the British Empire Exhibition to every man who ever heard of England. And, as he happens to be the Vice President of the A. A. C. W., his success in doing this should be as much a matter of concern to the U. S. as it is to us.

The British Empire Exhibition is going to be an achievement of which the British will be proud. He is going to invite all the world to come and look in his shop windows in 1924, and knowing that when John Bull has something to show it will be something worth seeing. The world and his wife will leave their farms, their factories, their home-towns and their own particular interests and flock to London.

To American advertising men the Britisher is saying something more. He is holding out both hands, and he says "Come and look in our shop windows, by all means. But come over, bring your little sheaf of papers on salesmanship and advertising, and let's sit down and just talk until we know each other better. We're homely, but we'd just love you fellows to drop in for a chat."

And in our great Exhibition there is an empty hall. It will accommodate 2,000. Surely between us, we can fill it for four days in June, 1924.

### ENGLISH LANGUAGE EDITION

#### Nichi-Nichi's Venture Is Lauded by Japanese Officials

(EDITOR & PUBLISHER'S Far Eastern Bureau)

TOKYO, April 13.—Tokyo's youngest English-language newspaper, launched yesterday morning by the Nichi-Nichi in conjunction with its Japanese edition, was toasted last night by government officials and invited newspaper men at a dinner given at the Nippon Club. The speakers were T. Takagi, managing director of the Nichi-Nichi; Frederick Moore, former Associated Press correspondent, now adviser to the Japanese Foreign Office; M. Zumoto, editor of the Herald of Asia; Robert Scripps, head of the Scripps-Howard League of newspapers who is now in Japan with his father, E. W. Scripps, on their private yacht, the "Ohio"; B. W. Fleisher, proprietor and editor of the Japan Advertiser and Trans-Pacific; and Mr. Yoshizawa, head of the Asiatic Bureau of the Foreign Office.

The Nichi-Nichi's English edition is a four-page, seven-column newspaper, similar to the English edition which the Osaka Mainichi, the Nichi-Nichi's sister publication, launched a year ago. The news services and advertising department of the Japanese edition will be at the disposal of the foreign-language paper, which is making a bid for circulation on the strength of low subscription rates. The monthly rate is one yen, equal to 50 cents. Each copy costs 5 sen.

### CANADA SPEEDS MAILS

#### Newspapers to Use Distinctive Labels on Delivery Sacks

Arrangements have been completed between the Canadian Postoffice Department and the Canadian Daily Newspaper Association and Canadian Weekly Newspaper Association, whereby distinctive labels will in future be used for sacks dispatched from newspaper offices.

Publishers of daily papers will use labels of bright red cardboard, with address printed in black in bold-face type, while weekly papers will use yellow labels similarly printed. Bulletins have been issued by both associations directing the attention of members to the matter and urging them to cooperate to minimize postal delays and secure quicker service.

### VISCOUNT ROTHERMERE ASSURES HEARTY SUPPORT



WILL YOU convey to your committee the assurance of my hearty support of the 1924 Convention, whose members I hope to see in London? My journals will assist in every way to make this Convention in London a success.

ROTHERMERE.

Carmelite House,  
London, E. C. 4.

fusion—a first impression of simple loveliness that only an English mind could plan. Thence we leave by the central avenue, a fine broad gravelled pathway that leads southward to a mighty edifice that, at first sight, suggests a huge magnification of the Roman amphitheatre. That is the Stadium, the dominating architectural feature of the exhibition, as well it might be, seeing that it will hold 125,000 spectators.

As our eyes drop from this gigantic structure, we become aware of two magnificent buildings, one on either hand. That on the left is the Machinery Hall, built (with five full-gauge railroad tracks running through it) to house some of the machinery of which Great Britain is so proud. On the right the Industrial Hall, the repository of many wonders of British industry. And through the Industrial Hall, in a fine roomy building, is the commodious Conference Hall for the 1924 Convention. Together these two great buildings cover more than twenty-five acres—over a million square feet—truly showrooms of a gargantuan shop.

Crossing the lake, two imposing pavilions greet the eye—that on our right the home of Australia and its natural and manufactured products, the other representing Canada. Skirting these, we find India, Burmah, West Africa,

the Federation of British Industries is preparing a scheme for the representation of the woolen trades, and the Empire Cotton Growing Corporation has undertaken to organize an exhibit illustrative of cotton production throughout the Empire.

The United Tanners' Federation has undertaken the organization of the tanning and leather industries section, and among other trade associations who are co-operating in the organization of exhibits are the Federation of British Music Industries, the British Brush Manufacturers' Association, the Wine and Spirit Association, the Paper-makers' Association, the Federation of British Pottery Manufacturers, the Liquid Fire Extinguisher Manufacturers' Association, the India Rubber Manufacturers' Association, etc., etc.

It will be seen that Great Britain is going to do this thing properly. Work was only started in March, 1922, but within 11 months the great Stadium was finished and the first Football Cup Tie Final was played in it on April 28th. The principal halls—Machinery and Industrial—are to be completed by August, 17 months from their beginning. This, and the ceaseless hum of activity that arises from every corner, suggest that there isn't very much wrong with

**COMPLETE LIST OF BRITISH DELEGATES TO A.A.C.W. CONVENTION**

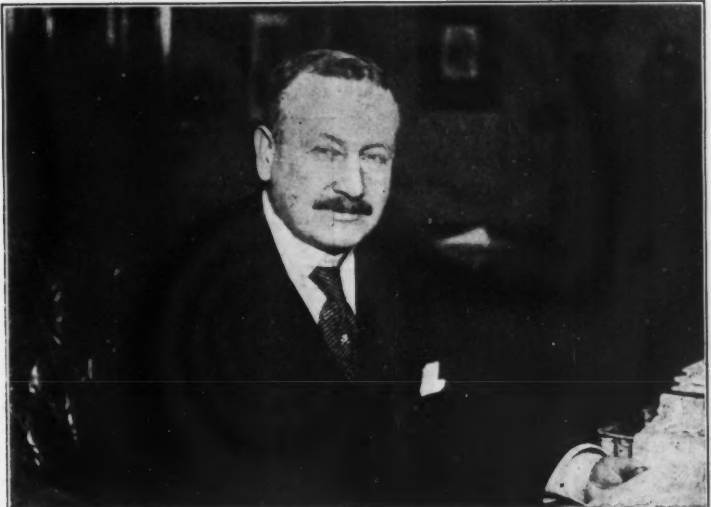
Agnew, E. S. (and Mrs. Agnew), Punch, Bouverie street, E. C. 4, London.  
 Akerman, J. C., of the The London Times, Printing House Square, E. C. 4, London.  
 Allen, Joseph N., James Pascall, Ltd., Blackfriars Road, S. E. 1, England.  
 Allison, J. Murray, Field Press, Ltd., Windsor House, Breams Bldgs., London, E. C. 4.  
 Baird, Sir Robt., Belfast Telegraph, 124 Royal avenue, Belfast, Ireland—delegate of Ulster.  
 Bates, Arthur—Johnson, Riddle & Co.  
 Baxter, William B., John Harding, Son & Co., Ltd., Baronia Works, Nantwich, England.  
 Bowater, Eric, 157 Queen Victoria street, London, E. C. 4.  
 Boys, E., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.  
 Bradley, H. Dennis, Pope & Bradley, 14 Old Bond street, W., London.  
 Bradshaw, Percy V.—Press Art School.  
 Brinkmeyer (four brothers)—C. and A. Modes, Ltd.  
 Broughton, H. H., Vickers, Ltd., Westminster, S. W. 1, London.  
 Bruce, Robert, Aberdeen Newspapers, Ltd., 149 Fleet street, E. C. 4, London.  
 Bruce, Robert, Aberdeen Newspapers, Ltd., 149 Fleet street, London, E. C. 4.  
 Bullock, W. F.—London Daily Mail.  
 Chadwick, Arthur, Amalgamated Publicity Services, Ltd., Bucknall street, W. C. 2, London.  
 Cheshire, John, Lever Bros., Ltd., Lever House, E. C. 4—president, the Thirty Club of London.  
 Clark, H. Samson, Samson Clark & Co., Ltd., 57-61 Mortimer street, W. 1, London.  
 Clegg, Harry, Kalamazoo, Ltd., Northfield, Birmingham, England.  
 Crawford, W. S. (and Mrs. Crawford), W. S. Crawford, Ltd., 233 High Holborn, W. C. 1.—vice-president, The Thirty Club of London, and vice-president, Associated Advertising Clubs of the World.  
 Day, W. T., (and Mrs. Day), Pioneer Press of India, 11 Arundel street, Strand, W. C. 2, London.  
 Derry, F. A., Cunard S.S. Company, Ltd., Liverpool.  
 Derwent, H. C., Bradford & District Newspapers Co., Ltd., Bradford.  
 Derwent, W. R., Nottingham Journal, Nottingham, England.  
 Dunkley, W. H., Dunkley's Ltd., Jamaica Row, Birmingham.  
 Emanuel, Philip, Odhams Press, Ltd., 57-9 Long Acre, W. C.—hon. treasurer, the Thirty Club of London.  
 Evans, Harold S., Marling & Evans, Ltd., 6 St. Sacramento street, Montreal, Canada.  
 Falk, L. D., D. J. Keymer & Co., Ltd., 36-8 Whitefriars street, E. C. 4, London.  
 Field, Eric—Erwoods, Ltd., 30 Fleet street, London, E. C. 4.  
 Fitch, H. Rea, EDITOR & PUBLISHER, 116 World Bldg., New York City. (Honorary delegate of the Thirty Club.)  
 Fraser, Ivor, London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.  
 Futeher, E. E., Dunkley's, Ltd., Jamaica Row, Birmingham.  
 Girardot, Edmond David, St. George Carriers, Ltd., 73 Basinghall street, E. C. 3, London.  
 Greenly, A. J., Greenly's, Ltd., 37-8 Strand, W. C. 2, London.  
 Haines, R., Press Photographer, London.  
 Haughton, Sam G., Grazer as Haughton, Ltd., Belfast. (Delegate of Ulster and president Advertising Club of Ulster.)  
 Henderson, J. S., John Mackintosh, Ltd., Halifax, N. S.  
 Henrichs, L. E.—London Daily Mail.  
 Hunt, J. G. P., Samson Clark & Co., Ltd., 57-61 Mortimer street, W. 1, London.  
 Hutchings, Robt. W., G. F. Hutchings & Co., Ltd., Excelsior Boot Manufactory, Bristol, England.  
 Hutchinson, Lt. Col. G. S., D.S.O.M.C., London Press Exchange, 110 St. Martin's Lane, W. C., London.  
 Illingworth, Ed. N., Belfast Telegraph, 40-3 Fleet street, E. C. 4—delegate of Ulster.  
 Imber, Horace S. (and Mrs. Imber), Associated Newspapers, Ltd., Carmelite House, E. C. 4, London.  
 Jauncey, H. H., Independent Newspapers, Ltd., Dublin.  
 Johnson, Frederick, Liverpool Post & Mercury, 130 Fleet street, E. C. 4, London.  
 Kelly, H. M.—Kelly & Kelley, printers.  
 Lawson, Lt-Col. E. F. (and Mrs. Lawson), London Daily Telegraph, 135 Fleet street, E. C. 4, London.  
 Mascoed, G. W., London Daily Chronicle, 12 Salisbury Square, E. C. 4, London.  
 McDougall, Thomas (and Mrs. McDougall), Thomas McDougall, Ltd., 44-6 Kingsway, W. C., London.  
 Meaker, E. J.—Meakers, Ltd.  
 Milne, Andrew, (Thirty Club of London, London). (Organizer of 1924 convention.)  
 Mitchell, J. C., London Electric Railways, Elec-

tric Railway House, Broadway, Westminster, S. W., London.  
 Morgans, E. N., Daniel Neal & Sons, Ltd., London.  
 Morison, Ernest, Morison's Advertising Agency (Hull), Ltd., 99 Holden Road, N. Finchley, 12, London.  
 Morris, E. H., of Lotus, Ltd., Stafford, England.  
 Napier, F. C.—Nickeloid Electrotypes, Ltd.  
 Neaverson, Herbert, Mackintosh & Sons, Ltd., 18 Long Causeway, Peterboro.

O'Keefe, William, O'Gorman Bros., Ltd., Farnell street, Clonmel, Ireland.  
 Pearl, L. S.—W. S. Crawford, Ltd.  
 Perrins, Capt. A.—Lee & Perrins.  
 Popper, D. H.—Popper & Co., printers.  
 Porter, Arthur S. (Mrs. Porter and 2 children), Arthur S. Porter & Co., Wapping Mills, Liverpool, England.  
 Potter, Fredk. E., F. E. Potter, Ltd., Imperial House, Kingsway, W. C., London.  
 Pritchard, Fleetwood, Advertising & Publicity, Ltd., 1 Arundel street, Strand, London, W. C.  
 Ridout, Herbert C., London editor of EDITOR & PUBLISHER, New York, 10 Radcliffe Road, Winchmore Hill, N. 21, London.  
 Robertson, E. J. (and Mrs. Robertson), London Daily Express, 116 Fleet street, E. C. 4, London.  
 Rossiter, A. G., Rego Clothiers, Ltd., 110a-112 High street, Shoreditch, E. 1, London.

Rowe, B. W., Langham Artists, Devereux Court, Strand, London, W. C.  
 Rozier, Capt. A. W., London Electric Railways, Electric Railway House, Broadway, Westminster, S. W., London.  
 Savage, Major J. C., London Aerodome, Hendon, N. W. 9, London.  
 Scott, George, Glasgow Herald, 112 Fleet street, London, E. C. 4.  
 Shoemith, Fred, Fairy Dyes, Ltd., 37 Glassford street, Glasgow, Scotland.  
 Smith, P. G. A., Shell-Mex, Ltd., Shell Corner, Kingsway, W. C., London.  
 Spicer, R. E.—Endocrines, Ltd.  
 Steinberg, Louis—Charles Tait & Co., leather exporters.  
 Stenbridge, G. E., Sheffield Daily Telegraph, Sheffield.  
 Sykes, Regd. C., London Press Exchange, Ltd., 110 St. Martin's Lane, W. C., London.  
 Taylor, Arthur—Eno's Fruit Salt.  
 Thomberry, Robert, Newspaper House, London. (Represents Publicity Club of London.)  
 Turner, Arthur E., Leigh Mills Co., Ltd., Bradford, England.  
 Vernon, C. Harold, C. Vernon & Sons, Ltd., 38 Holborn Viaduct, E. C. 1—hon. secretary, The Thirty Club of London.  
 Vernon, L. C., C. Vernon & Sons, Ltd., 38 Holborn Viaduct, E. C. 1, London.  
 Watts, A. K.—Swan Pen Company.  
 Walley, Thomas, Cochran & Co. Annan, Ltd., Annan, N. B., London.  
 Walker, Ernest T. (and Mrs. Walker), Wolsey, Ltd., Leicester, England.  
 Wallace, W. T. (and Mrs. Wallace), National Trade Press, Ltd., Regent House, Kingsway, W. C. 2, London.  
 Walmsley, U. B., E. Hulton & Co., Ltd., Shoe Lane, E. C. 4, London.  
 Williams, E. O.—consulting engineer, British Empire Exposition.  
 Webb, W. H., Old Bleach Linen Co., Ltd., Belfast. (Delegate of Ulster.)  
 Wells, H. M., Wells Oil Company, London.

**"CATCHING ONE ANOTHER'S WAYS," LORD BURNHAM'S IDEAL FOR LONDON, 1924**



"THERE is a saying in the West Indies that seems to me to hit off admirably the ideal of the proposed Advertising Convention for London next year. There they speak of 'Catching one another's ways.'"  
 This was the reply of Viscount Burnham, proprietor of the London Daily Telegraph and Chairman of the Newspaper Proprietors' Association, to EDITOR & PUBLISHER'S question as to his views upon London, 1924.  
 "That we view the idea with entire approval you will see from the fact that the Newspaper Proprietors' Association is sending a delegate to Atlantic City in June—Lieut. Col. Lawson, who is also representing the Daily Telegraph," said Lord Burnham.  
 "There is no doubt about the internationalism of business. America must sell to us and we to America. The Advertising Convention in London would mean that our American visitors would be here to see and appreciate for themselves our conditions, our manufactures, and our people. Such a Convention, too, must mean an extension of the financial side of international business.  
 "I am not a believer in anything but the exchange of goods between America—and other countries, of course—and ourselves.  
 "I think we shall be able to learn much from our visitors. The more we study the recent development of American advertising, the clearer it becomes that they have transformed it into a fine art. I believe this is largely due to the type of man engaged in American advertising. It is a calling that attracts a higher class of men—many of them university men. As a result it is generally looked upon as being on a higher plane than it is regarded here. And, of course, the fact that such men are engaged in advertising must mean, in turn, a better, higher standard of publicity.  
 "As you know, I have a wide experience of conferences and conventions in connection with the press of our own country and in the work of the Empire Press Union. We have seen the results of such conferences in many directions—effecting reforms, improving communications, and accelerating news, in some of which benefits our American friends have shared.  
 "So I welcome the idea of the Advertising Convention for London. Everybody will benefit—the representatives of both nations—from the attention so drawn to the methods of each, and from the personalities engaged.  
 "I welcome the Convention as a means of 'Catching One Another's Ways.'"

**EDITION EDITED FROM 3,000 MILES AWAY**

A UNIQUE PRODUCTION and one of which all concerned are somewhat proud, this On-to-London Number of EDITOR & PUBLISHER is in another sense a journalistic achievement. It was produced in New York, but it was edited three thousand miles away—in London.  
 For once—and in pursuance of EDITOR & PUBLISHER'S desire to give London a platform from which to tell its story—the headquarters staff turned over the reins to the paper's London editor, Herbert C. Ridout. He it is who planned its contents, secured the interest of so many prominent English business men, arranged for all the contributions emanating from the British side, and, in short, enabled this publication to present so imposing an issue.  
 Even in this there shines the "On-to-London" spirit, for Mr. Ridout's activities have been animated by a personal desire to see the A. A. C. of W. Convention in London next year. He is himself advertising man as well as journalist.  
 Mr. Ridout will come to America as a member of the British delegation to Atlantic City.  
 To aid Mr. Ridout in his work on this edition, EDITOR & PUBLISHER dispatched to London in March a special representative in the person of H. Rea Fitch, and the measure of personal indorsement of the Thirty Club of London's invitation, as expressed in the announcements of so many British houses in this number, is due to this successful combination of English and American forces. Mr. Fitch had made a trip to London in the interests of EDITOR & PUBLISHER once before, in 1921, when a London Survey was produced, and his welcome from British publishers and advertising men then has been duplicated on the present occasion. He made many friends in England and was several times the guest of well-known personalities there.  
 To these men—our London editor and our special representative—and to all others who have assisted to make successful this number (notably the officials of the Thirty Club of London, without whose close and cordial cooperation little could have been done) EDITOR & PUBLISHER expresses its acknowledgements.

# MEET THE TWO PRESIDENTS OF THE THIRTY CLUB

Personality Sketches of John Cheshire, President of the Noted Organization, and C. Harold Vernon, President-elect, Leaders of British Advertising Club Delegation

TWO men who will stand out among the British delegation from the Thirty Club of London to Atlantic City are John Cheshire and C. Harold Vernon.

Mr. Cheshire is the reigning president of the Thirty Club, and as such official head of the delegation.

Mr. Vernon is president-elect, having been voted to the chair at the April meeting. He will be the official head of the proceedings in London next year.

Mr. Cheshire is managing director of the largest commercial house in the British Isles, and, incidentally, the greatest of all British advertisers—Messrs. Lever Bros., Ltd.

He is a real advertising man. He was advertising manager of Messrs. Lever

a similar result would obtain in his own country following such a convention.

And he believes most of all that for every material benefit Great Britain receives from that convention, it will be able to repay the visiting delegates threefold.

In a special message to EDITOR & PUBLISHER Mr. Cheshire gave the following reasons why American advertising experts should confer with British advertising experts at the 1924 A. A. C. W. Convention in London:

"The invitation which the Thirty Club is issuing to the Associated Advertising Clubs of the World to hold their 1924 convention in London is backed by the conviction that its acceptance would benefit both American and British in-

between those who transact business of these nations and who spread the romantic story of commerce in the same tongue, would be instrumental in promoting that understanding, regard and friendship which is the forerunner of the co-operation desired.

"As president of the Thirty Club I hope with the support of my fellow members to carry our invitation to the Convention at Atlantic City in June and to express it in such terms of genuine cordiality as will secure its acceptance."



IN Mr. Vernon we have another type of Englishman.

Here is robust, athletic youth, a type

this delegation. When Mr. Wilson-Lawrenson left London, Harold Vernon's work began.

The Thirty Club had such confidence in their present secretary that they elected him president for next year.

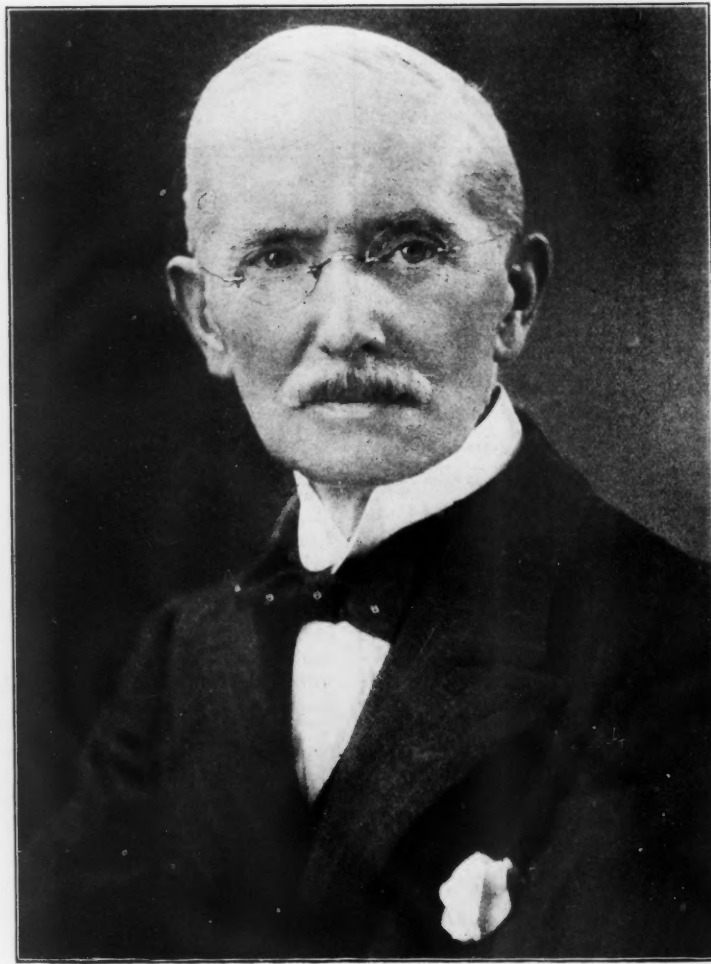
And when the convention comes to London, for its 1924 sessions its delegates will see that that confidence was not misplaced.

## OUR COVER

THE BEAUTIFUL DESIGN which decorates the cover of this edition of EDITOR & PUBLISHER is the gift of John



C. HAROLD VERNON



JOHN CHESHIRE

Bros., Ltd., and his promotion to managing director was regarded as a compliment to the profession of advertising.

Mr. Cheshire is a personality. He is an English gentleman, and has the gift of winning instant confidence. His restrained manner and quiet method of conversation give an impression of shyness. But it is sheer unassuming grace.

His views on advertising are broad; on the matter of securing the convention for London in 1924, precise and definite.

He believes advertising is capable of much greater expansion, and is perfectly frank in declaring that the convention in London would mean a new awakening of interest among British manufacturers, that it would create and stimulate a new confidence in advertising and advertised goods in Great Britain. He admires the way in which the public of America has been educated to regard advertising as a vital factor in business, and believes that

interests. It is no idle dream of an advertising enthusiast that a meeting of the men who exert so tremendous influence on public opinion in the New and the Old World would be productive of the highest good from all standpoints.

"We want this country to feel the striving force of American faith in advertising and we want America to see London and our country through the eyes of its trained observers and publicists.

"It is not only London they would see. If the invitation is accepted, visits will be arranged to great industrial centers and to the famous beauty spots of the British Isles. There will be opportunities for American experts in every phase of business to meet and confer with our greatest business and financial authorities.

Surely it is not too much to say that social and intellectual intercourse

almost American, with squared shoulders and open face.

Mr. Vernon is the principal of the old-established advertising agency of C. Vernon & Sons, Ltd., located on Holborn Viaduct, London, with branches in Liverpool, Glasgow and Paris. The agency includes among its clients many important and representative British advertisers—names that stand out prominently in their respective spheres. In addition he is a director of several manufacturing and merchandising companies and directs the advertising policy of these organizations.

Mr. Vernon is a man of truly secretarial ability—as every advertising man should be and rarely is. He is brisk and crisp in manner. No time-waster, but with the facts of whatever matter is being discussed at his finger ends.

To him, almost solely, belongs the honor of having made arrangements for

Cheshire, president of the Thirty Club. In planning this number EDITOR & PUBLISHER placed this cover at the disposal of the Thirty Club of London for their use with such a design as they might feel would assist in the general scheme of advancing the On-to-London movement.

Mr. Cheshire accepted this offer and took upon himself the task of finding a suitable design. Some of the best artists in London were invited to submit drawings, and Mr. Cheshire's choice fell upon one received from the Norfolk Studio, London, the execution of Garth Jones. The result is seen upon the cover.

The artist enjoys an international reputation. His symbolic designs used at the opening of the Selfridge Store several years ago made a lasting impression. His pictures and decorative designs have been used by many publishers and advertisers including the Packard Automobiles, Sunlight Soap, Harrods, Wanamaker's, etc.

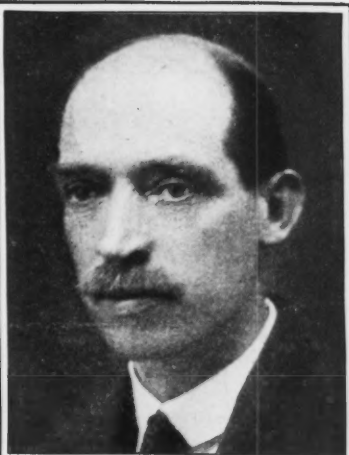
# AMONG OUR BRITISH VISITORS



E. Herbert Morris, advertising manager of Lotus & Delta Shoes, Stafford, climbed into advertising by the stairway of the short story. During his 50 years, he has been assistant manager in a big department store, literary assistant to Burroughs, Welcome & Co., manager of a cinema producing firm, and partner in an ad agency.



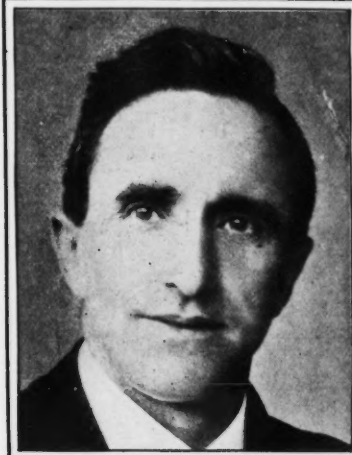
H. Dennis Bradley is sole proprietor of the firm of Pope & Bradley, tailors of 14 Bond Street, London. He is regarded as writer of the most original literary advertisements in England. Noted also for versatility as dramatic author, producer of intellectual plays, and critic of drama. His "The Eternal Masquerade" in 35th thousand.



Fred Shoesmith, managing director of Fairy Dyes, Ltd., ascribes much of his success to following his father's advice and as a youth associating with older and more experienced men, as well as to active church work. Born in 1874, he began in business in Scotland in 1901. He now controls the dyes firm, which has a big export trade.



W. B. Baxter, managing director of John Harding, Son & Co., Ltd., Nantwich, is the largest single clothing manufacturer in the British Isles, being only shareholder in Harding's, which has branches in Manchester, London and Dublin; Baxter, Horner & Co., Ltd., Victoria Mills, Hunslet, Leeds, and W. B. Baxter & Co., of 34 York Pl., Leeds.



Harry Clegg, provincial sales manager to Kalamazoo, Ltd., Birmingham, arrived at his post of sales manager from "counter jumping" by way of commercial traveling. He is 47 years young and admits he is learning every day. He is a thorough believer in careful sales planning, and especially in selection of the salesmen.



Herbert Neaverson, Peterborough, has been connected with the sales department of John Mackintosh & Sons, Ltd., for 25 years. Has also established a large retail business, with five branches, in his own name. He believes it absolutely essential that a closer business relationship should be formed with the United States.



Thomas Watley, joint manager of Cochran & Co., Ltd., boilermakers, Annan, Scotland, only upright boilermakers in the world who work on mass production lines, is a fully trained engineer. He is a lieutenant in the R. N. V. R. His duties include supervision of head office sales and advertising departments of Cochran & Co.'s factory.



A. G. Rossiter, managing director Rego Clothiers, Ltd., may be described as a pioneer of the British Multiple Clothing Trade, having established in the last 20 years more than 50 retail shops within and around London. He is a firm believer in the advantages of publicity of the right kind, and real value for every article sold.



Arthur Taylor, advertising manager of Eno's Fruit Salt, one of England's boldest, oldest and most consistent advertisers, ascribes much of his success to early association with Americans and Canadians in agency work. He visited the United States for several months after the war. He has also been engaged in commercial art production work.



Robert W. Hutchings, a governing director of G. F. Hutchings & Co., Ltd., Bristol, manufacturers of shoes of character, under the style of "Excelsior." Across the front of their factory run the words "A shoe of beauty and a joy to wear." Mr. Hutchings wants to see the Advertising Convention in London and is here to show his support.



Ernest T. Walker is managing director of Woisey, Ltd., Leicester. He is the eldest grandson of Robert Walker, founder of E. Walker & Sons, hosiery manufacturers in Leicester. Ernest Walker was the first to introduce the power of advertising in the hosiery trade. Woisey, Ltd., owns 13 mills and three warehouses in Britain.



E. E. Fletcher, works manager of Dunkleys, Ltd., Birmingham, accompanying Mr. Dunkley. Comes along because he spent last year's vacation in the pine woods of Maine, and now wants to see our business folk and learn something of their ways of trade pay. London 1924, however, will continue his chief talking point.

# AMONG OUR BRITISH VISITORS



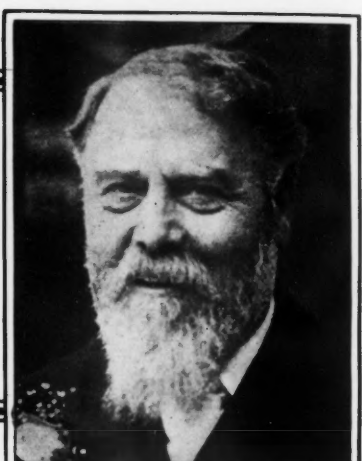
J. H. Allen, assistant sales manager of James Fascal, Ltd., London, manufacturers of the famous Fascal sweets and chocolates, is only 30. He believes that, just as the present convention affords opportunity of a better understanding of American methods, so London in 1924 would be of similar profit to American business men.



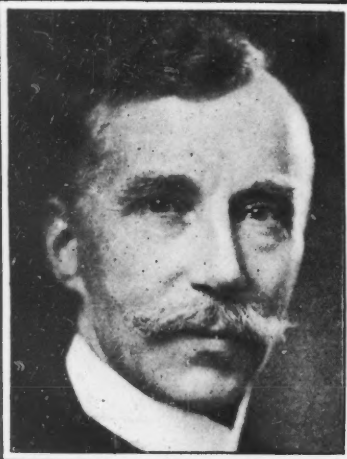
E. D. Girardot, chairman and managing director of St. George Carriers, Ltd., London. His publicity interests lie in the direction of telling the British public that he is rendering a service by producing better automobiles for less money. There are a lot of things he would like to have Americans know about England and believes the 1924 convention will help.



Arthur S. Porter, principal of Arthur S. Porter & Co., Liverpool, manufacturers of cotton cleaning waste, founded his business in 1905 and made it one of the best known firms in Lancashire. He is an admirer of American methods and believes in keeping on, keeping on advertising. He has declined all "calls" to enter politics.



W. H. Dunkley, principal of Dunkleys, Ltd., Birmingham, makers of baby carriages, has his own ideas on advertising and believes in it all the time. At 65 he is as alert as at 21, especially when fighting competitors trying to infringe on his patents, of which he holds more than 70. He visited Chicago during the Single Tax convention in 1920.



Frederick E. Potter, principal of Fred'k E. Potter, Ltd., Kingsway, London, is one of the best known figures in the British agency world. His firm numbers among its clients the English house of the Waterman Pen, an outstanding success in the British market. A man of high principle which he carries into business, he is also of repute in the social fields.



Eric Field, principal of Erwoods, Ltd., agency, is a native of Australia. Formerly editor of the English edition of Printer's Ink, advertisement manager of the Times, and advertising manager of the Caxton Publishing Company's great mail order house, he is a Thirty Club committee member of long standing, and incidentally a lieutenant colonel of His Majesty's army reserve.



I. D. Falk is managing director of D. J. Keymer & Co., Ltd., London advertising specialists, handling such accounts as Rolla-Royce cars, Venus pencils, Repolin paint, etc. He has 30 years' experience in agency advertising, and has traveled widely, being a leading authority on the Indian colonial market. He was a delegate to the Boston Ad Club convention.



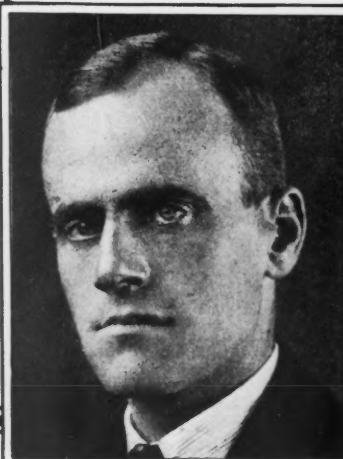
Lieut. Col. E. S. Hutchinson is director (city advertising) of the London Press Exchange. He served eight years as an officer in the Highlanders in Egypt, India and Central Africa. Won D. S. O., M. C., Legion of Honor and Croix de Guerre in France. Diplomatic service 1919-1921 Central Europe. Author and painter. Organizer Daily Mirror Fashion Fair this year.



Fleetwood Pritchard is a popular younger member of the British delegation. He is the head of his own agency, Advertising and Publicity, Ltd., of London, which is giving a great deal of attention to American advertising. He has two good reasons for wanting the 1924 convention for England, namely, better understanding of Britons by Americans and better understanding of Americans by Britons.



Arthur John Greenly, chairman and managing director Greenly's, Ltd., service agency. Considers his concern a department store of advertising. The agency side handles some of the largest accounts in the United Kingdom. He is for London in 1924 because he believes American advertising men will get a different viewpoint and an interest in theirs to open their eyes.



J. G. F. Hunt, director of Samson, Clark & Co., Ltd., advertising agency, first joined that company's staff in 1910 and did such effective work that this year he was promoted to the directorate, and is now generally responsible for contact, copy, and the many production departments. He is one of the younger men of the British advertising profession.



Arthur Chadwick is chairman and managing director of Amalgamated Publicity Services, Ltd. For 25 years he has been actively engaged in fostering postal publicity, or, as they say in the United States and Canada, direct mail advertising. He has been connected with the Rotary movement since 1915, and is the chairman of the Sales Managers' Association, London.

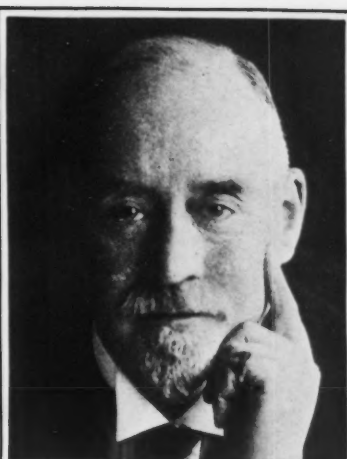
# AMONG OUR BRITISH VISITORS



Brian Walton Rowe, director of Langham Artists, London, advertising artists, was assistant advertising manager at A. & F. Pears in 1919, director of Langham, 1920. Supervises production of art work at Langham's for agencies and advertisers. Is chairman of the research bureau of the Publicity Club of London. Served three years in war, wrote part of army manual.



Leslie Vernon is a brother of C. H. Vernon, the honorary secretary of the Thirty Club. He is associated in the business of C. Vernon & Sons, Ltd., London, and is contact man for some of the largest advertising agency accounts operated in the British Isles. He is a strong advocate of the proposal to get the national advertising club convention to England next year.



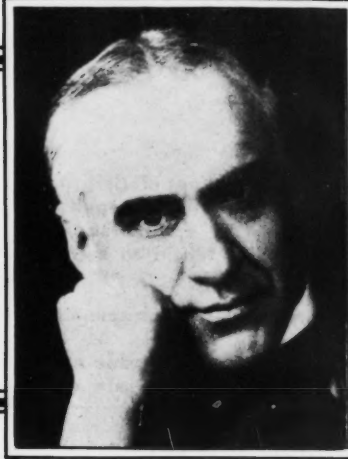
Thomas McDougall is governing director of Thomas McDougall, Ltd., Kingsway, London, and an authority on railway carriage advertising. Controls spaces in the carriages on three railway systems. Formerly was a force behind Multiplex Advertising Signs. Has traveled extensively, knows America well, yet remains a true Scot, interested in all things Scottish.



Andrew Milne is honorary secretary of the Publicity Club of London, and 1924 convention organizing secretary for the Thirty Club. He has been 21 years in advertising, and closely associated with James Black Agency. He took over the secretaryship of the Publicity Club in 1919 within a few weeks of its formation, and did a great deal toward making it a genuine success.



Lieut. Col. Edward Frederick Lawson is assistant managing proprietor of the London Daily Telegraph. He was born in 1890. He was in the Paris and New York offices of the Daily Telegraph. During the war he was awarded the Distinguished Service Order and Military Cross. He represented the N. F. A. of London at the Press Congress.



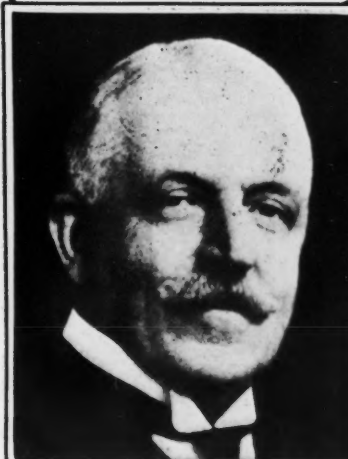
Horace S. Imber, advertisement director of the Daily Mail, Evening News and Weekly Dispatch, London, represented various American manufacturers in Great Britain before entering the ad field. Introduced first free wheel bicycle, first steam car and first water meter in England. Hates personal publicity, giving this picture under protest.



Philip Emanuel, advertisement manager of Odhams Press, Ltd., has under his control the ad pages of John Bull, Ideal Home, Passing Show, London Mail, Picturegoer, Pan and other magazines, and the Kinematograph Weekly, and Motion Picture Studio. He joined Odhams nine years ago, leaving an agency business in North of England.



Urie B. Wainmley is right-hand man to J. Dodds, advertising director of the Hulton Publications, but still finds the time to act on committees of both the Thirty Club and the Publicity Club. He is secretary of the On-to-London Committee. He has done much for advertising in general, and enjoys meeting folks.



George W. Mascord is general works superintendent of United Newspapers, Ltd., owning the London Daily Chronicle and Lloyds News. Has had wide experience in newspaper production in Australia, South America, Europe, Canada and England. He represents the Daily Chronicle in the present delegation to Atlantic City.



William T. Day, London advertisement manager Pioneer Press of India, is a keen enthusiast for the betterment of advertising. Won Crawford Challenge Cup in 1920 for an advertising thesis. Has toured India and dominions on advertising and selling conditions. Active in Publicity Club. He is a Fellow of the Royal Society of Arts.

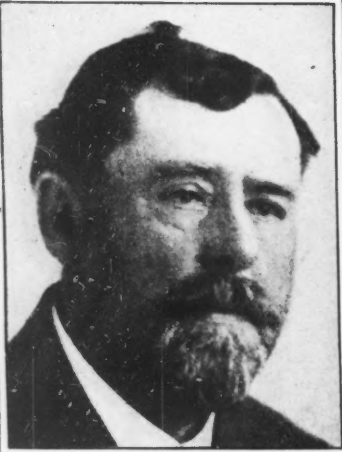


W. T. Wallace, director of the National Trade Press, Kingsway, is a producer of super-artistic papers, including the Drapers' Organiser, Furnishing Trade's Organiser, Footwear Organiser, and Men's Wear Organiser. These are unique in color printing and quality of typography. He came originally from the Toronto Saturday Night.

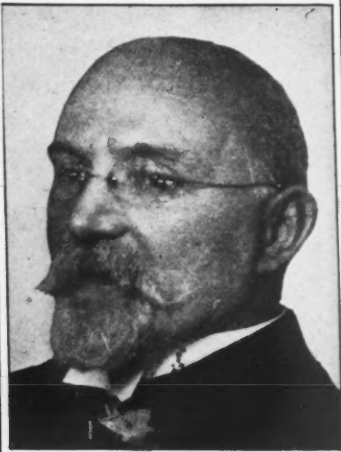


W. Raymond Derwent is general manager of the Nottingham Journal and Nottingham Evening News, two of the Starmer Group of papers. He is a believer in the young idea in advertising and publishing, and has joined the delegation to the Atlantic City convention of the Associated Clubs of the World to further the achievement of it.

# AMONG OUR BRITISH VISITORS



Fred Johnston is London representative for the Liverpool Post and Mercury, having seen 45 years' service in Fleet St. On relinquishing active representation for the Liverpool papers at the end of last year, he was the recipient of a hearty tribute from his colleagues in the newspaper and advertising field.



H. Casaubon Derwent is managing director of the Bradford & District Newspaper Co., proprietors of five Yorkshire papers. He began his career as a printer's devil, and rose to the top positions in the literary and commercial departments. He is a justice of the peace in the city of Bradford, and prominent in the Masons.



E. J. Robertson, general manager of the London Daily Express, is one of Fleet Street's young men—being 30. He is a native of Canada, and came to the notice of Lord Beaverbrook while serving in the Canadian Corps in France. He is also general manager of the Sunday Express. Cable, "Express, Fleet, London."



Ewan S. Agnew is a director of Bradbury, Agnew & Co., Ltd., proprietors of Punch. Educated for the diplomatic service, he saw service in France and Egypt as a lieutenant in the Royal Irish Lancers, and was staff officer to Field Marshal Allenby. He stood as a Liberal candidate for Commons at the last election.



George Scott represents the Glasgow Herald and associated newspapers. He is secretary of the Thirty Club's Finance Committee, vice-president of the Association of Advertisement Managers, and a member of the Aldwych and Fleet Street Clubs. A genial "Scott" with a nice wit, and a popular figure in the Street of Ink.

## "ALL BRITAIN WILL WELCOME YOU"— LLOYD GEORGE

(Special Cable to EDITOR & PUBLISHER)

I AM glad to hear that influential representatives of British advertising are leaving this month for America personally to convey to the convention at Atlantic City an invitation to the Associated Advertising Clubs of the World to meet in London next year.

London, and indeed all Britain, will warmly welcome so notable an assembly of men whose purpose is, as I understand, to seek to quicken the pulse of world trade by discovering and developing new markets for the sale of merchandise.

Such conferences help in the interchange of merchandise more precious perhaps than any material goods, namely, thought, sympathy, understanding, and mutual good-will. For upon these things the whole fabric of commerce is really built.

D. LLOYD GEORGE.



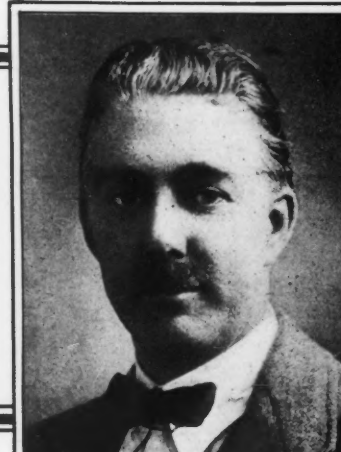
H. H. Jauncey, unofficially representing the Independent Newspapers, Ltd., of Dublin, is an expert on printing. During his stay in America he will make a close study of methods in vogue on this side of the Atlantic Ocean, with particular regard to color work, in which he is especially interested. Meet Mr. Jauncey!



Roy Clark, advertisement manager of Advertiser's Weekly, London, was formerly associated with the Bristol Times and Mirror, advertisement controller of the Daily Mail (Western Edition), London Evening News, and Assistant Advertising Manager of Selfridge Store. A good fellow who will go far and get there.



Robert Bruce, director and London manager Aberdeen Newspapers, Ltd., took charge of the London office on the amalgamation of two papers in the Scottish city. He believes that the ad convention in London would be of great value as an opportunity to show American visitors the possibility of expansion in the markets of Britain.



Patrick T. Montford, advertising manager Freeman's Journal Newspaper Co., Ltd., Dublin, is the only representative of the Irish Free State in the delegation. He was successively reporter, sub-editor, circulation manager, and ad manager. He is a Rotarian. He says he wants to see what U. S. can show a fighting Irishman.



F. Rea Fitch, special representative of EDITOR & PUBLISHER, will be a member of the British delegation at Atlantic City by a special invitation of the Thirty Club. Mr. Fitch's New York business address is EDITOR & PUBLISHER, 1115 World Bldg., New York—not London. He likes England, but you should hear him talk about Missouri.



# *One day the English Market will be your immediate objective*

EVERY MANUFACTURER or merchant house marketing branded, guaranteed goods successfully in America has, we believe, a future in England. Except for the stretch of ocean, there is no gap dividing England from America worth mentioning. You will switch from sales records in Ohio to those for, say, the English Midlands, without any real differentiation of thought.

• • •

BELIEVING this, we desire you to remember when you are setting out to market in England that your advertising can be safely entrusted to us. We have an organization running under the impetus of success. It is trained and equipped to give a thorough and complete service, adequate to carry through the highest responsibility and trust. It is serving successfully

many first-class advertisers in England and its reputation for integrity of purpose and good work will bear closest investigation.

• • •

IF WE CAN help you to form your plans of operation in England by information touching your goods and their prospects, let us know.

• • •

THE HOUSE OF CRAWFORD offers to British manufacturers and large distributors an advertising service of the highest efficiency for selling goods and for establishing their name and goodwill. Here is an organization staffed, equipped and housed to carry through in all details campaigns of the largest and most far-reaching character. When you decide to employ advertising help and counsel come to the House of Crawford.

## W·S·CRAWFORD·LTD

*Advertising*

233 HIGH HOLBORN

LONDON W C 1 ENGLAND

## LONDON CONVENTION WOULD BROADEN SCOPE OF A. A. C. W., SAYS VERNON

Thirty Club Secretary and President-Elect Says Some Sessions Must Be Held Outside America to Justify "World" Title

By C. HAROLD VERNON

Secretary of the Thirty Club of London and Its 1924 President

SINCE IT BECAME KNOWN that an invitation to bring the 1924 convention to London was to be extended at the Atlantic City Convention of the Associated Advertising Clubs of the World in June this year, American advertising men are probably asking why it should be in London.

The answer is that if the Associated Advertising Clubs of the World is to live up to its title it is necessary that at regular intervals it should hold its annual convention outside the borders of the United States of America and Canada.

In view of the close relationship existing between America and Great Britain, London is the obvious place for it.

Advertising plays an important part in international relationships, for the advertising men in Britain and in America are those who shape and form public opinion. An interchange of thoughts and ideas between such men must certainly establish a better understanding between the business men of both countries.

The present need of the world is for more business, and the big door for more business is unquestionably the export markets.

A convention in London such as contemplated will not only bring American and British manufacturers and buyers into personal contact, but delegates will attend from all European countries, Australia, South Africa, India, China and Japan.

One of the problems to be dealt with at the convention would be the working out of a code for the protection of national and international trade-marks and patents, a matter which has caused manufacturers in all parts of the world considerable trouble and inconvenience for many, many years.

Many markets have been closed to traders by reason of the complicated condition of the patent laws and proceedings in operation in different countries.

The problems of distribution, as affected by local conditions in different parts of the world, would also be considered, and useful information would be exchanged on this important subject.

The questions of store advertising, multiple shop advertising, and advertising by trade organizations are other subjects on which information could be exchanged with great benefit to both countries.

These and many other problems of a similar character would form part of the 1924 convention.

A proper appreciation by each country of the relative taxation which its citizens are called upon to pay will do much to explain the difference in spending power in the various countries represented at the convention. The need of one country to purchase goods manufactured by another will be brought to the fore, which should result in a stimulus which will quickly be appreciated by the manufacturers of the article in which each country specializes.

These advantages have been quickly realized by a large number of trade organizations, both on the British side and in America, and there are indications that a convention in London such as proposed will receive the enthusiastic support of manufacturers' and traders' associations, the members of which are eager to learn of alternative methods of manufacture and distribution.

Already the Thirty Club, which is responsible for issuing the convention invitation, has been approached by groups of manufacturers and trade interests in the provinces, urging that the delegates be invited to visit other parts of the country where they can study and confer with those engaged in similar business

with a view to exchange of useful information.

The invitation to hold the convention in London has the enthusiastic support of all the principal advertising groups, newspaper societies and associations. The following bodies have already indorsed the Thirty Club invitation:

Newspaper Proprietors Association,

Weekly Newspaper and Periodical Proprietors Association, Newspaper Society, Scottish Daily Newspaper Society, British Association of Trade and Technical Journals, Association of British Advertising Agents, A. B. A. A. Audit Bureau, Association of Advertising Managers, Incorporated Sales Managers Association, Advertising Club of Ulster, Incorporated Society of Advertisement Consultants, Incorporated Association of Retail Distributors, Incorporated Society of British Advertisers, Aldwych Club, Publicity Club, Fleet Street Club, United Billposters Association, British Association of Display Men, Federation of Master Printers.

At present the Thirty Club is the only English club affiliated with the Associated Advertising Clubs of the World, but it is expected that before the convention takes place many other clubs and associations will apply for affiliation. Already

I cannot come to America this year, but I believe that the Delegates will vote for London 1924.

This paper deserves well of all advertising men. It has spread the truth about the Convention and London '24.

Friend Brown is a real friend.

If I get a cable saying Convention is unanimous I shall be the happiest man in Europe.

C. P. Higham  
Imperial House,  
London, England.



SIR EDWARD HULTON

IT is with the greatest possible pleasure I endorse the proposal to invite the Associated Advertising Clubs of the World to hold their Annual Convention in 1924 in London.

Nothing could be thought of that would better help to cement the friendship between your country and ours.

On behalf of my newspapers, and personally, I hope you will come. We will do our part to make your visit pleasurable and profitable.

EDWARD HULTON.

London, E. C. 4.

the Association of British Advertising Agents has taken this step.

In America the Associated Advertising Clubs of the World have a combined membership of 60,000, and it is expected that at least 1,000 delegates will attend the convention in London during next summer.

Special committees have been established to deal with finance, and already a sum of 15,000 pounds has been raised towards the entertainment fund. Another committee is dealing with the question of entertainment, and offers from private and municipal bodies have already been received.

The principal newspapers throughout the country are enthusiastic for London in 1924, and are prepared to support the convention project financially and editorially.



## BRITISH CLUB TO GET BIG SEND-OFF

**Thirty Club Representatives to Sail on Berengaria May 26—Newspapers Devote Much Space to Convention**

By HERBERT C. RIDOUT  
(London Editor, EDITOR & PUBLISHER)

AS THE DAY of the departure of the British delegation for Atlantic City draws nearer, the interest heightens, and the work of those engaged in the task of forming the delegation becomes more and more strenuous. The appointment of Andrew Milne, of the Publicity Club, as organizer and convention secretary should somewhat lessen the pressure on W. S. Crawford and other leaders.

This is reflected in the attention being paid by the press throughout Great Britain to the Atlantic City convention. During the past few days newspapers up and down the country have been generous with space, a fact due in some measure to the enlistment of support from the Newspaper Society, the Newspaper Proprietors Association, and the W. N. P. P. A., all of which have circulated to their publisher-members special press material with the recommendation that it be used editorially.

A convention rally of the Thirty Club has been arranged for May 23, in connection with the May dinner of the club three days previous to sailing. At this dinner all the delegates will be present, as well as representatives of the various clubs and associations who have joined with the Thirty Club in presenting the On-to-London invitation to the American club. The dinner will be in the nature of a send off.

The "Berengaria" will sail from Southampton Saturday, May 26, at 4:30 p. m. As the liner has just completed a record run on its homeward crossing of five days 18 hours and 26 minutes, it is considered possible that an effort may be made on the occasion of the advertising delegation trip to equal or beat that record. In that event, the "Berengaria" may arrive about midday on Friday, June 1.

Hotel accommodation in New York has been arranged at the Hotel Pennsylvania for June 1 and 2, and at the Ambassador at Atlantic City for five nights, June 3-7. After Atlantic City the majority of the party will return to New York, the headquarters being the Thirty Club bureau at the Pennsylvania, this being also arranged as the mail address for the English delegates for their fortnight in America.

All arrangements for entertainments and special visits have been left in the hands of the committee appointed by the president of the A. A. C. of W., which is planning a reception in New York and trips before and after the convention to Washington (to be received by the President of the United States), Baltimore and Philadelphia, and an excursion on the Hudson River to West Point. The more extended tour to Chicago has been abandoned.

## ADVERTISEMENTS SHOW BRITISH SENTIMENT

**Thirty Club's Invitation to Entertain Ad Club Convention Next Year Is Backed Up by Newspapers, Agencies and Manufacturers**

THIS EDITION of EDITOR & PUBLISHER has a special significance. It tells the story of the Thirty Club, but it does more. It reflects the indorsement of that story and the invitation it covers by many leading publishers, advertising agencies and other business houses in Great Britain.

These men, feeling so strongly that the Thirty Club invitation deserved every support, have expressed their own sentiments on the point in these advertising pages. If anything were needed to show the depth of feeling that exists in the British Isles, surely these eloquent personal indorsements will be regarded as the most convincing evidence.

Great national journals, the London Times, the Daily Mail, the Daily Telegraph, the Daily Chronicle, the News of the World, the Daily News and the Star, the Sunday Times, the striking chain of publications from the house of E. Hulton & Co., Ltd., and John Bull are representative of the publishing interests of London that show ardent support of the movement, while Punch, master of the world's humor, stretches out its hand in genial welcome also.

Yorkshire, that mighty acreage of country England, voices its sentiment through the Yorkshire Post, the Yorkshire Evening News (whose publicity director, Sidney Walton, was associated with the great advertising exhibition of 1920) and the Leeds Advertising Service.

Ulster backs up London through the Belfast Telegraph, the Advertising Club of Ulster and two great Belfast advertisers, Robinson & Cleaver and Ross & Co., Ltd. The Irish Free State utters its message through the Irish Independent of Dublin, and the South of Ireland Newspapers, the fine Cork Examiner group.

Great London advertising agencies that have gone into the movement include the houses of W. S. Crawford, Ltd., Charles F. Higham, Ltd., Frederick E. Potter, Ltd., G. Street & Co., Ltd., Erwoods, Ltd., Steele's Advertising Service, the Merloo Publicity Service and Thomas Dixon's West-End Agency, while Birmingham has its representative in H. Cecil Taylor and Liverpool in Forbes, Kerr & Bullen.

An important note is struck by the British Association of Trade and Technical Journals which extends a special welcome, supported by the Model Engineer and the Hardwareman.

Of interest, too, is the fact that a great British advertiser with a hundred years or more of advertising history, Eno's Fruit Salt, is a suggestion of tonic support.

There is the Cunard Line, whose "Berengaria" will bring the delegates across, and two great railways, the London & Northeastern, and the Great Western, telling of many beauty spots outside London, with the Underground of London, also, to extend a welcome from the home of a great transport service.

All these are houses that take the big view, saying, in effect: "The Thirty Club of London is proposing a great idea; we indorse it."

### MYTHICAL AD AGENCY

**It Is Being Formed for Campaign to Boost Washington**

A group of members of the Washington Advertising Club are forming a mythical advertising agency for one purpose, to launch a campaign to advertise Washington.

The plan will be submitted to a committee representing the business interests of Washington. The idea has put new life into the Washington Advertising Club.



JOHN BULL extends a hearty invitation to American advertising men to hold the 1924 A. A. C. W. Convention in London.

Most people, even in America, know a great deal about JOHN BULL and have followed it with interest, especially during the last year or so. With a strong editorial policy, backed by regular weekly articles from the pens of Arnold Bennett, A. G. Gardiner, Harold Owen, Professor Lowe, Revd. R. J. Campbell, Harrison Owen and many others equally well known, it has come right back to its previous popularity and has today a prestige which is greater than ever.

The latest certified net paid sales are:

Issue dated	Mar. 3rd, 1923	.....	691,539
" " "	10th, 1923	.....	706,503
" " "	17th, "		713,377
" " "	24th, "		749,658
" " "	31st, "		754,158

This popularity is due entirely to editorial excellence; JOHN BULL runs no "free coupon" or other fake circulation-inflating competitions. You can judge its value by comparison with your own "Post." You have one hundred and twenty million people to whom the "S. E. P." caters splendidly. JOHN BULL caters similarly and with equal success amongst a population of forty-four millions.

We don't take half-tone blocks but can produce fine lines excellently. JOHN BULL is printed on excellent news paper, goes to press each Friday and is published the Wednesday following.

Your advertising will win ever so much more quickly if it appears regularly in JOHN BULL.

The page rate is £200, (approximately \$932).

Philip Emanuel, Advertisement Manager, of Odhams Press, Ltd. (the proprietors of JOHN BULL), will be at the 1923 Atlantic City Convention. Letters for him should be addressed to Pennsylvania Hotel, New York, or 57 Long Acre, London.

# I am told

that this edition of EDITOR & PUBLISHER will have a circulation of 10,000 copies among newspaper men mainly. For this reason I must regard the insertion of this message from a philanthropic point of view and gather that I cannot expect any tangible results for the British Advertising Agency which I represent. Well, I am going ahead with my eyes open, but if I cannot by this means appeal to any large number of advertisers, I at least have the satisfaction of knowing that I shall reach the eyes of some thousands of newspaper men—and I want to tell them all that whatever space they can give to further the case of helping the 1924 convention of the A. A. C. W. in London, will bring them a rich return from those of their readers who are able to take what I call the "long view." Assure them that we are worth knowing and that, even from a business point of view, they may, by personal contact with our business men and concerns, pick up a wrinkle or two which will fully justify the time and money expended in coming over here next year. Do not forget to emphasize this point: we are holding in 1924 the British Empire Trade Exhibition, and this will afford our friends from U. S. A. a fine opportunity of meeting business men from every part of the world where the Britisher is in the habit of pushing his wares. These men from overseas represent business opportunities which no one can afford to neglect, and your share of the orders they can place is not to be despised. I know, for I have been specialising in the advertising of British goods in overseas markets for over 25 years past.

This last remark is getting away from the philanthropic side of this message and perhaps the rest of what I have to say concerns the American advertisers reading EDITOR & PUBLISHER to a greater extent than it may do publishers of newspapers. Great Britain is a wonderful market, and its inhabitants respond to good advertising in a remarkable fashion. Of course, we have our peculiarities, and the psychology of the British man and woman can best be exploited by those who belong to the advertising profession in this country. This is one other reason why your business men should come to London next year, for they will then have an opportunity of talking with various British Agencies, and of realising for themselves the advantages and, indeed, the necessity, of securing their help in developing a demand in the British Isles for American products.

The Agency which I represent will only be too glad to help in this direction. Offering, as it does, a personal service to each of its clients there must be a limit to the number of new accounts it can accept—but all advertising business entrusted to us is given conscientious attention in every aspect of its requirements. We offer you that service now, for much valuable time can be saved by opening a preliminary discussion with us before you settle down to a close study as to what scope there is in Great Britain for your goods. Correspondence will be welcome and replied to without delay if addressed to

**A. G. STEELE**  
Managing Director

Norfolk House, Norfolk Street,  
LONDON, ENG.



The British Service Agency specialising in Overseas Advertising as well as in general publicity in Gt. Britain.

## BRITISH DELEGATES' MESSAGES TO U. S.

(Special to EDITOR & PUBLISHER, from its London Editor.)

THE MEMBERS of the British delegation due at Atlantic City have furnished to EDITOR & PUBLISHER their expressions of opinion upon the subject of why the 1924 Ad Club convention should go to London. Here are advertisers and manufacturers, advertising agents, and newspaper men, and their views make interesting reading as showing the many points of view from which the matter may be approached.

It is only fair to add that there may be one or two unavoidable omissions, but it should be remembered that his edition has been edited over three thousand miles away, necessitating practically a three weeks' gap between last copy and publication.

### FIRST—THE ADVERTISER

#### Coming to Learn

**ERNEST T. WALKER**, managing director of Wolsey, Ltd., Leicester, England, manufacturers of Wolsey Underwear:

I have been asked to give my views as to why the 1924 advertising convention is wanted for London. I would a good deal sooner do this after my visit to the convention in America.

I am going over to Atlantic City to learn. I believe that America has always been the pioneer of advertising, and that the American has far more advanced ideas as to the necessity and power of advertising as an aid to business than have English manufacturers. I believe, therefore, that if an advertising convention is held in London, it will do a great deal to stimulate Englishmen to the need of advertising in business. Englishmen today still look upon advertising as a luxury to indulge in if they can afford it, and not a necessity essential for the progress of their business.



#### Inspirational Conventions

**PHILIP G. A. SMITH**, manager of the advertising department of Shell-Mex, Ltd., distributors of Shell petrol:

The 1924 advertising convention should come to London, not only because Great Britain has much to learn from America, but also because America has something to learn from the old country. An interchange of experiences and ideas on so vast a subject as publicity cannot fail to prove of immeasurable value to the commerce of both countries.

The inspiration of these wonderful conventions is not confined to advertising men, but is equally helpful to principles and executives of all departments; and I have no doubt that, with British firms thus given the opportunity of placing a true valuation upon these institutions, we shall start in 1925 with an advertising convention of our own.



#### On Desiring a Convention

**H. DENNIS BRADLEY**, gentleman's tailor of Old Bond street, London:

To experience a desire for anything excites a pleasant emotion. One's needs are easily attended to, they become part of the banal necessity of life; but one's desires are created by individual culture. For instance, my stomach does not really need caviar, though my palate desires it, and as a consequence, I now resent the crudity of Russian Bolshevism almost as much as I resent Rumanian caviar.

Before the end of the first act of many plays, my desire is to possess the power to stop the performance; but there is really no need for this unless one suffers from insomnia.

Other and more intimate desires, occasionally flicker on the horizon of my vision, but these remain focused in my mind and are carefully tended until ripe for capture. All of which illustrates my amazement that I could ever be appealed to by convention.

So, though I detest convention in its accepted sense; though I loathe conventionality in every form and am infuriated by the cloak of hypocrisy with which it is surrounded, yet my rebellious spirit succumbs, and I find myself actually desiring to attend a convention. But I do feel that it is "A far, far better convention I go to than any I have disregarded."

The prospect in front of me is thrilling: I do not know your country, but I feel I know your people. Many have been my friends on this small island, where even I, by my Irish blood, am half a foreigner.

Here, then, is a toast to our meeting, and may we be free and unconventional in our "convention" at Atlantic City. But let me warn you that so far as the infliction of Prohibition is concerned, you will find me a gentleman of uneasy virtue.



#### Will Herald a New Dawn

**E. HERBERT MORRIS**, advertising manager of Lotus, Ltd., Stafford:

The advertising convention for 1924 will be of exceptional value to the commercial world. It will herald the dawn of a brighter epoch in the export trade. The movement towards a free, healthy and natural interchange of commodities throughout the whole world is growing, but at present it is comparatively weak. Next year export business will bulk large, and export advertising will be worth considering.

London is a good background for such a conference. All great cities are cosmopolitan, but London is probably the most cosmopolitan of them all. It is a great old mother of cities which has weathered two thousand years of storm and stress and has grown greater with every struggle.

The 1924 convention will be polyglot in speech, and may be highly variegated in creed, politics and even in color. But no matter how many languages may be spoken, London's welcoming smile will convey an invitation translatable into every tongue.

There are sound geographical and ethnical reasons for holding the convention in the capital of the British Empire. To begin with, the Union Jack floats over a remarkable medley of diverse races, and the ramifications of the

great overseas sister states, crown colonies and dependencies represent, in the aggregate, interests of world wide character and importance. Then, too, the political associations of London with other nationals are intimate and almost universal. London is a center and a clearing house both for money and ideas.

I look forward to the time when the business organization of the world will be on such a footing that it will be possible to arrange for a scientific exchange of services and commodities in accordance with the needs and the manufacturing facilities of each country. Waste, overlapping of effort, poverty and unemployment will then begin to diminish perceptibly.

It is certain that if any such Utopia of commercial prosperity and stability is ever to be reached—both London and the profession of advertising will have to take part in the program. The sooner they get together the better.



#### Information on British Merchandising

**ARTHUR TAYLOR**, advertising manager, Messrs. J. C. Eno, Ltd., manufacturers Eno's Fruit Salt Derivative Compound:

Messrs. Eno are enthusiastic supporters of the proposal that the 1924 convention should be held in London. There is nothing like visiting the other man in his home to find out just what sort of an individual he is. On this principle we feel that only good can result from our sending a strong force of our leading business men to England next year.

The event would provide excellent opportunities to get first hand information on British merchandising problems, and so prove directly helpful to manufacturers who contemplate entering or developing what is a profitable and compact market for many more American and Canadian products than are already firmly established there. Apart from this, which, after

### Lord Leverhulme, Chairman, Lever Bros., Ltd., Advocates and Practices Interchange of Visits Between Two Countries

Special Message to Editor & Publisher

I FEEL confident that if the Associated Advertising Clubs of the World decide to hold their 1924 Convention in London, they will receive the heartiest and most sincere welcome that could possibly be accorded to any visitors to these shores.

Also they will find much to learn whilst here.

Perhaps the difference in the outlook of the business man in America and in this country may be expressed as follows. If a firm here can put on their notepaper or over their doors "Established 1600 and fast asleep," they are proud of the fact, and it is, possibly, the basis of the goodwill of their customers and of immense value.

On the other hand, if a firm commence in the United States and can say that they were founded last week, and are going to do business next week on the possibilities of the week after, that will prove a basis of infinitely more valuable goodwill than any amount of wrinkled old age can bring.

For myself, I have for years adopted the policy of bringing the directors and managers of our various businesses in the United States at frequent intervals to visit this country, and, equally my colleagues and myself, and our directors and managers in the United Kingdom make frequent visits to the United States.

I feel we are all the stronger, each of us, for these exchanges of ideas. The effect is to give the strength and settled foundations of business of the older country to the force and progress and youthful vitality of the younger country.

Perhaps I may also say that the heartiness of our welcome to the Associated Advertising Clubs of the World is founded upon the well-known basis of gratitude—a lively sense of favours to come.

Whatever our visitors may be able to learn from us on general business lines will be generously and amply repaid by what they will teach us in the world of advertising. There is an educational policy behind all American advertising which is quite distinct from the purely "pretty picture" policy which is behind so much English advertising.

all, is chiefly a matter of individual interest, there is the much broader aspect to be considered, that of the further bonding together of the two nations through the face-to-face interchange of thought and ideas.

Successful advertisers and advertising men are broad-gauged. Otherwise, success would not be theirs. It is this type that would foregather at the convention in London, and the impressions gained would inevitably react favorably on public opinion on both sides of the Atlantic.



*Another Scot Says Come*

**FRED SHOESMITH**, managing director Fairy Dyes, Ltd., Glasgow:

I believe that the support of the advertising convention for London in 1924 is one of the best business moves advertising men could possibly make. We owe much to America for her enterprise in advertising and the bringing together of many men with different viewpoints, and the focusing attention on advertising as a real commercial asset, will prove invaluable, not to the advertising fraternity alone, but to commercial firms whose success is achieved by virtue of advertising.

Any manufacturer by virtue of careful thought and sufficient business knowledge can create a new article, but it is only by good advertising that it can be got on to the market, hold its place, and achieve lasting success.

Most manufacturers are interested in advertising, most business men realize its place today, and for that reason, I think the 1924 convention here will appeal to a very wide circle. As a manufacturer, not an advertising man, it has my heartfelt wishes for its success.



*Convention Good for Both*

**THOMAS WALLEY**, joint manager of Cochran & Co., Ltd., Annan, Scotland, makers of multitube boilers:

Sound education is the need of the day. Advertising rightly done, is education pure and simple. It instructs the masses where and how to purchase the world's best commodities with wise outlay, just as the parent birds teach their young to feed and fly. British manufacturers generally have yet to realize that this definition of advertising is quite accurate. The holding

of a world convention in London with its attendant influx of keen and competent publicity men from other countries would inevitably compel consideration of the question, with the result that even the most old-fashioned firm might realize the cardinal principle, if you know of something which it is good your fellow-men to have, it is your DUTY to put them in the way of getting it. Our press has something to learn too, especially in the way of technique, and the general public need it. For such conventions are fatal to the catchpenny and fraudulent advertiser.

Nor would the gain be all on our side. In the vast activities of entrepot London, our friends from protectionist countries could see how enormously free trade helps the advertiser, a valuable lesson; they would learn at first hand something of both native and alien trading psychology, no negligible asset in advertising; and the friendly interchange of ideas made possible by their visit would be a contribution to international harmony, which would serve as an illustration of a method of achieving the desirable objects of the League of Nations without employing its cumbersome and creaking machinery.

Finally, we, the present delegation, know we shall run up against a lot of good fellows on our trip this year, and we would value the opportunity of "standing them a soft drink (maybe) in our own house" next year.



*One Can Only Receive by Giving*

**E. D. GIRARDOT**, chairman and managing director of St. George Carriers, Ltd., automobile experts:

The business men of Great Britain feel that gathering the Selling Brains of the world here, will give a better opportunity of selling each other what we want, and what we have to sell.

We look upon the American advertisers in the aggregate, as knowing all there is to know about ADVERTISING AND SELLING, and we want to learn from them.

If there is anything that American business men think we know, which they think they do not know, we are quite willing to do all we can to tell them all we know, on the assumption that one can only receive by giving.

America and Great Britain must co-operate in solving present world difficulties, and after all, it is the Advertising Experts who are the voice of BUSINESS and who are going to be probably the greatest factor in re-establishing normal conditions. So, we are emphatic that nothing but great good can come by holding the

1924 Advertising Convention in London. IT WILL BE WORTH YOUR WHILE!



*Looking for Ideas*

**A. G. ROSSITER**, managing director, Rego Clothiers, Ltd., London:

When an invitation to attend the 1924 advertising convention was first brought to my notice I did not hesitate to accept because I felt that such a convention should prove of great value to all concerned.

Publicity is undoubtedly a paying proposition particularly if one can succeed in being original, and it is the problem of continually finding something fresh to tell the public that occupies so much valuable time today. A combination of original suggestions and ideas must necessarily prove far more comprehensive than those of one or two individuals, and it is for this reason alone, apart from the many obvious advantages of studying American methods of publicity and of fraternizing with fellow business men, that I feel the 1924 advertising convention should succeed in stimulating trade in no small degree.

**NEXT—THE NEWSPAPERS**

*What A. A. C. W. Can Achieve at London*

**LIEUT. COL. FREDERICK LAWSON** (London Daily Telegraph), representing the Newspaper Proprietors Association:

Conventions of this nature are of infinite value for the promotion of international trade and the creation of international good feeling. We have much to learn from America about the science of efficient and successful advertising. In return we can give the benefit of our own experience, we can bring American advertising men into touch with the great business organizations of Great Britain, and can give them an opportunity of studying on the spot the problems of reconstruction which confront Europe.

The A. A. C. W. is an international organization, and if they decide to meet in London, they will show that they realize the importance to every country of stimulating international trade. Business men here, whilst appreciating these

considerations, will also welcome the convention here in 1924 for private and personal reasons. They will be glad of an opportunity of giving some return for the wonderful hospitality which has been offered in the United States to themselves or their representatives in the past.



*Stimulate U. K. and U. S. Advertising*

**HORACE S. IMBER**, advertisement director, London Daily Mail and Associated Newspapers, confesses a keen appreciation of the vigor and originality of American advertising methods.

He states that an exchange of ideas in matters relating to publicity cannot fail to stimulate English advertising in America and American advertising in England. It may well be, too, that visitors to London in 1924 will discover for themselves the interesting fact it is less expensive to cover the British market than it is to exploit their own great country.

He believes also, that the proceedings of such a conference held in London, will be closely followed by thousands of English business men who should advertise largely but have been prevented from attending the conferences in America.

The newspapers with which Mr. Imber is connected have already strongly advocated—and will continue to support with all their power—the "on to London" program, regarding it as a movement that will tighten the bonds between England and America and at the same time operate to the mutual prosperity of the two great English-speaking nations.



*See Britain's Condensed Problems*

**PHILIP EMANUEL**, advertisement manager, Odhams Press, Ltd., and treasurer, Thirty Club of London:

Whilst we realize that we have a great deal which we can learn from you we feel that a journey to London in 1924 must benefit every American who takes it.

We doff our hats in respect for the dignity and standing which advertising has acquired in America but we feel that these qualities and that of forcefulness will be enhanced by what we can tell you and show you here in London. Nothing so broadens a man as travel and there is no country which has greater charm or dig-

**“Patronise our advertisers, save money, and win a prize,” is the tempting proposition of the London ‘Star.’ So far, everybody seems satisfied.”**

**—Editor & Publisher, New York.**

Thousands of pounds—thousands of dollars—have been awarded to readers by “The Star” in connection with its regular monthly shopping competitions for purchases made from “Star” advertisers. Advertisements in “The Star” are read and responded to. This fact accounts for the remarkable increase in the advertisements which this paper carries and indicates why every American advertiser appealing to the English market cannot afford to omit “The Star” from his list. If you advertise in England, advertise in “The Star” and obtain the custom of the vast market represented by its readers.

**The  Star**

**London's Brightest Evening Paper**  
 Certified Net Sale for the Six Months Ending  
 December 31st, 1922

**605,485 Copies Daily**



*Eno says:*

*"Come to London in 1924"*

AS manufacturers of an English product which is extensively advertised and widely appreciated by many scores of thousands in the Americas, we endorse the idea of the A.A.C.W. Convention coming to London in 1924. If England's invitation be accepted, we can assure prospective visitors that they will have no cause to regret their choice of a Convention City.

TO American and Canadian manufacturers and advertising men who view the British Isles as a likely market for products in which they are interested, the 1924 Convention in London will provide opportunities otherwise unattainable for an on-the-spot study of conditions.

From a fifty years' experience of selling Eno's "Fruit Salt" in every quarter of the globe, we realize that only by direct contact with a people can we properly learn the best way to develop sales among them. Methods that succeed in the Argentine are unavailing in China—the appeal that loosens the purse-strings of the Turk may leave the Mexican cold and unresponsive.

So we say to you: Let your vote at Atlantic City be "London for 1924," and then come over a thousand strong.

*Issued by J. C. ENO, Ltd., London, England, Manufacturers of*

**ENO'S FRUIT SALT-**  
DERIVATIVE COMPOUND

*The World's Standard Saline*

*United States Sales Agents:*

*Harold F. Ritchie & Co., Inc., 171 Madison Avenue, New York.*

*Canadian Sales Agents:*

*Harold F. Ritchie & Co., Ltd., 10-18 McCaul Street, Toronto.*

nity than Britain. The mere sight of it will be an inspiration, but here you have in a small country with a large population all those problems condensed which you have in America. We handle them in our own way—perhaps that is not your way, but you will learn much from our experiences just as we know that we will reap a great deal of benefit from what you are going to tell us.

There are many departments of advertising in which you excel us greatly but there are sections of publicity and selling of which we believe we have special knowledge. Especially does this apply to the business of exporting.

In this connection the British Empire Exhibition will itself repay you for the time and expense you will incur, but we feel that the program we shall put before you will be so varied that my assumption that the 1924 London convention is already certain is really merely a tribute to your discrimination.

#### *The Ideal of Anglo-American Friendship*

**EWAN S. AGNEW**, a director of Bradbury, Agnew & Co., Ltd., proprietors of Punch:

I think the 1924 advertising convention is wanted for London not only because it will give a great stimulus to all trade and business circles in England, and particularly, of course, to the world of advertising in which newspapers must always be vitally interested, but also because, in my opinion, any such gathering, including, as it does, an exchange in points of view, and a wide measure of hospitality, will not only materially benefit the newspapers of the two countries but will be of the greatest possible assistance to the big ideal of Anglo-American friendship, on which, perhaps, the peace, and therefore the whole future of the civilized world depend.

I hope that the "On-to-London" movement will be an unqualified and lasting success, and I can assure those delegates who come over to attend it that they will be met with the friendly warmth of an English welcome.

#### *Stimulant to World Trade*

**W. RAYMOND DERWENT**, general manager, Nottingham Journal:

The coming of the convention to London would mark a new era in British advertising. Coinciding as it would with the British Empire exhibition which is to be held at Wembley in 1924, the convention would bring the advertising men of America and Britain in touch with business men from all parts of the British Empire. This could not help but be a stimulant to trade and commerce the world over, as it would focus attention on the importance of the selling end as well as the manufacturing end of all businesses.

The holding of the convention in London would cement the friendship between the two great English-speaking countries which is the most vital necessity of international politics today.

It is not too much to say that the peace of

the world really depends upon Anglo-American friendship. We must first get acquainted; from acquaintance will spring friendship, from friendship—trust and confidence.

#### *Make Advertising International*

**ULRIC B. WALMSLEY** (Daily Sketch) representing Messrs. J. Hulton & Co., Ltd., London and Manchester:

Advertising having demonstrated its parochial power can prove its international prestige. If the advertising convention is held in London in 1924 it will not only live up to its international title, but do more to cement national friendships and create bigger business than any political move.

I believe that a lot of good fellows coming over in England for heart-to-heart talks would build bigger and better business upon the foundation of personal friendships. There's a lot we can exchange with each other as good pals anxious to teach and to learn.

#### *Each Visitor a Missionary*

**W. T. WALLACE**, managing director, National Trade Press, Ltd., London:

I think the convention should be held here in 1924 because I believe that we have a great deal to learn from America about advertising and I feel certain that many British manufacturers will have their ideas of the relation of advertising to selling revolutionized. The Empire exhibition will, I am certain, give our American visitors a more comprehensive idea of what the British Empire really means and it will make every one of our visitors a missionary in his country for closer relations, both commercial and otherwise between the United States and the British Empire. As the Empire is far and away the largest customer for American goods the knowledge gained by such a visit would surely be an advantage to our visitors.

#### *Misunderstandings Cleared Away*

**W. T. DAY**, London representative of Pioneer Press of India:

The 1924 convention, if held in London, will, I believe, cultivate and strengthen goodwill between America and England. Goodwill is a plant of slower growth than hatred, suspicion, distrust or prejudice. It is less prolific than any of these, nor can it flourish where they abound. *But it bears better fruit.*

America as a nation is, in my humble opinion, misunderstood by a proportion of the population over here, and the same remarks apply I think to England in America.

The convention is wanted in London to dispel the erroneous notion that America is a country of "dollars dealers" or that England is out "colony chasing." An international discussion between two great English-speaking nations on advertising and selling is sure to be of mutual benefit.

## LORD ASHFIELD BELIEVES IN INTERCHANGE OF VISITS

*(Special Message to EDITOR & PUBLISHER)*

I HOPE that the Associated Advertising Clubs of the World at their Annual Convention in June, at Atlantic City, will decide to hold the 1924 Convention in London. I am certain that their visit to England will do incalculable good, as I am a firm believer in these visits.

In pursuance of this belief I make a point of sending a party of my officers over to the United States every year. This year four representatives from Electric Railway House, who are now on their way to the States, will make a point of attending the Atlantic City Convention.

I need hardly add that, should the 1924 Convention be held in London, the Delegates will be assured of a very warm welcome from London, and we shall unite in making the visit one of useful purpose and happy memory.

ASHFIELD.

**Would See British Backbone**

**F**REDERICK JOHNSON, London representative of four Liverpool newspapers:

To my mind the effect of the advertising convention being held in London, in 1924, will be the advancement of publicity in all forms to a point never reached before. The meeting of men from progressive America with men of the older country who work perhaps on more traditional lines, the friendly exchange of ideas and the possible co-ordination of systems must tend to place advertising on a more solid and scientific basis. It will also give American business and advertising men an opportunity of visiting our great industrial centers and seeing for themselves the potential possibilities of business and advertising in Great Britain, and I feel convinced they will return to America in the full knowledge that there is still plenty of resource, ability and backbone in the old country.

**FINALLY—THE AGENCY**

**President-Elect on Questions for Study**

**C.** HAROLD VERNON, Honorary Secretary, Thirty Club of London, and President-elect for 1924:

A convention in London such as is contemplated will not only bring American and English manufacturers and buyers into personal contact, but delegates will be invited to attend from all European countries, Australasia, South Africa, India, China and Japan.

One of the problems to be dealt with at the convention would be the working out of a code for the protection of national and international trade marks and patents, a matter which has caused manufacturers in all parts of the world considerable trouble and inconvenience for many, many years.

Many markets have been closed to traders by reason of the complicated condition of the patent laws and proceedings in operation in different countries.

The problems of distribution, as affected by local conditions in different parts of the world, would also be considered, and useful information would be exchanged on this important subject.

The questions of store advertising, multiple shop advertising, and advertising by trade organizations are other subjects on which information could be exchanged with great benefit to both countries.

These and many other problems of a similar character would form part of the 1924 convention.

A proper appreciation by each country of the relative taxation which its citizens are called upon to pay will do much to explain the difference in spending power in the various countries represented at the convention. The need of one country to purchase goods manufactured by another will be brought to the fore, which should result in a stimulus which will quickly be appreciated by the manufacturers of the articles in which each country specializes.



**London is "The Place"**

**F**REDERICK E. POTTER, of the Fredk. E. Potter, Ltd., Agency:

First and foremost the advertising convention for London, 1924, will mean increased friendship between the United States and ourselves. This I believe to be one of the greatest and

most urgent necessities of the moment, not merely for our own mutual good, but for the world's peace and general welfare. If there were no other reason, this should be an all-sufficient one. Our American friends like big things, and London is the biggest thing in creation in cities.

Then the meeting together of the leading specialists in publicity matters will be an inestimable advantage from a business point of view. Advertising men from America will find there is something to be learned even here; they may be surprised to find what tremendous progress has been made in advertising matters during the past twenty years on this side of the Atlantic.

While it will mean a long journey for many delegates, it will prove worth while for all who have not visited the British Isles. There are innumerable attractions, historical, architectural, commercial, and so on. Some of us are travelling to the States this year for the Atlantic City convention. It shows we ourselves believe profoundly in the travel, trouble, and expense which we are advocating for others.

Not only does Great Britain offer a wonderful market for many American products, but all visitors will find our arms wide open to welcome, to entertain, to please and, if possible to profit them. It will provide an opportunity also for a visit to the continent of Europe. For these and other reasons we say "Come over and take counsel with us, as united we can lead the world commercially, and above all, for the higher civilization and the world's peace."



**Better Understanding**

**E**RIC FIELD, director of Erwoods, Ltd., International Advertising Agents of London:

Were it only for the better understanding of each other that must follow better acquaintance, the 1924 convention would be worth holding in London, for better understanding means smoother international relations and less political bickering.

But to us advertising men, American and British alike, the immediate benefits cannot fail to be immense. Every American advertising man will learn more of the great European market. He will discover how little different are British habits, how tremendous are the opportunities waiting in Europe for many kinds of American goods and how readily the British public responds to advertising conceived by those with a real knowledge of its temperament.



**Come—Look—And Learn**

**L**IONEL D. FALK, managing director, D. J. Keymer & Co., Ltd., London:

I am strongly of the opinion that the 1924 Convention of the Associated Advertising Clubs of the World should be held in London for the following reasons:

(1) First, because it would enable our American visitors (1) to secure a first hand knowledge of the British market and marketing conditions;

(2) (2) To examine and discuss the sales and advertising methods by which this market can best be entered.

(3) (3) Because there are several phases of advertising which American advertising men can learn from their British confrères.

(4) (4) They will come into personal contact

(Continued on page 26)

1924

**T**O their many American friends, present and future, Erwoods, Ltd., extend a hearty invitation to visit London in 1924. Like all other British Advertising men, its Directors pledge themselves to make the visit of the A. A. C. of W. pleasurable and profitable to the full.

American Advertisers who are able to come will learn much of a vast market that is waiting to absorb their products. Erwoods, Ltd., will help to show them their prospects of success—and how to attain it.

To Erwoods' future friends, it may be stated that this old established International Advertising Agency has branches or intimate relations in London, Paris, Sydney, etc., and has helped to put upon the British or European Market many American products including

- Palmolive*
- Foulds Macaroni*
- Euthymol Dentifrice*
- Mercolized Wax*
- Parmint*
- Dr. Clearwater*
- Barbo Compound*
- Othine*
- Dr. Blosser's Cigarettes*
- Pilenta Soap*
- Oxien*
- John A. Smith's Rheumatism Cure*
- Dr. Rice*
- Stallax*
- Karmoid Tablets*
- and very many other now established favourites.*

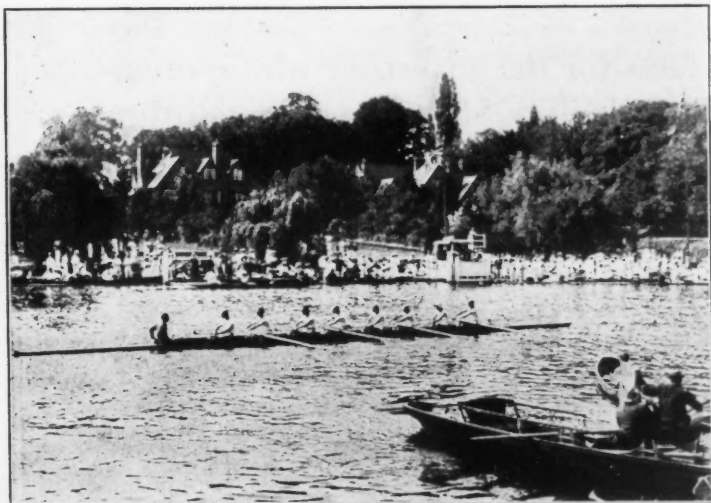
Erwoods can do as well for you!

**ERWOODS, LTD.,** *International Advertising Agents.*

Head Office: 30, 31 & 32 Fleet Street, London, E. C. 4.

AT ATLANTIC CITY, Erwoods, Ltd., will be represented by one of its Directors, Eric Field, late Editor of the English Edition of "Printers Ink," Advertisement Manager of "The Times," etc., and fully qualified to advise upon your prospects across the Atlantic. He will not sail back before June 28th and in the interim his services are at your command.

Address him care Walter R. Jenkins, Jr., 1637 Aeolian Building, 42nd Street, New York.



River life on the picturesque Thames forms one of the greatest attractions of summer time in England. The picture shows a regatta at Henley.

*An*  
*Invitation*  
*to*  
*The Delegates*  
*of the*  
**“On to London”**  
*Mission*  
*from the*  
**HOUSE of HULTON**

**W**E extend hearty greetings to all those delegates who purpose visiting these shores and cordially invite them to avail themselves of the opportunity to investigate at first hand the resources of the House of Hulton as a means to the successful marketing of their products in Great Britain. Not only will the gigantic output of Big Circulation Newspapers astonish, but the tabulated evidence of the pulling-power of the Hulton Group for American and English products will prove conclusively that “Hulton’s” gets to the heart of the people.

On the page facing are given just a *few* facts for the advertiser who contemplates making a bid for the support of the British public who, although they may be insular, have no prejudice. We want you to come—we are putting up 25,000 dollars to help to give you a good time if you do.

**E. HULTON & CO., Ltd.**  
London and Manchester



# The HULTON GROUP

The Greatest and Most Wonderful Aggregation  
of Newspapers in Great Britain

**THE British Isles** present a phase of advertising not known in America. They are the home of intensive advertising—much more intensive than that conceived by Kennedy.

Here you have a population of nearly 44 million people—all kings and queens of their own domain—all being influenced by advertising in all that they spend. These 44 millions are packed inside an area of 121,000 square miles—a very little larger than your State of Colorado.

Thus you will realize how intensive must be the advertising in this country of ours—how intensive must be the circulation of the papers carrying the advertising.

If you picture the British Isles as a human body with Hulton's Organization functioning as the heart you have a parallel to the circulation of Hulton's publications. Every city, town, village and hamlet is roped in.

Visualizing the Hulton Group thus you will understand the meaning of the statement when it is said that "you can cover the country with the Hulton Group."

The total sale per week of every issue of every paper, reaches the enormous figure of

## SEVENTEEN MILLIONS

How these gigantic sales are achieved is explained by the following:—Hulton's is the largest firm of newspaper publishers in the United Kingdom, has the largest installation of linotypes, the largest machine room equipment, and the largest newspaper store, etc. It possesses the two largest newspaper offices and plants in the Country—at London and at Manchester.

### Here are facts that will help you

**H**ERE are facts that will help you to grasp the magnitude of the Hulton enterprises:—Three Sunday newspapers (one of which is a picture-paper as absorbing in interest to the women folk as the Ladies' Home Journal), having a Sunday Morning sale of 3,200,491; a morning picture paper selling nearly a million; a morning newspaper, nearly half-a-million; two evening newspapers, one nearly half-a-million—the other over three hundred and fifty thousand; a sporting daily paper with one hundred thousand; a weekly news picture paper

over two hundred and forty thousand; a weekly athletic newspaper (the only one in the Kingdom) with a hundred and fifty thousand; five weekly story and home journals each selling nearly two hundred thousand. The total sale per week of every issue of every paper reaches the tremendous figure of seventeen millions and twenty-one thousand. The whole of Great Britain is the Hulton constituency. The thorough covering of every territory is an accomplished fact, and no other group of papers has such a range of appeal.

### Rich Areas for Intensive Advertising

**F**OR intensive campaign in the Kingdom's most fertile areas, Hulton's service to advertisers is unparalleled in British newspaper circles. Hulton Publications can carry your message into every corner of the United Kingdom. *They can give you doubly re-inforced publicity in the London and Lancashire area.*

Each area contains 10,000,000 people. Almost half the population of the United Kingdom is concentrated in these two areas. Geographically, Commercially and Industrially the London and Lancashire areas are the bed-rocks of Britain's strength.

In each area, Hulton's has groups of papers providing the greatest amount of publicity at a lower rate per thousand than any other combination of local papers.

### This is the famous HULTON GROUP

#### Daily Sketch

Britain's Foremost Picture Paper with a National Circulation. Portrays the world's daily doings in a series of graphic pictures and gives the latest news. A paper with a strong home appeal and a magazine interest. Widely read by women.

#### Evening Standard

The aristocrat of evening newspapers, with an enviable prestige, noted for its high tone, and the dignified presentation of its news. The choice of all the worthwhile readers of London's leading eight morning papers (radius: London and fifty miles around).

#### Illustrated

#### Sunday Herald

The first planned Sunday picture paper—the brightest, best, and most popular picture newspaper for the day of rest. Covers the United Kingdom, is read by all classes, and appeals to every member of the family.

#### Sunday Chronicle

The Sunday newspaper of literary distinction—the foremost writers and publicists of the day contributing to its columns. A rich medium for the advertiser desirous of reaching the greatest number of well-to-do people over the week-end. National circulation.

#### Empire News

The Sunday family newspaper of the well-paid artisan classes. Circulates all over the United Kingdom. The proved best medium for mail order announcements. Appeals to the greatest number of the best paid workers.

#### Daily Dispatch

The greatest and most widely read newspaper in Britain's wealthiest area—the densely populated industrial districts of Lancashire, Yorkshire, Cheshire and North Wales.

#### Evening Chronicle

Lancashire's dominant evening newspaper. Easily first in power, influence and circulation in the wealthy area of Manchester and forty miles around.

#### World's Pictorial News

A national weekly news picture paper. Latest sports, drama and cinema news; London and Paris gossip; fashions and fiction. Has a thoroughly National circulation.

#### Athletic News

The only weekly newspaper in Great Britain devoted solely to athletics, recreations, sports and pastimes. An unrivalled medium for announcements appealing to men. Circulation National.

#### Sporting Chronicle

The oldest, greatest and most widely circulated daily sporting newspaper in Great Britain. Appeals to the best type of turf enthusiasts. Stands for all that is best in British Racing and has a National circulation.

#### Ideas

The most popular weekly journal for the home. A live, virile and clean paper of general interest to everybody. A highly responsive medium for the general advertiser. Circulated in every district of the United Kingdom.

#### Week End Novels

A bright, companionable weekly magazine of fiction and romance for women and girls. Circulated all over the Kingdom.

#### Betty's Paper

A clean-reading weekly story paper for girls of all ages. An excellent medium for announcements of feminine interest. National circulation.

#### Boys' Magazine

A weekly story magazine of wholesome, thrilling yarns and adventure of the kind boys enjoy. Makes a strong appeal to boys and young men. Circulating everywhere.

#### Pals

This is the boy's own paper containing always several outstanding serial stories, articles, interviews and entertaining paragraphs.

## BRITISH DELEGATES' MESSAGES TO U. S.

(Continued from page 23)

with representatives of British business men and thereby gain a first-hand knowledge of their mentality and outlook on life which must strengthen the friendly relationship between the two peoples.

From the British point of view, the holding of the convention in London will enable British advertising men (1) to learn the latest advertising methods and developments of the United States.

(2) To learn of the opportunities for British goods in the United States and the best ways of marketing those goods.

(3) The convention would enhance the reputation which British manufactures have already obtained in the United States by showing our visitors how and where these goods are manufactured, and

(4) It would drive home to the British business community the power of advertising to promote sales by means of the wide publicity given to the convention and to the advertising matters discussed at the convention in the press of this country.



*Isn't the Time Ripe?*

**ANDREW MILNE**, appointed organizer by the Thirty Club of London, for the 1924 Convention in London:

In accepting the invitation of the Thirty Club to come to London in 1924, the Associated Advertising Clubs of the World have the one big opportunity of making their great movement for better Advertising and Selling, a crusade of world-wide dimensions. That is the best reason for London in 1924 as I see it.

Most of us on this side who study better methods in advertising know quite well what the associated clubs have done in America and Canada. We also know what has got to be done in Europe, and we fully realize how the London convention will sow the seed of better relations, not only between our two countries, but throughout the entire World of Commerce.

The Associated Advertising Clubs of the World, despite their title, have so far only confined their activities to the States and Canada. So far so good, but isn't the time ripe for a bigger—much bigger—movement? I imagine the Thirty Club had this in mind when their invitation was extended.

This country has many advertising, selling and manufacturers' associations, clubs and societies, each working along their respective lines, each reaping the benefit of closer co-operation. The London convention of 1924 is going to bring all these organizations together under the one roof for discussion, exchanging of ideas with similar organizations from the States and Canada. Not only so, but the whole of business Europe will be represented at this great London convention.

What an ideal for the Associated Advertising Clubs of the World to set themselves. What a wonderful opportunity for the associated clubs' great work to be carried on to virgin soil, where the whole business of advertising and selling stands waiting to cultivate the seed which will mean so much to the trade relations of the two hemispheres.

On to London, then, in 1924.



*London's Big Year*

**FLEETWOOD PRITCHARD**, of Advertising & Publicity, Ltd., London:

I want to see the 1924 convention in London, because I believe it will do more than anything that has ever happened to increase the confidence of the public in advertising. Say what you will, advertising is not at present generally recognized as rendering a service to the man in the street.

1924 is to be London's big year. At a time when the attention of the world will be focussed on the opening of the British Empire Exhibition, a meeting of advertising experts, which is absolutely international in character, will throw the limelight on to a side of advertising with which the public is quite unfamiliar.

I believe that the 1924 convention will provide advertising men with a means of convincing the public that efficient advertising is an economical means of selling, which by necessitating the maintenance of quality benefits the consumer as definitely and positively as efficient production.



*"See How We Run London"*

**THOMAS McDOUGALL**, of Kingsway, London:

Of course, the 1924 convention should be held in London. It is always a matter of wonder to me that while British advertising

men and manufacturers think that a visit to America is necessary to round off their education, the American cannot judge his home course to be sufficient. Let us get Americans here. We've got something too to teach them. Show them that they've as much to learn from us as we have from them. Let them see us at home and I'm certain that their impressions of the nation that can run London will not be to the disadvantage of Britain.



*Impetus to Business*

**ARTHUR CHADWICK**, chairman and managing director Amalgamated Publicity Services, Ltd., London:

The convention is wanted in London to give an impetus to business by the exchange of views, ideas and methods between the leading advertising men on "both sides."

It is wanted in London because—as the "hub of the universe"—the doings and decisions of

## FORTNIGHT OF FROLIC FOR BRITISH GUESTS

**Monster Banquet on June 1 in New York Precedes Convention, Which Will Be Followed by Tour of Eastern U. S.**

Plans for entertainment of the British delegation to the Atlantic City convention of the Associated Advertising Clubs of the World have been developed by the National Reception Committee so that the hundred or more who cross the ocean will have few idle moments from June 1, when they land in New York, until June 16 when they again turn their faces east.

Following a meeting of the committee on May 16, it made public its program as follows:

The committee, escorted by the Police Band, will be on board the municipal boat John F. Hylan, which will meet the Berengaria at Quarantine early on the morning of June 1. The British delegation will be permitted to debark at Quarantine, with baggage, and will proceed on the

of all the city's advertising interests. Herbert S. Houston, past president of the A. A. C. W. and chairman of the National Reception Committee, will preside and F. A. Wilson-Lawrenson will act as toastmaster. Speakers scheduled are John W. Davis, former Ambassador at the Court of St. James's, who will propose a toast to "The King"; President Lou E. Holland of the A. A. C. W.; Julius Barnes, president of the United States Chamber of Commerce; John Cheshire, president of the Thirty Club of London and head of the British delegation; and C. Harold Vernon, president-elect of the Thirty Club.

Saturday, June 2, will find the visitors on a tour of the city, including a river trip around Manhattan Island and several other features which the committee has not yet announced. An evening at the Ziegfeld Follies will top off the day.

Sunday morning at 8 o'clock the delegation will start for Atlantic City, arriving at 11 o'clock in time for the opening inspirational meeting. Convention activities will occupy their time until adjournment on June 7.

June 8, Friday, the Poor Richard Club will be hosts in Philadelphia.

Washington will entertain the British party on June 9, the hosts being the Washington Advertising Club, the National Press Club and the Gridiron Club.

June 10, Sunday, will be spent at Niagara Falls, following which the visitors will go to Toronto for a day on Canadian soil.

Buffalo will put its best foot foremost on June 12, on the evening of which the delegates will start for New York City, where they will again arrive June 13.

An international golf tournament at the Westchester-Biltmore Country Club near the city has been arranged for June 14.

On June 15, the New York Council of the American Association of Advertising Agencies will entertain the agents in the British group and the New York Business Publishers' Association will take care of their colleagues from across the ocean.

Saturday, June 16, is the date on which the British forces leave for home.

Transportation arrangements for the tour are in charge of A. E. MacKinnon, while financial matters have been handled by George H. Dunkle. Russell R. Whitman of the New York Commercial is chairman of the speakers' committee, other members of which are Gilbert T. Hodges, F. A. Wilson-Lawrenson, O. C. Harn and James Wright Brown.

At the May 16 meeting of the reception committee, Mr. MacKinnon, Mr. Dunkle and Jesse H. Neal, secretary-treasurer of the committee, reported on business arrangements. H. Rea Fitch, special commissioner of EDITOR & PUBLISHER, who has just returned from eight weeks in the British Isles, told the committee of his impressions of British advertising men, making special reference to the spirit in which the Thirty Club was attacking its task of securing the 1924 convention of the A. A. C. W. for London.

## WILLIAM E. BERRY, PRESIDENT OF ALDWYCH CLUB, SURE OF BENEFICENT RESULTS

**I CERTAINLY** hope that the Associated Advertising Clubs of the World will accept the invitation to hold their 1924 Convention in London.

Such a convention bringing together, as it would, the greatest minds and interests in advertising, would undoubtedly prove to be of incalculable and mutual advantage, particularly so to American and British advertisers.

Quite apart from the lessons to be learned and the new ideas which can be assimilated as a result of personal contact between the protagonists of the great business of advertising on either side of the Atlantic, any project which is calculated to deepen the understanding, in business or out of it, between our American friends and ourselves, has my sincere support.

We on this side would derive no uncertain benefit from the invigorating influence of American ideas, and I am sure, too, that the advertising interests in U. S. A. would find the experience of a visit to London of no less value.

WILLIAM E. BERRY.

London will have a far reaching beneficial effect on trading conditions right throughout the universe.

It is wanted in London because the Associated Advertising Associations of the World cannot claim their title to the fullest extent until they have met here; hitherto their conventions have always been held in America.



**PUBLICITY FOR PENNA. UTILITIES**

**J. S. S. Richardson, Former Newspaper Man, Directs New Bureau**

Public utility corporations of Pennsylvania have organized the Pennsylvania Public Service Information Committee, with P. H. Gadsden, vice-president of the United Gas Improvement Company, Philadelphia, as chairman and Major J. S. S. Richardson as director. James M. Bennett, publicity manager of the United Gas Improvement Company, is secretary. Major Richardson was until recently city editor of the Philadelphia Public Ledger and was for ten years on the New York Herald staff.

In a statement attributed to Mr. Gadsden, the committee is described as "in fact, a State bureau created to supply to the public, through the press and otherwise, accurate information concerning the public utilities of Pennsylvania, with a view of crystallizing sound public opinion and a feeling on the part of the public which will promote clear understanding of public utilities." Headquarters are at 930 City Centre Building, Philadelphia.

Hylan to the Battery. There the Advertising Men's Post of the American Legion will meet them and escort them in automobiles to the City Hall, where Mayor Hylan will extend the city's greetings.

That evening the delegation will be guests of honor at a banquet tendered by the reception committee at the Hotel Pennsylvania, attended by representatives



The Victoria Embankment on the Thames, just opposite the Savoy Hotel, with the Houses of Parliament and the "Big Ben" clock tower in the distance. The building whose four chimneys rise against the sky-line under Big Ben is Scotland Yard, home of the detective branch of the Metropolitan Police Force.

DR. FARNELL CLIMBS DOWN.

Ban on Oxford's New Theatre Removed. ON CONDITIONS.

The Vice-Chancellor of Oxford University, Dr. Farnell, has removed his ban on the New Oxford Playhouse.



Mr. J. B. Fagan, organ project, which had the many eminent men of the Farnell says:—

COLL. GUES CONSULT. Having now had the opportunity of consulting with him (the Vice-Chancellor) on certain of my most anxious matters in the University, I have decided to modify the former decision that I gave to you as follows:— I consent to the license for the term, and up to the middle of September, on condition that no undergraduates take part in the performance, that those concerned in the management of the theatre make a new application to me in the Long Vacation, or to the next Vice-Chancellor for consent to the license to have force throughout the rest of the current year.

NEW APPLICATION. But it will still be necessary for me to license each particular play. If your new application comes to me early in September I shall then be able to share with the future Vice-Chancellor the responsibility of deciding for the rest of your period. Had the arrangements for this project been originally conducted with more knowledge of the Act of Parliament governing theatres in Oxford, less friction and less inconvenience would have ensued. Dr. Farnell, it will be recalled, complained of the fact that, as a magistrate, he should have been consulted on the initial licensing of a new theatre. Every play performed in Oxford, he added, had to be licensed by the Vice-Chancellor of the University.

WOMAN KILLED BY HER WEDDING RING.

Slips From Finger Into Her Mouth and Lodges in Throat. Mrs. Annie Elizabeth Ward, of Sheffield, died yesterday as the result of a tragic accident. She swallowed her gold wedding ring, which slipped off her finger into her mouth. The ring lodged in her throat and subsequently choked her.

CHARABANC WIRELESS.

Receiving Set for Entertainment of Passengers. A wireless experiment on one of their vehicles has been successfully carried out by a Kettering firm of charabanc proprietors. No aerial was employed, the receiving set being affixed to the woodwork at the side of the driver, while an amplifier was used which could be placed in any position inside or outside the charabanc.

CARPETS COSTING £4,100 SOLD FOR £575.

Counsel on the Way Prices "Tumbled Down." An echo of the "antique furniture case," Shrager v. Basil Dighton, Limited, and another, was heard in the King's Bench Division yesterday before a Divisional Court.

TOY BALLOONS TRAVEL 365 MILES.

Liberated at Brighton and Found in Germany. Two toy balloons liberated at Brighton were found 12 hours later at Cassel, Germany, having travelled 365 miles at 31 miles an hour.



BRIDE LEAVES FOR ABBEY.

The Daily Chronicle with its OVER ONE MILLION DAILY NET SALE says: "Come to London" FLEET STREET, LONDON, ENGLAND. Arthur Richardson, ADVERTISEMENT MANAGER

EARL'S BUSINESS VENTURE.

Late Lord Shrewsbury's Signature Mystery. £25,000 GUARANTEE.

That the late Earl of Shrewsbury and Sir Henry Busby Bird signed a £25,000 guarantee without knowing the fact was the defence in an unusual High Court case yesterday.

SPECIMEN SIGNATURES. Mr. Stuart Bevan, K.C., for the plaintiffs, said the main defence was that the signatures were obtained by signing the fraudulent misrepresentations of Gibson.

NO JUDGMENT. In respect of the bank made the claim of the company's account into signing the specimen signatures of Lord and Sir Henry Bird, who had signed the bank's account into signing the specimen signatures of Lord and Sir Henry Bird, who had signed the bank's account into signing the specimen signatures of Lord and Sir Henry Bird.

MRS. BROWNLEE A DIRECTOR. Alice Maud Mary Robinson, formerly secretary to the Aniline Dye Company, said the minutes of the meeting, at which she was not present, of October 21, 1920, recording that the guarantee had been signed by the directors, she wrote on instructions given to her by Mr. Gibson.

WIDOW WHO. Mr. Christie, for the defendant, said when Mr. Smith was last ill, and unable to sign, and after Mr. Henry Baker, who was a share of the estate, appeared.

WIDENING THE TUBE. For hours yesterday morning workmen were engaged in shovelling tons of ballast and rubbish into a small hole in the roadway which, it was stated, was about 30 feet deep, and stretched for several yards each way beneath the concrete bed.

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IN FEW LINES. INTERESTING ITEMS FROM ALL QUARTERS.

British Mission to Vatican. The present annual cost of the British Mission to the Vatican is approximately £6,300.

Stamps Packet Company Close Down. Dundalk and Newry Stamps Packet Company are to close down indefinitely owing to a fresh wage dispute with the workmen.

Union President in Social Work. Mr. Gordon Bagnall, president of the Oxford Union, has been appointed to the post of Associate Warden at the University Settlement, Liverpool.

Cocaine Substitutes Committee. A Committee is to be appointed by the Minister of Health to investigate the value, for medical and surgical purposes, of possible substitutes for cocaine.

A Good Day's Work. "It's all in the day's work," W. H. Dalton, a Nonmouthshire rat destruction officer, said after he had arrested the progress of a runaway home near Newport and saved four children's lives.

"Hullin" Holland. For the telephone service between Great Britain and the Netherlands the unit for communication is to be three minutes, at a charge of 5s. for London, 7s. for Scotland, and 8s. 6d. for Northern Ireland.

Lecture Addresses 5,000 Children. Mr. Frederick Whelen, of the League of Nations Union, addressed nearly 5,000 school children at the invitation of the Lancashire education authorities beginning his tour on April 16 and finishing on April 25.

When Billiards Are Not Allowed. That billiards may not be played in a public hall after 11 a.m., was stated at Kingston Police Court yesterday when Edgar Wilson, proprietor of a billiard hall in Surbiton, was fined £1 for allowing it to be open after regulation closing time.

£50 Compensation from L.C.C. By the payment of £50 as compensation by the L.C.C., settlement was arrived at in an action, at Shoreditch County Court, in which Joseph J. Baysdon, Hackney-road, E., sought damages for injuries caused by an alleged defective tramline.

Income Tax Defaulters' "Rights." Blackburn magistrates yesterday refused to commit an income tax defaulter, whose claim for special rebate was said to have been turned down by commissioners, without defendant being called upon. The case was adjourned for investigation.

Prophecy as Truth. When a solicitor at Shoreditch County Court asked a plaintiff what the doctor said to him, Judge Cluer interposed, "That is immaterial. He might have told him that he would die to-morrow, which would be prophesying; or he might have said, 'You will die one day.'"

Football Captain Lionel Macfarlan, an in Salinas, the game drew close gate, whitened, and Sulford Camp for the re-

SHEEP. Included and

has been seen

over district be

Dover, is held

deaths of over 150

throughout the

type of catching the

as appeared only when

have gone off duty

suspected of the rain

but the attacks on sheep

NEW RA. Assembly of Academicians

held yesterday, elected

Arren Philip, A.R.A., a

DE VALERA. Dublin correspondent telegraphs

is no truth in a report circum-

stantly quatters yesterday that

a had been captured.

LLOYD'S SUNDAY NEWS which is a household word wherever the English language is spoken "Come to London" says:-- FOCUS THE WORLD'S ATTENTION ON YOUR GOODS BY ADVERTISING IN LLOYD'S SUNDAY NEWS Arthur Richardson, ADVERTISEMENT MANAGER FLEET STREET, LONDON, ENGLAND

The Daily Chronicle AND LLOYD'S SUNDAY NEWS THE TWO GREAT NATIONAL NEWSPAPERS

# Forty Million for American



# New Customers Advertisers

REACH THEM ALL

BY A PUBLICITY  
CAMPAIGN  
IN THE

LONDON  
**Daily Mail**

NET DAILY SALE  
more than a  
MILLION and THREE QUARTERS

THE NATIONAL  
ADVERTISING  
MEDIUM FOR  
BRITAIN

THE map shows at a glance how your new, compact, ready-made market of 40,000,000 people is planted at the doors of the metropolis. There are no "distances" to cover in Britain. Its massed population centres on a straight line, only 500 miles long, from London to Aberdeen—just a railway journey of 12 hours end to end!

DO you realize that in England, Scotland, Wales and Ireland there are over Forty MILLION People waiting to buy your goods?

These customers want no converting. Pioneers have done that years ago, and in so doing have reaped—are still reaping—rich rewards. You should come into the finest, most easily handled market in the world, and earn big, new profits.

The lever which puts the selling machinery in motion is

## THE LONDON DAILY MAIL

the *National* advertising medium which in one single morning carries your appeal into more than one and three-quarter million homes throughout the whole of England, Scotland, Wales and Ireland.

The Daily Mail has a guaranteed Net Daily Sale of over a million and three-quarters. It reaches every great City, every town and every village throughout Britain by breakfast time. It is printed simultaneously in London and Manchester, and is carried to distant parts by a dozen special trains in order that every part of the nation can be served in the morning.

It is bought and read by every class of the community. It "blankets" the United Kingdom every day. Its prestige, like its net sale, is unrivalled. The Daily Mail has its readers' full confidence, and the pulling power of its advertisements is beyond comparison.

Horace S. Imber, the Advertisement Director of the DAILY MAIL, is staying at the Ambassador Hotel, Atlantic City, during the entire period of the A. A. C. W. Convention—June 3 to June 7—and the following week will be at Hotel Pennsylvania, New York City.

Ask him about THE DAILY MAIL and what it will do for you. Let him map out a campaign for you. He is here to tell all you want to know about national advertising in Britain.

Permanent Address:

H. S. IMBER,

Carmelite House.

London, E.C. 4



THE · PROPRIETORS  
*and*  
MANAGEMENT · OF  
**The Daily Telegraph**

in associating themselves most cordially with the proposal that the 1924 Convention of the Associated Advertising Clubs of the World should be held in Great Britain, add a personal invitation to the delegates to visit the offices of *The Daily Telegraph* where they will endeavour to demonstrate how, whilst retaining the traditions of a great British newspaper, they have moved with the most modern ideas in production and organisation.

Head Office:  
FLEET ST.,  
LONDON,  
E.C.4.

Branch Offices:  
Brighton Bristol  
Glasgow  
Manchester  
New York Paris



# LONDON—THE WONDER CITY—LURES VISITORS

The City, One Square Mile; Royal Westminster and 27 Boroughs Make Up the Capital of the Empire; Great Transit System Is of Especial Interest.

IF THE 1924 CONVENTION of the Associated Advertising Clubs of the World is held in London, American advertising men who decide to make the journey to the British capital may look forward with assurance to a convention that will be enhanced by the sights and scenes of an environment such as only London can present. No other choice of venue could be happier or more propitious, for in 1924 the attractions of London will be augmented by the British Empire Exposition, the largest and most important exposition yet organized in Great Britain.

London—capital of the British Empire; the center of a world-wide trade and commerce, with their concomitant of publicity; and not only the cradle of English history, but, in a measure, the cradle of American history as well. And, through a common language, the multifarious features of interest in London are almost as clearly envisaged to Americans as they are to Englishmen.

Here is a close-up of some of the scenes and features of the historic capital:



LONDON CITY is the central square mile once occupied by the walled city and its suburbs. It is London proper, within yet aloof from the rest of the vast settlement, and under the control of the Lord Mayor and the Corporation. Save the General Postoffice, there is not a State building within its precincts, yet the city is the pulse of the British Empire. It developed by itself—a free city.

It has long since ceased to be a dwelling place—it is thronged by countless thousands by day and is deserted at night. Almost the whole of this area, which is fringed by the ancient wharves of the river, is covered by financial and commercial offices, with which are commingled Guildhall, the Mansion House, the Royal Exchange, the Stock Exchange, the Old Bailey, St. Paul's Cathedral, and fifty or so parish churches that have survived the changes of time. Most of these churches are beautiful edifices, with towers and steeples that glisten white in the sun, and most of them have historical associations.

Some there are that tell of the old Colonial days, among them the venerable St. Ethelburga, wherein Hudson and his crew attended communion ere sailing for the Northwest; and St. Sepulchre, in which lies buried Capt. John Smith, Governor of the Virginia Colony ('twas he that Pocahontas saved), and where Roger Williams, founder of Rhode Island, was baptized.



ROYAL WESTMINSTER is in reality the capital city of England. It is the seat of the legislature, the Courts of Justice,

and the Government offices. In Westminster, too, are the royal palaces, the State museums and galleries, the chief parks, the great missions, the clubs, the theatres and concert halls, the principal hotels and restaurants and the important shopping thoroughfares.

Go back a thousand years and one can visualize the walled city of London and in the fields to the West the solitary monastery—the Westminster—and palace that became the cradle of the national history of England. Today the monastery is the shrine of the English race, the palace the capitol of an empire.

Apart from its associations, Westminster Abbey is one of the finest examples of a pre-Reformation Abbey in Britain, as the cloisters and other considerable portions of the old conventual buildings have been preserved. Visitors should therefore make a point of seeing the whole of the Abbey and not of merely confining their itinerary to the Abbey church. Beside the Abbey stands the parish church of St. Margaret, wherein lies the dust of Sir Walter Raleigh.

The magnificent new Palace of Westminster (such is the correct title of the British Houses of Parliament), the most splendid building erected in any city in modern times, is open on certain days for public inspection, while permission to be present at debates in the House of Commons can be readily obtained.

Encompassing the city and Westminster are twenty-seven Metropolitan boroughs that, with the two cities, comprise the municipal County of London. The boroughs on the west, the north, and the southwest are chiefly residential, while those on the east and southeast are mainly industrial. Surrounding the county are the suburban settlements, many of them laid out on garden-city lines. These form the rim of a vast and compact metropolis that is roughly circular in plan and is bisected into two equal divisions by the winding Thames.

It has been said that no other great city in Europe has such beautiful environs as London. The country around the British capital is not only beautiful, but so widely diverse in physical character and scenery that the pleasure of rural excursions never wanes through monotony. Northward lie pastoral Middlesex and the watercourses and farmlands of Hertfordshire; southward the rugged chalk-hills and greensand ridges of Surrey; eastward the forest lands of Essex; southeast the Kentish hills and orchards and hop-gardens, and westward the wooded undulations of Buckinghamshire, the county of Hampden, Penn, Gray and Burke.

Then there is the silvery Thames, winding along past stately Hampton Court and Royal Windsor. All around London are the fine estates, the old manor houses, and the sequestered villages with grey church tower rising above red-tiled roofs, that are typical features of the English countryside.



CHIEF AMONG THE HISTORIC LONDON BUILDINGS is the Tower of London, which stands by the river at the eastern side of the city. It is the finest example of a medieval castle in England, and consists of a double line of fortified walls inclosing the great keep—the White Tower—built by William the Conqueror.

No heed should be given to the pleasing fancies of the romantic novelist that the Tower was little more than a prison for victims of royal disfavor. For centuries it was the State workshop and strongroom. It was a citadel, an arsenal, a naval station, a mint, a palace, a place of safe keeping for the royal treasures. The regalia is still kept in safe custody there. The Tower is open to visitors daily, and the exhibits and other features are explained by the courteous wardens.

Nearly opposite the Tower is Southwark Cathedral, on the Bankside that was the site of Shakespeare's Globe Theater. This fine old building has associations with Shakespeare and other poets and playwrights, but maybe its chief interest for Americans will be the Harvard Chapel, which was restored in memory of John Harvard by students of the university that he founded. Harvard's father was a church warden of St. Saviour's, as the church was formerly termed.

Against the northern boundary of the city are the remains of two ancient priories—St. Bartholomew's Church and Charterhouse. The former is the oldest church in London, the nave a perfect example of Norman architecture. Charterhouse, associated with Thackeray's "The Newcomes," is an Elizabethan mansion used as an almshouse and school.

Virtually all the churches and other buildings mentioned as in the city have a great deal of historical interest. Thirty-two of these churches were designed by Wren, the architect, who rebuilt London after the Great Fire of 1666. The monument in Billingsgate Fish Market, commemorates this fire. It is a tall stone column, from the top of which there are some fine prospects over London. Wren, its builder (he was an astronomer as well as an architect), at one time considered adapting it for a telescope.

Guildhall, with its Great Hall, Crypt and Museum, is another historic building of great interest, while to deal even briefly with the features and interest of St. Paul's Cathedral would fill whole pages of this publication. The Abbey and the Palace of Westminster have already been referred to.

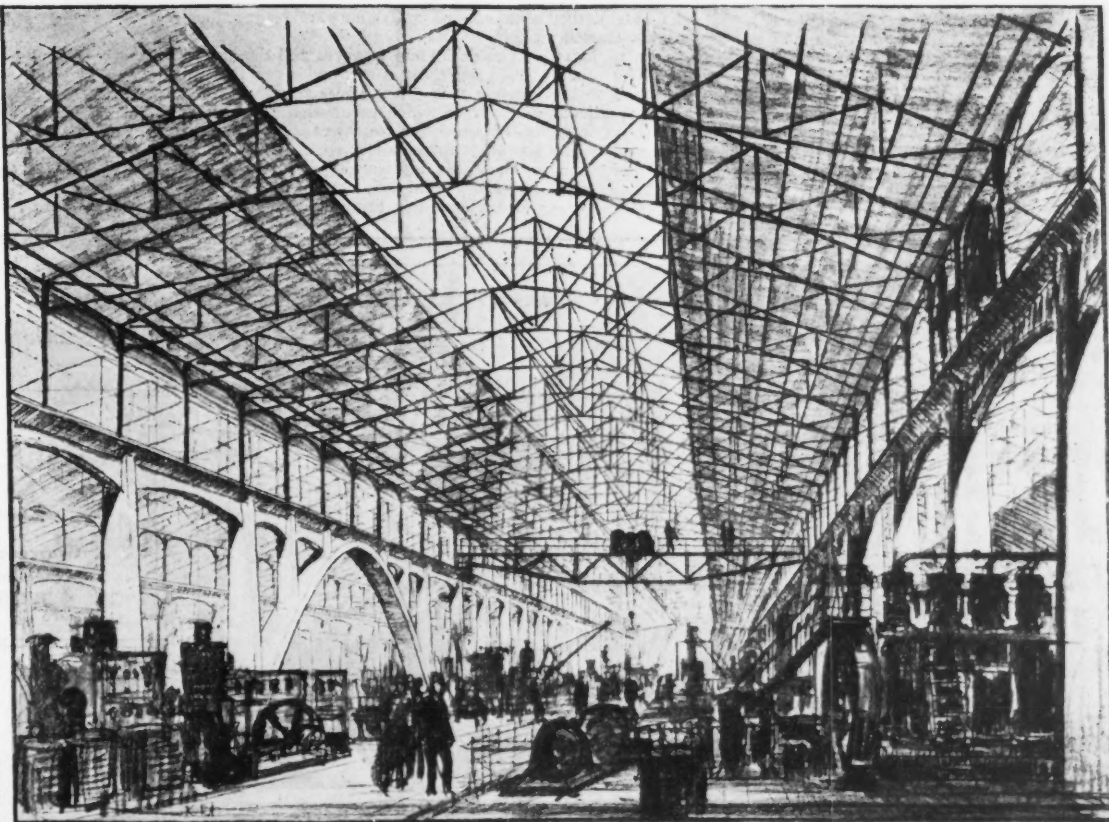
Near the Abbey is the great cathedral erected in recent years by the English Catholics. Many decades must elapse ere the interior of this noble edifice be completed; but the portions already finished reflect the splendor that the interior will assume in years to come.



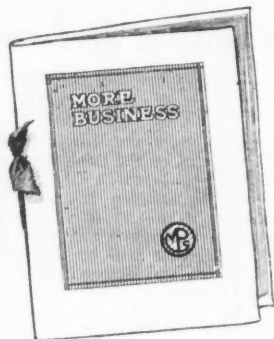
WAS IT NOT BURKE who termed the parks the Lungs of London? Surely few other large cities, particularly old cities, can boast of such an extensive tract of parkland in their very center as London. Hyde Park is about a square mile in area, and with the adjoining Green and St. James' Parks, form a continuous stretch of finely timbered parkland extending from Kensington on the west to Charing Cross and Westminster.

Hyde Park is the rendezvous of society, and the scene about Rotten Row near Hyde Park Corner when the rank and fashion of London foregather here in the season is brilliant in the extreme. The Green Park is skirted on one side by Piccadilly, in this part lined by fine mansions and clubs.

In St. James' Park is Buckingham



Engines that Make and Mark Modern Civilization Will Afford an Apparently Boundless Vista in the Machinery Hall of the British Empire Exhibit



## A Few Copies Available to Business Chiefs

"**M**ORE Business" is a brochure issued by a leading West-End firm of London publicity experts. It puts into a nutshell the whole subject of advertising—from the creation of a trade-mark to the final distribution of goods. This brochure has done more to stimulate British business men to new effort and new endeavour than any other trade-issued publication.

Business chiefs are invited to write on their business letter-head for one of the few remaining copies of "More Business."

The Meerloo Publicity Service Ltd. undertake the marketing of high-class products only in Great Britain or in any part of the British Empire. Big sales are created by originality, power and a thorough knowledge of British psychology.

**THE  
MEERLOO  
PUBLICITY  
SERVICE, Ltd.**

96, New Bond St.,  
London, W. 1, England

Telegrams: "Selintific," Weedo, London

## PLEDGES BUSINESS MEN'S WELCOME

**I**N supporting the official invitation being conveyed by the British Delegation of Advertising Men to the Advertising Clubs of the World at Atlantic City, to hold their 1924 Convention in London, a hearty welcome would be assured them by the business men of Great Britain who recognise the value of scientific advertising as one of the keystones to success in business progress.

Advertising has made great strides in recent years, but there is still room for improvement and the best method of developing this and formulating new methods is by the interchange of ideas around a conference table, and the Advertising Clubs of the World can rest assured every effort would be made to render the stay of their members as interesting as possible.

WOODMAN BURBIDGE.

Palace, the residence of the Court when in London. Before the palace stands the fine Queen Victoria Memorial, whence a new processional road leads past St. James' Palace to Charing Cross. St. James' Palace was built originally by Henry VIII, and, although no longer a residence of the sovereign, is used for ceremonial purposes, such as levees. It is still to the Court of St. James that foreign ambassadors are accredited. The changing of the Guard at these palaces is a stately old-world ceremony that takes place daily.

On the east side of St. James' Park is the Horse Guards, originally the Guard House of Whitehall Palace, the only actual remains of which is the Banqueting Hall (now a museum). Another picturesque military ceremony is the changing of the mounted guard at Whitehall. Kensington Palace, at the western side of Hyde Park, is likewise a royal palace no longer a residence of the sovereign. Here the State Apartments are open to the public.

Regent's Park, on the north of London, is notable for its Zoological Gardens, the London Zoo, as it is popularly termed, taking foremost rank among the zoological collections of the world. The other parks of London are too numerous to be mentioned individually, while in additions to these open spaces there are various heaths and commons—chief among them Hampstead Heath and Wimbledon Common—scattered around the inner circle of London.

**T**O THE AVERAGE VISITOR the Thames in London seems anything but a river of commerce, albeit it is the greatest commercial river in the world, with entrances and clearances exceeding in tonnage and in value those of any other port. This is because the docks and wharves are below London Bridge, in a district to which the stranger seldom finds a way, except when impelled by business. Above the City the Thames is a broad stream on whose bosom few craft save barges float, the bridges debarring vessels of any size from going very far above the Tower of London.

Tower Wharf is quite a good point, however, at which the stranger can see something of London's shipping, for off the wharves here there are usually to be seen many vessels of good burden, while ever and anon the 500-ton bascules of the Tower Bridge are raised and lowered as craft enter or leave the Pool. The main range of docks and wharves extend from London Bridge to Barking Reach, a distance of several miles, and below the latter point are detached docks and wharves, as at Tilbury and Queenborough.

The docks and wharves and the appurtenant warehouses are under the Port of London Authority, a specially constituted body, from which permission can usually be obtained for an itinerary of any of the great docks under its control. Many of the sheds and warehouses are of great size and are literally crammed with valuable commodities, brought from the utter-



The Selfridge Shops on Oxford street, London. This great department store was built up and is headed by Gordon Selfridge, an American, who has introduced American ideas into London retail merchandising.

# In 1924

**W**E hope to have the pleasure of seeing most readers of this advertisement, of getting to actual hand-shakes. As the premier advertising Agency of the Midlands, let us lend our weight to the request that America sends a real live contingent to this country for an advertising convention. We take a keen interest in American methods, we want you to learn all that we are doing over here. Come along, you will be more than welcome.

## Meanwhile

—As one or two of our clients hope to extend their activities for various products, to the American market, we shall be mighty pleased to receive specimen copies and rate cards for every class of publication.

*Heil Taylor*  
LIMITED

Grosvenor Buildings,  
Steelhouse Lane,  
BIRMINGHAM



most ends of the inhabited world. From the city to Chelsea, a distance of four miles, the left bank of the Thames is skirted by a splendid riverside drive, lined for the greater part of its length by pleasant gardens that are overlooked by fine buildings, among them several of the leading hotels. The Palace of Westminster stands at the end of the Victoria Embankment, which is the chief section of this drive. On the opposite bank there is only a short stretch of embankment, and on this side black wharves and warehouses alternate with imposing buildings, among the latter being the London County Hall.

Above London, at Kew, the Thames becomes a waterway of pleasure, and from this point a swarded towpath leads along past Kew Gardens to Richmond, and thence to Twickenham, Kingston and other famous up-river resorts. In summertime the scene on the river at these places is one of animation and gaiety, the beauty of the scenery and the gay attire of the river folk—in punt and dinghy and launch—composing a sight that remains long in the recollection of the stranger.

Kew Gardens are a domain of singular charm and beauty at all times; almost adjoining is Richmond, with the Terrace, whence come such glorious views over the Thames Valley, views such as Sir Walter Scott confessed that even Scotland had nought to vie with in beauty. At Richmond is a deer park that was formed by Charles I, and is now perhaps the finest public park in England. Above Kingston is Hampton Court, the magnificent riverside palace built for Cardinal Wolsey and which became a favorite residence of many of the English sovereigns. The State Apartments and the beautiful gardens are open to the public.



**A** REMARKABLE FEATURE of the business side of London is the segregation of the various professions and trades, each having its own recog-

nized quarter of the town. Thus the lawyer's settlement is the old Inns of Court that fringe the western borders of the city, quaint old-world places, where offices, halls and churches are set about pleasant gardens.

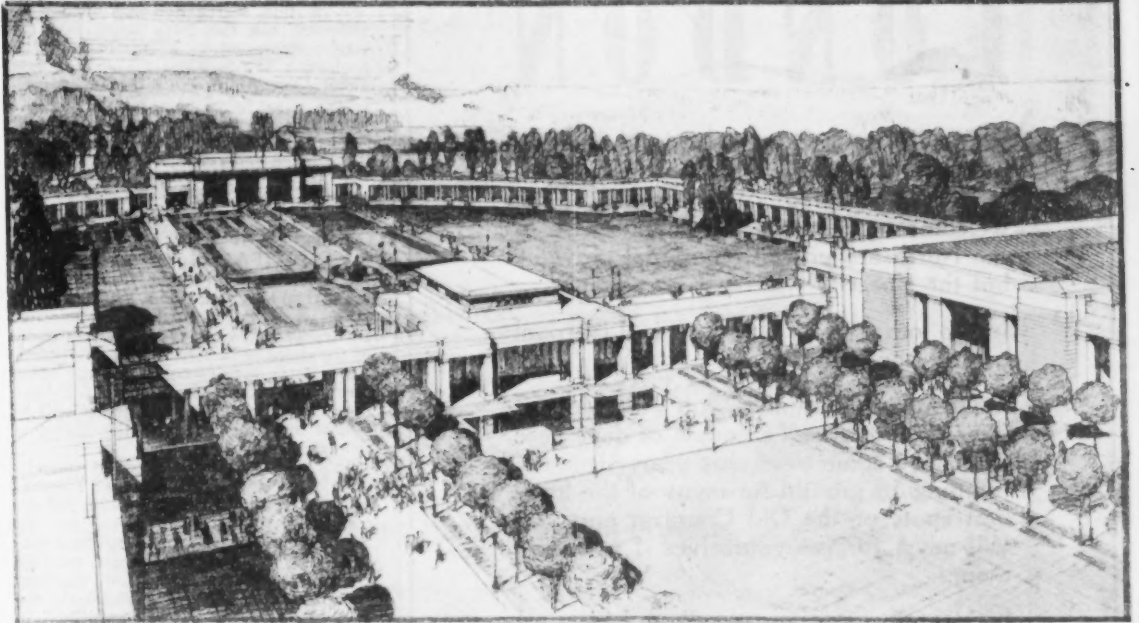
These inns—the Inner Temple, the Middle Temple, Gray's Inn and Lincoln's Inn—constitute what is virtually a Legal University. They have been here for hundreds of years and their existence was responsible for the Courts of Justice being removed to this quarter in recent years. The specialists in medicine and in surgery are to be found in Harley

street, in the West End, where almost every house in this long byway is occupied by a doctor. For art dealers one would go to the St. James' Square district, where are Christie's famous auction rooms and innumerable shops devoted exclusively to antiques and works of art generally. Bond street is another art quarter. For furniture there is the Tottenham Court Road, wherein many of the most important furnishing emporiums are situated.

The publishers have the Paternoster Row district, where is the old Hall of the Stationers Company. The neighbor-

ing Fleet street is the quarter of the printers. Here are the offices of the great British newspapers, and here, too, as one might expect, are to be found many of the leading advertising agencies.

For the shipping offices there are two distinct quarters, the chief one in the Leadenhall street district of the City, the other, mainly for passenger bookings, in Cockspur street, adjacent to the West End hotels. In recent years the Strand has developed into the recognized quarter for the offices of the British Overseas Dominions, chief among them the splendid building of the Australian Common-



London Wants the A. A. C. W. to Meet in London in 1924 at the Same Time as the British Empire Exhibit, Which Will Be Held at Wembley. A General View of the Exhibit Grounds Is Shown Above.



**CHARLES DICKENS**

Founder and First Editor of  
"The Daily News," — 1846

## When You Come to London

You will appreciate the unique power and influence of "The Daily News", and its reputation as an essential medium both for appealing to the national British market and for producing "the best results for the least money" with a

**Certified Average Net Sale for  
MARCH, 1923**

**621,993 Copies Daily**

**The Daily News**

*is the most attractive advertising proposition  
in the British Isles, or indeed in the world*

# LIVERPOOL IS BEHIND LONDON

insofar as the invitation to the Ad. Clubs of the World is concerned, so we are sure it will be accepted. The warmth of her welcome may not be so obvious—we of the North are not an emotional crowd—but the sincerity will be there all right.

In no other way however is Liverpool behind London.

Make up your minds—you Ad. Men of America—to spend a couple of days here when you come over next year. It is the jumping-off ground for many of the loveliest spots of the Old Country, and you will never forgive yourselves if you miss them.

Incidentally, you must call at Liverpool for business reasons. There are ten million people within a fifty-mile radius; hard-working, money-making and goods-buying people. Hard-headed too, so if you contemplate marketing a commodity in this ideal "try out" area—for goodness sake consult someone who not only knows the ground but also the psychology of the people.

We advertise the Hoosier Kitchen Cabinet, The Craig Golfmeter and the Collier Keyworth Chair Irons in England—but we specialize in foodstuffs and articles sold through Grocery and Drug Stores. It may pay you to get in touch with us.

Anyhow, send for one of our Zone & Population Maps of the British Isles, you will find it useful.

## FORBES KEIR & BULLEN LTD.

### DIRECTORS

C. Forbes Keir, President of the Incorporated Institute of Publicity

C. Hugh Bullen

Advertising (Service) Agents  
105 Bold St.

LIVERPOOL, ENGLAND

wealth. For the spice and dried-fruit merchants there is Eastcheap in the City; for the tea merchants Mincing Lane; for the corn merchants Mark Lane, and so on; almost every street of the city has its particular branch of commerce.

In Clerkenwell are the workshops of the silversmiths, in Bermondsey the great tanneries, in Southwark the offices and warehouses of the hop merchants. And this segregation is reflected even in trades of latter-day origin, for about Soho are offices of the moving-picture firms, and in Great Portland street the showrooms of the automobile manufacturers and agents.

Now this segregation has many advantages, not the least being that the visitor interested in a certain trade or profession has facilities for coming into direct contact with the subject of his attention, such as could never be available were all the individual members of such trade or profession distributed throughout London generally.



**THE CHIEF SHOPPING THOROUGHFARES** of London are the famous Regent street, Oxford street, the Brompton Road, and Knightsbridge, all of which are situated in Westminster. In Regent street and Oxford street many of the shops have been rebuilt on a splendid scale in very recent years, and when the reconstructions in progress will have been completed these two streets will be almost unrivaled among the shopping thoroughfares of Europe.

In Oxford street is the great store of Selfridge's, an establishment of magnificent design and proportions, with 200 departments. Harrod's Stores, in the Brompton Road, is another splendid emporium of world-wide fame, and, near by, are the extensive stores of Harvery Nichols' and Wolland's. Whiteley's, the first of the great stores established in London, is in the Westbourne Grove district, in the west. Besides those mentioned, there are various others, among the most notable being John Barker's, Derry and Toms', and Ponting's at Kensington, one of the fashionable West End districts. Certain of the stores adjoin stations of the Underground railways, and in several cases are connected with the stations by arcades flanked by the shop windows of the stores.

Advertising is a very important feature with the London stores, it being quite a common practice for many of the store to take one, two, and even three whole pages at frequent intervals in journals having a circulation ranging from half a million to a million and a half. The advertising managers of the great London stores are ever ready to exchange notes with American publicity men.

**BUSINESS TO THE DAY**, pleasure to the night. To the visitor the night side of London life generally centers around Piccadilly Circus and the Strand, about which are the theaters, the music halls, the cinemas, the taverns, the restaurants and all else that compose the ephemeral joys of a night in London. Piccadilly Circus has of late years acquired a Broadway touch with respect to illuminated signs, and what with these, the brilliance of the street lamps and those of the theaters and the like, and the throngs of people passing to and fro on pleasure bent, an animated and joyous scene is presented.

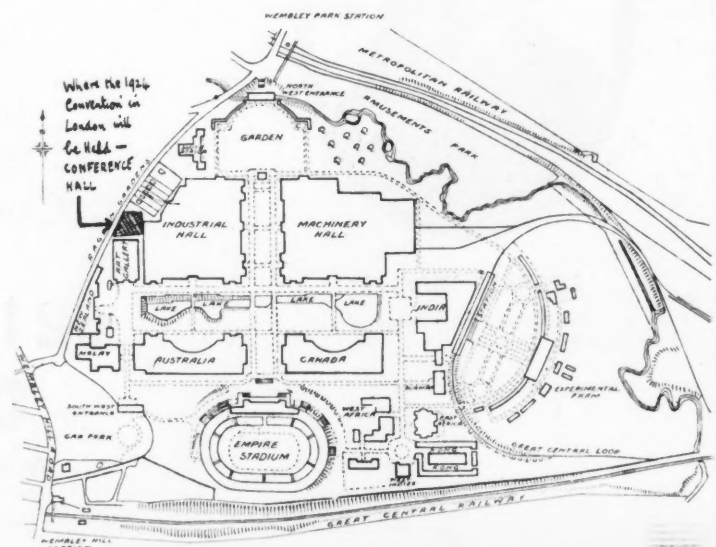
Of restaurants there is a choice to suit all tastes and all pockets. Corner houses where one may dine well, and to good music, for a few shillings; expensive restaurants that cater for the wealthy epicure; and the foreign restaurants of Soho, where one may obtain a wonderful many-course table d'hote, tastefully served, for a trifling sum, or an a la carte that extends to the other end of the scale. Many of the London taverns have American oyster bars, and other features adopted from the United States, some of them now not in vogue in that country. The taverns close about 10 o'clock, the restaurants at 11 or 12, the latter thus affording a chance for the theater folk to have supper before returning home.

Of night life of a workaday character there is much to be seen in the early hours of the morning in Fleet street, when the newspaper offices are at their busiest; and in Covent Garden, Smithfield and Billingsgate markets, when London's commissariat is working at its hardest.



**IN GREATER LONDON** there are nearly eight million people, and the great majority of the workers among them dwell at a distance from the scene of their labor. Bear this in mind: consider, too, the countless journeyings occasioned by everyday business activities; the attractions of the central area with respect to shopping, pleasure and entertainment; and, moreover, that there is always a considerable floating population of visitors in the capital, and it will be appreciated that the provision of adequate facilities for locomotion is a task of no mean proportions.

The chief transport undertakings are the combination of underground and surface railways, motor buses and street railways known as London's Underground; the street railways of the County Council; the underground and surface lines of the Metropolitan Railway, and the suburban lines of the trunk railways. Of these the London's Under-



A Beautiful Situation, Easy of Approach by Motor, or by Rail, Has Been Provided for the Empire Exhibit, on Whose Grounds the Associated Advertising Clubs Have Been Invited to Meet in 1924.

## *What Yorkshire Stands For*

**Y**ORKSHIRE is the largest County in England, and has more acres than there are letters in the Bible.

It contains important seaports and valuable coal fields, so that it has become the home of

*The Woolcombing Trade      Woollens and Worsteds*  
*Ready-For-Wear Trade      Engineering Trades*

There are over four millions of people within its borders, and their papers are

## **The Yorkshire Post The Yorkshire Evening Post**

The quality of the circulation of the morning paper, the "Yorkshire Post," can be safely inferred by the fact that 5,000 copies are sent daily by post to the best class of newspaper readers in all parts of the country. This is in addition to the ordinary sale to professional people, manufacturers, merchants, shippers, etc., to whom it is a daily necessity.

THE YORKSHIRE EVENING POST has a larger sale and carries more advertising than any other evening paper in its area. The daily sale among all classes averages close upon

## **200,000 Copies Daily**

It has the "smalls," it has the motor-car advertisements, it has all the big space allocations, and to see it is to believe all that is here said about it.

*Head Office: Leeds.*

*London Office: 171 Fleet Street, E. C. 4*

# 1924

An Invitation to  
the Advertising men  
of America

WE should like to know more of your splendid ideals, your large independent outlook, your frequently novel viewpoint. We should like to show you on the home ground just how the Englishman looks at things, how he looks at YOU, how he values your work in the world. Above all, we should like the opportunity of giving you a real English welcome to the greatest assemblage of English speaking peoples in history. They will come to the Mother Land from the four corners of the earth for the great Empire Exhibition—and they too would be unfeignedly glad to meet their cousins from the great Republic of the West. Englishmen will consider it a privilege to entertain you at the 1924 convention.



And while you are here, make a special point of visiting

## Yorkshire

It is the largest county in England; it has 1/10 of the entire population; its activities and interests cover the whole range of English life, Industrially and Socially; in short, Yorkshire is England in miniature. And the commercial and social Capital of Yorkshire is

## LEEDS

in the very heart of the County. Experienced advertising men on this side regularly try out new campaigns in this area—"if it goes in Yorkshire, it will go anywhere. If it won't go in Yorkshire, leave it alone!" This is to invite you to try out your schemes in Yorkshire when putting anything on the English market—try them out with the aid of a fully equipped and well organized Agency who can give you authentic local information. We stand ready to serve in whatever way we can.

## LEEDS

Advertising Agency  
Standard Buildings  
Leeds, England.

## GREAT MERCHANT URGES LONDON 1924



LONDON will give a cordial and hospitable welcome to those good fellows from America when they come over here in 1924.

Aside from the work as members of the Advertising Clubs of America, a visit to this part of the world once every year or two or three years, is worth all it costs in time and money, and with equal effort I urge representative men from England to visit America as often. Let us all get together as frequently and as enthusiastically as we can.

H. GORDON SELFRIDGE.

Oxford Street  
London, W. 1.

ground group is by far the most important. The head of this great undertaking is Lord Ashfield, who as A. H. Stanley was general manager of the Jersey City Street Railways.

The railways of the Underground comprise about 115 route miles, inclusive of the section of the trunk lines over which the Underground trains run. The deep-level lines—the Tubes, as they are popularly termed—and their surface connections equal about 57 miles of this total; the District Railway, partly below and partly on the surface, 58 miles. Through physical connections with the trunk railways, the Underground lines have, on certain sections, been extended considerable distances into the rural districts. In the central area the system forms a regular network of underground lines, with stations in all the main thoroughfares, and a service of trains every one or two minutes during the busier hours of the day. In 1922 the Underground railways carried over 325,000,000 passengers.

The motor buses of the Underground group form a comprehensive system of locomotion extending throughout the whole of the Greater London area, the mileage of highways covered by the various services being well over 700, and over 900,000,000 passengers being dealt with yearly. These motor buses connect the central area with towns and villages far out in the country, and no mean proportion of the traffic, particularly at weekends, is derived from the facilities thus provided for country excursions; places of scenic attraction or historic interest, such as Guildford, Dorking, St. Albans,

Windsor and Hampton, Court being easily accessible by motor bus from Central London.

The street railways of the Underground group are in the north and western divisions of the capital, and have a length of about 117 route miles. The western section links up the towns of the Thames Valley, while the northern extends out into the rural environs on that side.

American advertising people visiting London will find in the publicity side of the Underground enterprises a feature of especial interest. Advertising in connection with transport undertakings, particularly in relation to street vehicles, is carried out in London on a scale quite unknown in America. In British advertising circles the London Underground occupies the foremost position, both with respect to its own publicity campaign and in the facilities it provides for commercial advertising generally.

A feature of the traffic advertising is the extensive use made of the artistic poster, the majority of which are designed by well-known artists and the tasteful display of which imparts to the Underground stations a character peculiarly their own.

Riding in "Rotten Row," Hyde Park, is the proper morning pastime in London. If one doesn't care to ride, he can watch the parade of fashion pass, and he will be sure to find many prominent Americans among the riders.

## English Speaking Union

# If You Are Visiting Great Britain This Year

The English-Speaking Union offers you

### A CORDIAL WELCOME

At its headquarters in London, overlooking Trafalgar Square, you will find attractive reception and writing rooms, where the chief American newspapers and magazines may be seen and where afternoon tea is obtainable.

### RELIABLE INFORMATION

of a kind not available at the usual tourist agencies will be at your service and the British members of the English-Speaking Union will help to make you feel at home.

If you are interested in

### SPECIAL SUBJECTS

such as education, farms and gardens, social service, architecture, furniture, pictures, china, etc., introduction to experts will be furnished—in fact no trouble will be spared to make your visit to Great Britain as pleasant and profitable as possible. You will see the everyday life of the British people.

### "FROM BEHIND THE SCENES"

The English-Speaking Union is a fellowship of Britons and Americans who are trying to promote a better understanding between our two peoples by their getting to know one another as individuals. The President for the British Empire is the Earl of Balfour, and for the United States, the Hon. John W. Davis, former American Ambassador in London.

*Let us know when you are coming and what we can do for you.*

TRAFALGAR BUILDINGS,  
1 CHARING CROSS,  
LONDON, W. C. 2

AMERICAN HEADQUARTERS:  
345 Madison Ave., New York, U. S. A.

# Yorkshire, 1924

**L**EEDS, one of the mighty, pulsing industrial centres of Britain, is a hospitable city. But a proud one also. Proud, that is, of its prosperity; and proud of those things to which a price cannot be set—its music (Yorkshire singing is proverbial), its university, its public-spirited citizenship. So when Leeds

hears somebody say: "London, 1924," it is inclined with prideful Yorkshire bluntness to answer: "Has't forgotten Leeds?" And in May and June of the year, there is no pleasanter site in the wide world than the dales of Yorkshire full of springtide glory. "Gracious the beauty of dale and moor, and oh, how hospitable the people."

## To London, Leeds

adds a typically Yorkshire welcome, loud and deep enough to echo across the Atlantic and reverberate in the hearts of the delegates to Atlantic City. "Put my welcome to the test," says Leeds, "and prove that every word is true. London for the convention in 1924, and Leeds for a pleasant holiday-study afterwards; Leeds with its great industries and the West Riding with vast markets, and the Yorkshire moors for health of body and soul."

## *The* Yorkshire Evening News

(Net Sales, 133,000 Copies Daily)

is published in Leeds. From the beginning it has associated itself completely and whole-heartedly with the invitation to "London, 1924." Mr. Sydney Walton, the London Director of the Yorkshire Evening News, is a member of the Thirty Club. He acts as Honorary Publicity Secretary to the club. He arranged for Mr. Wilson-Lawrenson to meet the Prime Minister during his visit to London early this year, because he feels, as the Yorkshire Evening News feels, that the ambassadors of advertising deserve the best and highest that Britain can offer. And theirs it shall be.

Meanwhile, Yorkshire in 1923 is a market worth sounding. If American advertisers want any help or guidance how to merchandise in Yorkshire, write to the

DIRECTOR OF ADVERTISING  
YORKSHIRE EVENING NEWS  
TRINITY STREET, LEEDS,  
YORKSHIRE, ENGLAND

## CRAWFORD, FATHER OF ON-TO-LONDON CONVENTION MOVEMENT

Idea Conceived by a Scotsman Determined to Go One Better  
—Sketch of Activities Leading Up to British Delegation's Visit

By ONE OF THE DELEGATES

IT'S no use "Wullie" Crawford trying to hide his head. This On-to-London Movement was his idea. He is its father. And it all came of that terrible Scottish failing that brings so many of the Caledonian race to London and leaves them there—a weakness for doing something better than their neighbors.

This is how it happened. In 1920 the Thirty Club of London organized a Great Advertising Exhibition at the White City, which attracted hundreds of thousands of people and put advertising as such where it had never been before. That exhibition sprang from the brain of J. C. Akerman, that year's reigning president of the club. W. S. Crawford was vice-chairman of the exhibition and a few months later took the club presidential chair.

"Eh, lad, but Jock Akerman was a braw laddie. Nay, but I'll gae yin better," or words to that effect, is what "Wullie" Crawford is reported to have said on that occasion.

And in March, 1921, came the inspiration.

He put forward the bold idea of inviting the Associated Advertising Clubs of the World to hold a convention in London. It is reported—equally without authority—that Jack Akerman visibly wilted at this answer to his challenge, but, sportsman that he is, he dissembled his feeling and led the applause which greeted the subsequent resolution.

Events began to move as the idea took root. Sir Charles Higham interested the late Lord Northcliffe in the proposal and went to America bearing an invitation endorsed by the great publisher. He was sympathetically received and, with the invitation presented at the Milwaukee convention in 1922, the seed was planted in United States soil. Meantime Mr. Crawford had been elected vice-president of the Associated Advertising Clubs of the World and this merely spurred him to achievement. He nursed it on his own side of the water and his opportunity came when the A. A. C. W. appointed F. A. Wilson-Lawrenson as chairman of the investigation committee to look over London and sound the depths of its sincerity.

On January 18, 1923, Mr. Wilson-Lawrenson met the Thirty Club in session at dinner and told its members and their guests what he had come to do. He intimated that if London wanted the convention for 1924 it must have the great organizations of the country behind it; it must send a representative and adequate delegation from the United Kingdom to Atlantic City in June; it must show tangible benefits to be gained from holding the convention in London, and must present a program of business and entertainment offered by British advertising men.

Mr. Crawford, in response, stated simply that this country had the ability and the resources, and the new age of advertising men were climbing very high. He said the convention must come to London. At this same dinner, Lieut.-Col. E. F. Lawson, representing the Newspaper Proprietors' Association; Sir Edward Benn, representing the technical press; James Strong, representing the Association of British Advertising Agents; and members of several other organizations offered complete support. John Cheshire presided and Sir Philip Lloyd Greaves, president of the Board of Trade, was among those present.

Mr. Lawrenson's stay in London was marked by several significant events. The London Daily Mail actually gave a column a day to reporting his aims and activities—a generosity that had never been accorded to any other personality. The Prime Minister, A. Bonar Law, received Mr. Lawrenson and expressed keen and cordial interest in his mission.

The crowning events were the announcements that Viscount Rothermere and Sir Edward Hulton would each give twenty-five thousand dollars toward the conduct of the 1924 convention, if secured for London, and each pledged the full support of their newspapers.

With his departure from British shores, the Thirty Club set to work to bring together its delegation for June, prepare its story, frame its invitation, and plan its program for 1924. Into this work three men threw themselves with assiduity—President John Cheshire, Vice-President William S. Crawford, and Honorary Secretary C. Harold Vernon. At a convention rally dinner, held on March 13, offers of entertainment, printing assistance and blocks flowed in and it was at the suggestion of Mr. Crawford that those present were invited to put up funds for carrying on the good work. The Times, through J. C. Akerman, put up five thousand dollars for preliminary work. And among the members present (less than forty in number) the sum of five hundred guineas was subscribed in less than ten minutes!

The enthusiasm thus displayed set the seal of success to the rally, and between that hour and the time these notes are being written, there has been one ceaseless, almost sleepless, round of activities that will only culminate in the first stage with the sailing of the Thirty Club delegates on the "Berengaria" on May 26.



W. S. Crawford—A Red Hot Scot

CARLYLE said if you could once make a Scot red hot he would fire

the world. William S. Crawford is a red-hot Scot, radiating energy and enthusiasm wherever he goes. He has built one of the largest and most complete advertising organizations in Britain in less than nine years by sheer force of personality.

He began his advertising organization just before the start of the great war. Business almost ceased, papers had no space for advertisements, but still the Crawford organization grew. From the terrible four years of the war it emerged one of the strongest and most progressive advertising houses in Britain.

William S. Crawford is well known in the United States. He is a good mixer, a shrewd judge of men, with almost uncanny insight into character, and a speaker who, if caught in the right mood, will capture any audience. He has his enemies. No man of his impetuous disposition could fail to make a few, but his friends are legion.

The idea of holding the advertising convention in London in 1924 was his. It was his energy and enthusiasm which induced the Thirty Club to undertake this work. This was his proudest achievement when he was its president.

In everything that has made for advertising progress of recent years William S. Crawford has been in the thick of the fight. He was vice-chairman of the Great Advertising Exhibition held at the White City in 1920 which first really put advertising on the map for Englishmen. He is vice-president of the Thirty Club, the leading advertising club of London, and European vice-president of the Associated Advertising Clubs of the World.

When the organization of the great British Empire Exhibition that is to be held in 1924 found that its publicity was inadequate its chairman, the Prince of Wales, asked William S. Crawford to become honorary publicity director. In a month the publicity service of the exhibition was transformed.

He comes to the United States on this visit as accredited representative of the British Empire Exhibition.

## SPECTATOR SELLS LIFE MEMBERSHIPS

Much Interest Aroused in Britain Over Unique Plan Adopted by Weekly Paper to Interest Its Readers

Much interest has been aroused in Great Britain over the "life membership" subscription plan proposed by the London Spectator, which is said by that weekly to have had a wide response from readers.

J. St. Loe Strachey, editor, started the ball rolling March 10 when he announced the plan in a leading editorial. The editorial pointed out that a great deal of resentment has grown up among readers at the idea of being bought and sold with a newspaper "as if they were the livestock on a farm." It is declared that "the feeling of readers toward their favorite newspapers is akin to that of members towards a club," and that "there is a strong desire that newspaper readers should have some say in the matter of newspaper sales, and that they should not, as often now, hear no whisper of their fate till it is accomplished.

To remedy this state of affairs, the Spectator proposed a life membership similar to that in clubs. These life members, whose fee would be in proportion to their ages, would have certain rights and privileges, including those of audience and consultation in the policies of the paper.

The editorial suggested that the articles of association might contain a clause making it impossible for the holders of the ordinary shares of stock in the paper to part with a majority of such shares—that is, with the controlling interest in the paper—without giving due notice to the life subscribers that a sale was contemplated. If a group of these life members, within two months, determined to exercise their privilege of pre-emption, they might have the right to purchase at the sum at which the proprietor of the controlling shares had contracted to sell.

Letters to the editor evoked by this proposal occupied two pages in the following issue of the Spectator. In the issue of March 24 the Spectator stated that it had received acceptances from about 50 persons who desired to become life members. It therefore offered semi-definite proposals.

Life memberships are offered to persons between 44 and 55 for 14 guineas, between 55 and 65 for 11 guineas, between 65 and 75 for nine guineas, over 75 five guineas. Persons with paid subscriptions yet to run will be so credited, and the word of the subscriber as to his age will of course be taken. The life members will not be affected by any increase in the price of paper that may be made.

The Spectator announces that the life members will be invited from time to time to meetings with the editorial staff and directors of the paper to confer as to the welfare of the publication and its readers.

### FOREIGN AD DISPLAY

Interesting "Side Show" at New Orleans Trade Convention

Upwards of 90 American firms were represented in a foreign advertising display that was one of the interesting "side shows" of the foreign trade convention held in New Orleans May 2-4.

The collection was made by the International Western Electric Company. It is to go to New York and be exhibited by the Advertising Club. It will then go on a tour of some of the Eastern universities, and will ultimately be the property of Harvard.

In this display the trade-mark is especially featured. The trade-mark is not so important to an American buyer; but in many foreign countries goods are bought entirely by trade-mark. The illiteracy of the population is largely the cause; the temperament of the peoples completes the explanation.



W. S. CRAWFORD

# WELDON'S

*Famous*

## FASHION JOURNALS

These Journals circulate all over Britain and have a combined net sale of over

**ONE MILLION COPIES MONTHLY**

Enquire of your Advertising Agent or write to us for handsome volume of specimen copies and rates.

If your goods are for women your advertising is for Weldon's.

Weldon's Ltd., Southampton Street, Strand, London, Eng.

The

# Sunday Times

*A Great English  
National and Independent  
Newspaper*

**T**HE paper that has for a century been the organ of authoritative and impartial opinion on the great questions of the day.

Its gallery of contributors has included leading Statesmen, Scientists, Litterateurs, Churchmen, and representatives of the highest distinction in every phase of national life.

EDITORIAL, ADVERTISING AND PUBLISHING OFFICE  
186 STRAND, LONDON, ENGLAND

## BRITAIN'S BEST



**"THE GRAPHIC."** The pioneer of illustrated journalism, unapproached and unapproachable in the originality of its pictures, the variety of its contents and its wide distribution not only at Home but in the Colonies and Abroad.

**"THE BYSTANDER."** The bright illustrated weekly. Unique in its handy size. Bright, sparkling and effervescing as a magnum of extra couve champagne. A great favourite both with the Public and with the Advertisers.

**"THE DAILY GRAPHIC."** The FIRST Illustrated Daily Newspaper. Remarkable for its definite results to advertisers, and the confidence placed in it by its readers.

**These Three Papers Represent "A GOOD HAND"**

Send for further particulars and rate card to:

*George Spinks*

Advertisement Director

"Graphic" Buildings,  
Whitefriars, London, England

# ON - TO - LONDON BY CUNARD

“Publicity was not only good business it was good statesmanship . . . . The proposed Advertising Convention next year would do an enormous amount to make the world realise that upon interchanging trade the prosperity of countries depended.”—So says the President of the British Board of Trade—*The Right Hon. Sir Philip Lloyd Greame.*

The warmth of the British welcome will be extended to you immediately upon stepping aboard a Cunard liner.

AQUITANIA    CARONIA  
BERENGARIA    CARMANIA  
MAURETANIA    FRANCONIA

DRAWING ROOMS    RESTAURANTS  
SMOKING ROOMS    GRILL ROOMS  
GARDEN LOUNGES    ORCHESTRAS  
REGAL AND OTHER SUITES WITH  
::    PRIVATE VERANDAHS    ::



MAURETANIA

BERENGARIA

“ON-TO-LONDON  
BY CUNARD





RENGARIA

AQUITANIA

# LONDON”

## THE

# D LINE

## ON - TO - LONDON BY CUNARD

The influence of the Convention will be world wide, and to the individual delegate, the voyage to Europe should be a delightful memory never to be effaced. Whether he travels by one of the giant Cunarders from New York, Boston, Quebec or Montreal, he will have at his disposal all those attractions, summed up by the *late Viscount Northcliffe*:

“A glorious country house, with just the right number of people in it and plenty of room for them all.”

SCYTHIA SAMARIA LACONIA  
ANTONIA ANDANIA AUSONIA  
TYRRHENIA

- |                             |            |
|-----------------------------|------------|
| RECEPTION ROOMS             | LIBRARIES  |
| DINING ROOMS                | BALL ROOMS |
| SWIMMING BATHS              | GYMNASIA   |
| HALLS & GALLERIES           | ELEVATORS  |
| OPEN AND COVERED PROMENADES |            |

# The Great Western Railway of England

## "The Line to Historic Shrines"

FROM the rock-bound coast of Cornwall to the peaceful land of Shakespeare—from Jordan's Meeting House to Plymouth Hoe, the Great Western Railway traverses from end to end all the notable historic sites which in the far-off seventeenth century played so prominent a part in the foundation of New England, or were closely connected with some remarkable occurrence in the history of the United States.

Within the compass of a single week the American pilgrim is able, by the aid of the Great Western, to visit the Travel Shrines of the Western Shires shown on this page.

Passengers landing in Liverpool or Plymouth can, as will be seen by the map, visit many of these places on their way to London. Passengers landing at Southampton and traveling to London first will find all these historic sites and scenes easily accessible by the magnificent express trains of the Great Western Railway from Paddington Station.

The Great Western Railway Company has published the following illustrated Guide books, replete with practical information and splendid maps, which will be of great value and interest to American travelers to these places.

### HISTORIC SIGHTS AND SCENES OF ENGLAND

Price 25c. Post Free, 35c.

### HOLIDAY HAUNTS GUIDE

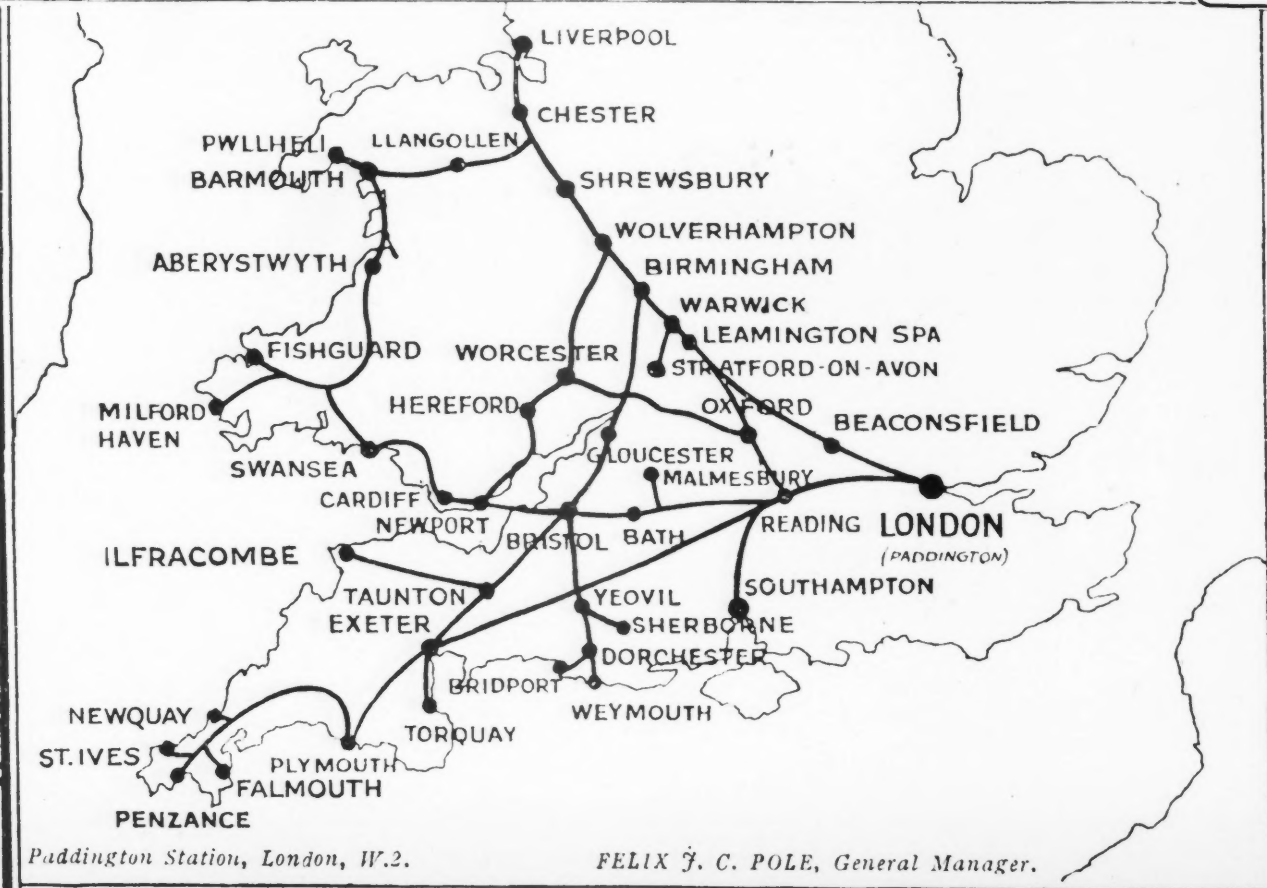
With List of Hotels and Boarding Houses

Price 25c. Post Free, 35c.

These books may be obtained on receipt of stamps to the value shown from R. H. Lea, General Agent of the Great Western Railway for the U. S. and Canada, 315 Fifth Avenue, New York, and 37 Adelaide Street East, Toronto.

- Chester**  
*Its walls and  
rows*
- Bristol**  
*Footsteps of  
Sebastian Cabot,  
Martin Frobisher,  
Sir William Penn*
- Bath**  
*Burke, Wolfe,  
André  
and  
Governor Powell*
- Bridport**  
*(Whitchurch)  
Burial place of  
Sir George Somers*
- Exeter**  
*Homeland of  
Sir Walter  
Raleigh*
- Plymouth**  
*County of the  
"Mayflower,"  
Drake and the  
Sea Kings*

- Stratford-on-Avon**  
*Shakespeare-land  
Harvard House*
- Beaconsfield**  
*Chalfont County,  
Milton's Cottage,  
Jordan's Meeting  
House*
- Garsdon**  
*(Malmesbury)  
Home of the  
Washingtons*
- Sherborne**  
*Dorset Home  
of Sir Walter  
Raleigh*
- Dorchester  
& Weymouth**  
*Homeland of  
John White and  
John Endicott*
- Weymouth**  
*(Portland)  
The last home  
of the Penns*



Paddington Station, London, W.2.

FELIX J. C. POLE, General Manager.

## LET'S MAKE IT A REAL WORLD CONGRESS OF AD CLUBS, SAYS CRAWFORD

Vice-President of Thirty Club and A. A. C. W. Official Declares Field of Barter Between the Two Nations Has Hardly Been Scratched

By W. S. CRAWFORD

Vice-President of the Thirty Club, and European Vice-President of the Associated Advertising Clubs of the World

I HAVE BEEN IMPRESSED on my visits to America by the fact that the term, "The Associated Advertising Club of the World," is a misnomer. Till now it has merely meant the Associated Advertising Clubs of America.

Great as American advertising is, wonderful in its power and developments, I can envisage something even greater—an advertising movement that is not local, but universal—a real Congress of the Advertisers of the World. This proposed visit of the Associated Advertising Clubs of the World to England is, I am confident, merely the precursor of a series of other conventions to be held the world over—conventions which will result in a development of trade almost unimaginable to us at present.

What has America to gain by the acceptance of this invitation? I speak without arrogance when I say that the business methods of the nation which has done the largest foreign trade in the world must be worth studying. Just as it is well worth an Englishman's while to study American advertising methods and practices, so, too, British methods of merchandising, their credit systems in the export trade, their wonderful agency systems in foreign centers, are well worth the attention of every responsible American business man.

America is doing a great business with England at present, but it is only a tithe of the business it might do. As I go to and fro in the States, as I read the admirable advertisements in your periodicals, I see scores and hundreds of articles unknown in England—ingenious, novel and beautiful things which have only to be known here to gain a successful market. Exchange troubles have almost vanished, thanks to our incorrigible British habit of paying 20 shillings in the pound. It is a market in which one can trade with absolute confidence, for the British merchant's word is his bond.

If our invitation be accepted, the visitors to the convention in 1924 will not only have the opportunity of studying British business methods, but they will also have every chance of doing good business. As it is proposed that the convention be held at the Great British Empire Exhibition at Wembley, they will also meet buyers and merchants from the whole of the British Empire. Such an opportunity is indeed a wonderful one.

What has England to gain by this visit? In the first place, we shall benefit greatly by the advice and experience of a thousand or more of the most virile and energetic of American business men. Your experience will aid us in our problems. Apart from this, American advertising men will see the opportunities for doing big business with British goods in the States.

We are paying our great debts to you. We make no boast about that. It is the custom of the British and American races to meet their obligations and we recognize that in this matter we have been fairly and liberally treated. But if we are to pay we must pay in British goods. We have no gold mines in our little island. All we can do is to pay our debts with the products of British brawn and brain. Our goods enjoy a high reputation in your land and there are many more of our products which only need advertising and putting on your markets to become highly popular amongst you.

But beyond the mutual benefit of our common experiences, beyond the advantages we shall gain by greater trading together, there is something greater—something finer.

I predict that this visit will unite in closer bonds of friendship and brother-

hood the two great nations in whose hands lie the destinies of the world's civilizations.

I picture our nations jointly keeping the world's peace, rising higher and higher in the plane of civilization, and leading the world to developments hitherto unknown.

It may be but a vision—but all the best things in the world were once visions. The visions of today are the realities of tomorrow.

### WHAT LONDON WANTS

THE Bureau of Advertising Facts, says the Advertisers Weekly, London, has issued its report on Questionnaire Number 2, in which members of the public were asked to fill in the name of the brand they would buy of no less than fifty different classes of goods.

Herewith are given the main results, showing the number of votes recorded for the five leading brands in each commodity, with notes and remarks upon the items of outstanding interest.

The total number of papers received was 450, which number represents the maximum number of votes which any one brand could receive. The votes were divided into three classes—those recorded by men, married women and single women. In this resumé, however, only the totals are given. In most cases three or four brands have between them 60 to 80 per cent of the London market.

Item 1—Health Salts.—1st, Eno's, 177 votes; 2nd, Kruschen, 145; 3rd, Andrew's, 55; 4th, Will's, 17; 5th Epsom (unbranded), 15.

The result of Kruschen's extensive and effective advertising is strongly apparent. Eno's position as leader indicates power of cumulative advertising over a long period of years.

Item 2—Whisky.—1st, Johnnie Walker; 2nd, Black and White; 3rd, Haig & Haig; 4th, Dewar's; 5th, Dunville. Success of Haig & Haig particularly noteworthy in view of limited volume of advertising.

Item 3—Port Wine.—1st, Sandeman's 117 votes; 2nd, Gilbey's, 93; 3rd, Cockburn's, 21; 4th, Short's, 16; 5th, Concord, 11. The small number of votes recorded for Concord is particularly interesting.

Item 4—Collars.—1st, Summit, 225 votes; 2nd, Hope Bros., 33; 3rd, Horne, 19; 4th, Kingdom & Meakers, 15; 5th, Radiac, 11. Striking evidence of the value of a brand name backed by first-class advertising.

Item 5—Underwear.—1st, Wolsey, 228 votes; 2nd, Jaeger, 51; 3rd, Pesco, 25; 4th, Alpha and Sensola 18; 5th, Chilprufe, 15.

Item 6—Shoes and Boots.—1st, Lotus and Delta, 87 votes; 2nd, Trueform 58; Mansfield, 51; Saxone and Sorosis, 31; Abbotts, 19.

Item 7—Toothpaste.—Kolyos, 74; Pepsodent, 73; Colgate, 69; Gihbs, 57; Euthymol, 46. Where are the British brands?

Item 8—Shaving Soap.—Pears, 133; Colgate, 50; Vinolia, 36; Gihbs, 35; Williams, 35. Pears Golden Series triumphed in all cases except the toothpaste, which only secured 11 votes out of 450. A suggestion for Pears advertising department.

Item 9—Toilet Soap.—Pears, 128; Yardley, 48; Palmolive, 36; Erasmic, 34; Wright's Coal Tar, 34. An easy winner. A curious mixture of old and new.

Item 10—Razors.—Gillette, 209; Valet Autostrop, 69; Kropp, 30; Clemak, 19; Ever-ready, 11. An extraordinary gap between first and second difficult to account for.

Item 11—Talcum Powder.—Pears, 130; Yardley's 35; Cuticura, 25; Mennens, 22; Vinolia, 21. Yardley's rapid rise a testimony to their fine advertising.

Item 12—Breakfast Foods.—Quaker Oats, 84; Scott's, 50; Grape Nuts, 29; Force, 34; Plasmun, 17. A surprising preference for porridge.

Item 13—Ordinary Cigarettes.—Player's, 115; Goldflake, 99; Kensitas, 39; Wills, 22; Three Castles, 18.

Item 14—Cigarettes (Special).—Abdulla, 115; State Express, 38; De Reszke, 74; Greys, 14; Kensitas, 10. An overwhelming gap between 1st and 2nd.

Item 15—Pipes.—Dunhill's, 98; Civic, 37; City de Luxe, 26; Bewlay, 24; BBB, 24. No Press advertising issued by winner. Position largely due to extension of the Dunhill cult during the war.

Item 16—Motor Cycles.—Douglas, 83; Triumph, 65; Rudge, 43; Indian, 37; B.S.A., 32.

Item 17—Gramophones.—H.M.V., 251; Columbia, 24; Aeolian, 24; Decca, 19; Pathé, 18. An amazing share of the market for a single firm.

Item 18—Shoe Polish.—Blossom, 153; Nugget, 115; Kiwi, 87; Wren's, 32; Tanco, 22.

Item 19—Furniture.—Maple, 113; Waring & Gillow, 42; Drage, 25; Hampton, 17; Harrods, 16. No advertising man would have predicted this order.

Item 20—Easy Chairs.—Berkeley, 194; Buoyant, 46; Maples, 32. Buoyant quickly gained a good position.

Item 21—Fountain Pens.—Swan, 186; Waterman, 139; Onoto, 82; John Bull, 8; Conway Stewart, 4. Three firms share over three-fourths of the London market.

Item 22—Pencils.—Venus, 176; Eversharp, 145; Koh-i-noor, 50; Royal Sovereign, 31. In view of price Eversharp's position very strong.

Item 23—Cocoa.—Cadbury, 82; Bournville, 131; Rowntree's, 95; Fray's, 49; Van Houten, 24.

Item 24—Tea.—Lyons', 134; Brooke Bond's 88; Lipton's, 25; Mazawatte, 20; Home & Colonial, 16.

Item 25—Coffee.—Lyons', 82; Camp, 60; Red, White and Blue, 41; Home & Colonial, 24; Kardamak, 12.

Item 26—Corsets.—Spirilla, 77; J.B., 50; C.B., 46; Twilfit, 44; Worcester, 29. Spirilla's success particularly interesting in view of the fact that no press advertising is used.

Item 27—Stockings.—Holeproof, 63; Morley's, 52; Jason, 31; Jaeger, 20; Wolsey, 18.

Item 28—Waterproofs.—Burberry, 217; Dexter, 34; Mattamac, 31.

Item 29—Face Powder.—Icilma, 73; Poudre Nilde, 35; Pompeian, 14.

Item 30—Face Cream.—Icilma, 110; Pond's, 64; Pomeroy, 22; Pompeian, 16; Oatine, 14.

Item 31—Tooth Brushes.—Koh-i-noor, 88; Boots, 75; Prophylactic, 67; Pears, 6.

Item 32—Baby Foods.—Glaxo, 308; Allenhury, 90; Mellins, 39; Bengers, 12; Cow and Gate, 10.

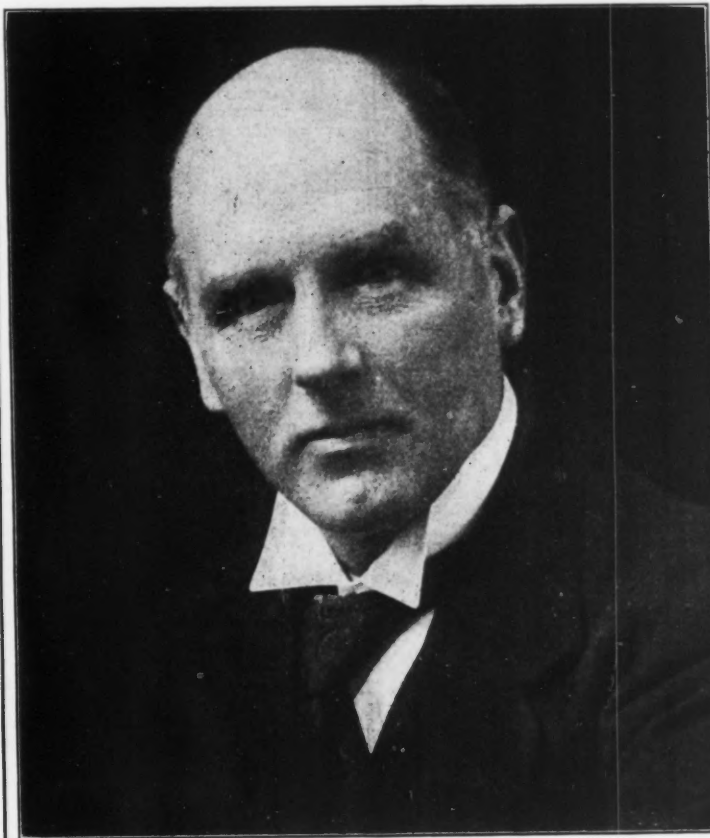
Item 33—Boot Rubbers.—Phillips'; Wood Milne; Redfern, 31.

Item 34—Pickles.—Panyan; Lazenbys; Heinz; Military; C. & B.

Item 35—Tinned Fruit.—C. & B., 32; Libby, 31; Chivers, 31; Bartlett, 24; Lazenby, 20. A very evenly divided market. An opportunity for an extensive advertising campaign.

Item 36—Baking Powder.—Borwick's; Bird's,

### "GET TOGETHER," SIR SYDNEY M. SKINNER'S MESSAGE



I HOPE to see the Advertising Convention come to London next year. Round Table talks are all to the good, and Conferences between the business men of the English-Speaking race I look upon as a particularly favourable omen for future relationship. My recent visit to America, where I was received with a fine courtesy and a cousinly feeling which I take this further opportunity to gratefully acknowledge, confirms me in the opinion that an interchange of ideas must be to our mutual advantage. We have a great deal to learn from America: on the other hand, I think our friends across the sea will find something in our traditions and methods that will be of help to them.

The more business men get together and discuss business affairs and business difficulties, the better for business generally. And in the future, more than in the past, advertising will be a pregnant factor in business development. In my experience, advertising is merchandising, and merchandising is business. In England we have not, as a body, risen to the possibilities of advertising, and a visit from America will be a stimulation and, I think, an education.

SYDNEY M. SKINNER.

"We shall be glad to see you!"

THE  
METHODIST RECORDER  
LEADING BRITISH METHODIST PAPER  
—SALE EXCEEDS 53,000

Rate per page (17 in. x 12 in.), £25

161 FLEET ST., LONDON E. C. 4

GIPSY SMITH, the Evangelist, says:—"I cannot understand how any Methodist can live without the METHODIST RECORDER."

WE offer a hearty welcome to all our American friends who attend the

## 1924 CONVENTION

We would draw their attention to the great Yorkshire Weekly advertising mediums, The Wakefield Express Series including:

1. The Wakefield Express
2. The Pontefract & Castleford Express
3. The South Elmsall & Hemsworth Express

The present weekly sale is about 33,000.  
A net sale certificate is issued half yearly.  
Scale of charges and copies of papers on application.

Proprietors :

**THE WAKEFIELD EXPRESS SERIES, Ltd.**

Office, 2 Southgate, Wakefield, Yorkshire.

# Big Business Awaits American Firms —

desirous of placing their goods on the British market, to whom we add our welcome to the Advertising Convention taking place in Great Britain in 1924. Since 1878 we have been intimately acquainted with that market, and have successfully handled the propositions of many leading American and British firms whose specialties are today known throughout the world.

From the start we have been responsible for the publicity of B. S. A. Ltd., renowned for their Guns, Motor Cars, Motor

Cycles, and Cycles, the Daimler Motor Co. Ltd., the Chiswick Polish Co. Ltd., manufacturers of the celebrated Cherry Blossom Boot Polish and Mansion Polish, the Columbia Graphophone Co. Ltd., the Dictaphone Co. Ltd., Sir Herbert Marshall & Sons Ltd., of the Famous Angelus Player-Pianos and a large number of similar important firms.

This is an indication that we are in a position to help you to the utmost possible degree. The British Market is far cheaper to exploit than the American Market. Our business premises are situated in the very heart of London's most important trading centre, and we extend to you a cordial welcome to visit us.



# DIXON'S

WESTEND ADVERTISING AGENCY LTD.,

Thomas Dixon, Managing Director

195, OXFORD ST., LONDON, W. 1. ENGLAND

## AMERICAN GOODS HOUSEHOLD WORDS IN UNITED KINGDOM

Both Buyers and Sellers Are Among British Delegation to Ad Club Convention; Role to Be Reversed Next Year

(Special to EDITOR & PUBLISHER from its London Editor)

THE INTERCHANGE OF COMMERCE is necessary to the progress of the world. No country can exist for long under conditions of progress upon internally produced goods alone. Its people cannot live upon themselves. From the beginning barter was the means of exchange.

Today the principle is wide in scope and the nations of the world barter on the international scale. Private trading enterprise creates a product, and by the application of publicity creates also a demand for it. Soon that development reaches such a stage that it is possible not only to supply the needs of a home market, but to look farther afield, overseas, maybe, for another market. It is private enterprise that creates markets abroad, and both the trader and his country are enriched.

It is difficult to imagine, under conditions of nationalized manufacturing any development of markets overseas.

Great Britain enjoys a supremacy in many industries and her private enterprise has carried her wares to the uttermost corners of the earth. Many articles in common use today throughout the United States are owed to Great Britain. They are of such a character and standard as to leave no doubt as to their permanence.

With the passage of time and gradually improving conditions, the number of products Americans thus owe to British enterprise must of necessity increase. It may be that some British visitors to Atlantic City will see, during their stay in America, opportunities for the marketable exploitation of products in which they are interested.

The British have many manufactured commodities that they can sell to America. The delegates who may elect to see the great exhibition of British Empire manufactures in London next year will find evidence of perhaps a far greater enterprise than they have imagined.

Americans are buyers as well as sellers. The purpose of the Atlantic City convention is to bring together the men who sell things. Where there are sellers there are buyers—the relationship shifts everlastingly.

It is not conceivable that an American business man would decline to make a purchase merely because the article was made in England. When one wants, one buys. The seller cannot be the seller only for all time; he must face some other trader as a buyer.

Both buyers and sellers may be among the delegates arriving in America in a few days. If a delegation goes to London from America next year, that body likewise will include buyers and sellers—the position being reversed in many cases.

America cannot stand still. Britain cannot stand still.

More and more must the exchanges open and the flow of goods increase in either direction.

It may not, perhaps, be realized what a vast number of products now popular in Great Britain as household words and in everyday use owe their origin to the enterprise of United States manufacturers or producers.

One of the delegates from England, a prominent newspaper man, compiled for his own use a list of American houses now operating in Great Britain and of goods now in common use that originated in America, and it is an amazing tribute to the foresight of American business men. Some of the commodities named are now to all intents and purposes British throughout, owned by British companies, manufactured entirely in British factories with British capital and by British labor, but this does not alter the fact that they owed their birth to Amer-

ica, even though they are British by adoption.

This is the list:

Aeolian Company  
American Lead Pencil Company  
Angier Chemical Company  
Armour & Company, Ltd.  
Auto Strop Safety Razor  
Beaver Board Company, Ltd.  
Borden's Condensed Milk Company  
British-American Safety Razor Company, Ltd.  
British H. W. Gossard Company.  
Buick Cars  
Cadillac Cars  
Carnation Milk  
Chalmers Cars  
Chesborough Manufacturing Company  
Chevrolet Cars  
Colgate & Company  
Columbia Graphophone Company  
Congoleum Company, Inc.  
Corona Typewriter  
Crex Carpet Company  
Dodge Cars  
Durham Duplex Razor Company  
Fels-Naptha  
Ford Motor Company  
General Motors  
Gillette Safety Razor Company  
H. F. Goodrich Company  
Goodyear Tire & Rubber Company, Ltd.  
Gramophone Company, Ltd.  
Grape Nuts.  
H. J. Heinz Company  
Hoover Suction Sweeper Company, Ltd.  
Hotpoint Electric Heating  
Hudson Cars  
Hupmobile Cars  
Icy-Hot Bottle Company  
Ingersoll Watch  
S. C. Johnson & Son.  
King Cars  
Kleinfert Company  
Kodak, Ltd.  
Kolynos, Inc.  
Lalley Light  
Libby, McNeill & Libby  
Mabie, Todd & Company, Ltd. (Swan Fountain Pen)  
Maxwell Cars  
Mennen Toilet Powder  
Moon Cars  
Nash Cars  
National Cash Register  
O' Cedar Mop  
Old Dutch Cleanser  
Oliver Typewriter Company  
Oneida Community Plate  
Packard Cars  
Paige Cars  
Palmolive Soap  
Paris Garters  
Pepsodent Company  
Pompeian Company  
Pyrene Company  
Quaker Oats  
Red Indian Motor Cycles  
Remington Typewriter Company  
Rexall Preparations  
Royal Baking Powder Company  
Royal Typewriter Company  
Royal Worcester Corsets  
Ruberoid Company  
Scholl Manufacturing Company  
Scripps-Booth Cars  
Shredded Wheat Company  
Sonora Phonograph Company, Inc.  
John B. Stetson Company  
Studebaker, Ltd.  
Sun Maid Raisins  
Three-in-One Oil Company  
Underwood Typewriter Company  
United States Rubber Company  
Wahl Eversharp Pencil  
Waltham Watch Company  
Waterman Pen  
J. B. Williams Company  
Wrigley's Spearmint  
Yost Typewriter Company, Ltd.

ONE of the most charming day trips about London is the visit to Windsor Castle, the summer home of the English Royal family, up the river Thames from London. The monumental pile of the castle rises on a hill above the river, and the great park behind it has large herds of tame deer that feed under stately oak trees. Eton school is located in the picturesque village below the castle, and here the streets are full of youths in the high hats, Eton collars and tight fitting Eton suits the school has made famous throughout the world.

- 30; Royal, 12; Brown Polson, 7; Raisley, 7.
- Item 37—Dried Eggs.—Cook's.
- Item 38—Sauces.—H.P., 190; Mason's O.K., 92; Heinz, 30; Lea & Perrin, 29; A 1, 26.
- Item 39—Toffee.—Mackintosh's, 271; Sharp's, 97. The second largest number of votes polled for any one brand was secured by Mackintosh's.
- Item 40—Chocolates.—Cadbury, 128; Lyons', 59; Fullers, 49; Rowntree's, 44.
- Item 41—Jams.—Hartley's, 240; Chivers, 47; C. & B., 38; Robertson's, 16; Beach, 14. A surprising disparity between numbers one and two.
- Item 42—Watches.—Waltham, 90; Benson, 90; Ingersoll, 90; Bravington, 11; Bennett, 11.
- Item 43—Linoleum.—Catesby, 165; Treloar, 43; Greenwich Inlaid, 27; Maple, 14; Staines, 13.
- Item 44—Furniture Polish.—Mansion, 169; Rontuk, 82; Adams, 62; Stephenson, 43; Jackson, 15.
- Item 45—Gas Mantels.—Veritas, 293; Welsbach, 55; Volker, 13; Ironclad, 10. Veritas secured the largest number of votes cast for any brand in the test.
- Item 46—Vacuum Cleaners.—Ewbank, 117; Bissell, 87; Hoover, 72; Daisy, 46.
- Item 47—Disinfectant.—Jeyes, 223; Sanitas, 85; Lysol, 61; Milton, 29.



### LONDON IN 1924 ESSAY WINS SILVER CUP

W. H. H. Radford's Paper, Reproduced Herewith, Gave "Good Reasons and Results" in Publicity Club Contest

EARLY this year, W. S. Crawford offered a silver challenge cup among the members of the Publicity Club of London, to be won by the writer of the paper that most satisfactorily answered



This Poster Stamp is being liberally used by the Thirty Club of London in its campaign for the Advertising Clubs' Convention. The cut was made by Alfred Craske, London engraver, and the stamp has been printed in generous quantity by Hill Siffken & Co., also of London. It is printed in colors and is being distributed by U. B. Walsley, honorary secretary of the On-to-London Committee of the Thirty Club.

the question why the advertising convention should be held in London in 1924.

The following is the winning paper, submitted by W. H. H. Radford, Muswell Hill, and it is printed here because it assembles an array of arguments that

not only present the advantages for American visitors to London, but frankly states the British viewpoint and just what Great Britain expects to get out of it. The paper, entitled "Good Reasons and Results," follows:

The British Empire Exhibition in 1924 will draw together business men from all the world over, making the convention really world-wide.

England is still the greatest trading nation and London the commercial and financial center of the world. No city offers so many historic and interesting sights; no country so many places dear to American sentiments. London's attractions will be on an unprecedented scale.

World-wide knowledge of selling and distribution is good economically, every business community would benefit by new inspiration and broader outlook.

The discussion of advertising and selling would lead, in a constructive way, to the better development of international trade, a better understanding between America and Britain, and the general well-being of these two great English-speaking peoples. It would assist prosperity in this country, lessen unemployment, reduce our indebtedness to America, and improve tariff relations.

It will be London's first opportunity to compare the selling and advertising methods of the world.

It will benefit us by breaking down public prejudice and making it understood that reputable advertising reduces the cost of goods to the people.

The press publicity given will awaken deeper interest and confidence in advertising on the part of British manufacturers and public—"advertising advertising" with a vengeance.

It will cause British business men to consider advertising in wider terms instead of sectionally, helping to destroy their unwillingness to pool their advertising and selling experiences.

It will bring before every section of business the value of advertising as a prime necessity in reducing selling costs.

British advertisers would realize that American advertising is better chiefly because American advertisers pay proportionally higher for the preparation of their advertising.

American advertisers will better understand the reasons for some of their selling schemes over here not reaching the standard of success anticipated.

Whilst convinced Americans can teach us much, we also believe we can teach them something.

That, compatible with British marketing conditions, our selling methods are mainly sound and efficient.

It would assist in the discovery of markets in America awaiting British business men to develop and vice versa, and what goods could thus be profitably sold.

It should set the commercial world agog with new ideas and build up trans-Atlantic trade.

British manufacturers and advertising men are receptive to ideas emanating from America and progressive enough to offer valuable improvements and so keenly desire the convention as to justify its being held here.

Speaking generally, men will learn new methods of solving distribution problems.

Hundreds of Americans will know more of London that they did and learn something of our national customs and conditions.

Britons will have an opportunity of repaying, in small measure, courtesies extended to them in America, and cementing Anglo-American friendships.

Recognition will be given in this country to advertising clubs like the Publicity Club as representing a properly defined business.

The convention in London might penetrate official circles and lead to legislation to insure only genuine advertising.

The convention has never been held outside America, so the A.A.C.W., to deserve its title, must meet in London.

# WELCOME

**ADDING THE  
"M. E." TO  
YOUR  
WELCOME**

**KNOWN** to its 30,000 readers as the "M. E.," THE MODEL ENGINEER very cordially associates itself with the welcome to the delegates of the Associated Advertising Clubs of the World.

For twenty-five years the most popular mechanical paper in Great Britain, the "M. E." adds another friendly voice to the growing chorus, "On to London in 1924."

**PERCIVAL MARSHALL.**  
*Founder and Editor.*

## MODEL ENGINEER

66, Farringdon Street, London, England.

## British Business Papers Bid You Welcome

\* \* \*

THE British Association of Trade and Technical Journals, Ltd., representing 180 weekly and monthly business publications, sends greetings to the Associated Advertising Clubs of the World. In the full belief that a Convention of the leading advertising men of the world would result in a notable advance in the efficiency of business publicity methods, the Association most cordially bids you welcome to London in 1924.

**The British Association of Trade and Technical Journals, Ltd.**  
 Sicilian House, Southampton Row,  
 London, W.C.2, England

\* \* \*

The Official Handbook of the Association containing a list of all the members, and advertisement tariffs of over one hundred papers will be sent free on request. A valuable guide to the business press of Great Britain which every advertiser and agency should possess for reference.

*Right gladly do we endorse the*

THIRTY CLUB INVITATION TO LONDON, 1924

## The HARDWAREMAN

*and Ironmonger's Chronicle*

For 31 years the organ of the hardware trade in Great Britain, THE HARDWAREMAN represents in the most active and effective form the success and interests of this great industry. It stands for Progress.

Sample copies with pleasure to all interested. Address: THE HARDWAREMAN, Danes Inn House, 265 Strand, London, W. C. 2, England.

\* \* \*

Members—British Association of Trade and Technical Journals.

# IRELAND'S

## BIGGEST NEWSPAPER PROPOSITION

The IRISH INDEPENDENT, the world-famed Dublin morning, that has a net, certified daily sale considerably more than 3 times that of any other Irish morning Newspaper. Not only is the IRISH INDEPENDENT easily the biggest Newspaper proposition in Ireland, but it is also one of the most modernized, one of the sanest, most enterprising, and most prosperous daily publications in Europe. The mechanical equipment at the disposal of the Proprietors of the IRISH INDEPENDENT is the last word in up-to-dateness. The exceptionally beautiful new building, just completed, for the IRISH INDEPENDENT and its three associated Newspapers (the DUBLIN EVENING HERALD, the IRISH WEEKLY INDEPENDENT, and the IRISH SUNDAY INDEPENDENT) costing close on 1,000,000 dollars, is considered to be amongst the most attractive, luxurious and completely equipped Newspaper buildings in the world.

The IRISH INDEPENDENT has blazed the trail in new ideas for years. It was the first morning newspaper outside the continent of America to publish net sales. That was 14 years ago—it has continued this practice ever since. It is the only Irish Newspaper that can be truly described as the Newspaper of the whole nation. Every advertiser of note who uses an Irish Newspaper uses the IRISH INDEPENDENT as a matter of course.

*Greetings and Good Wishes to The Great Convention  
and Good Luck to the "On-to-London" Movement*

The IRISH INDEPENDENT was amongst the first Newspapers outside America to support the A. A. C. W.

*For All Particulars, Rates, etc., Apply*

T. A. GREHAN, Advertisement Manager, Carlisle Building, Dublin.



# EDITOR & PUBLISHER



## Irish Free State Section

### IRELAND NEVER SO PROSPEROUS AS TODAY

Principal of McConnell's Agency, of Dublin, Tells London Publicity Club Population and Wealth of Country Are Increasing Rapidly

CHARLES E. MCCONNELL, principal of McConnell's Agency, Dublin, recently told the Publicity Club of London a few facts about Ireland as a market. When he made those remarks Ireland was a composite whole, so that most of his utterances apply in that connection.

At the same time, now that the Irish Free State is operating as a separate entity, it is still entitled to full consideration and in view of the fact that the South of Ireland contains many beauty spots that may attract American visitors in connection with the 1924 Convention, their application to that part of the country as a potential market should be remembered.

Mr. McConnell quoted an imposing list of articles imported into Ireland in the year 1919 as follows:

	Pounds.
Biscuits .....	273,854
Brushes and brooms.....	133,204
Margarine .....	450,487
Candles .....	307,524
Cheese .....	232,454
Leather .....	1,067,055
Boots and shoes .....	5,380,375
Ink .....	8,579
Matches .....	233,287
Provisions and groceries.....	515,727
Paints .....	594,360
Pickles and sauces.....	92,866
Vinegar .....	11,426
Blacking .....	27,153
Polishes .....	36,544
Soap .....	665,373
Confectionery .....	1,053,925
Hosiery .....	337,325
Drapery and haberdashery.....	4,597,450
Apparel .....	1,399,202
Manufactured tobacco .....	1,490,873
Tobacco pipes .....	93,760
Umbrellas .....	118,560
Walking sticks .....	27,755
Furniture .....	1,662,196
Hats .....	451,167

Mr. McConnell said:

"Ireland was never so prosperous as she is today. This is abundantly proved by official figures. During the war emigration was prohibited, and as a consequence the population increased. At the same time the agricultural wealth of the country also increased, principally owing to the incentive given by the Government to farmers to produce more food. The figures given beneath are quoted from official sources and clearly demonstrate the rapid growth of wealth. They also prove that this growth was not confined to the period of the war, for the latest figures are the most satisfactory of all.

"In 1910 the deposits and cash balances in joint stock banks amounted to £52,505,000; at the end of 1917 this figure had grown to £91,361,000; on June 30th, 1920, it had been increased to £163,509,000, an interesting index to the unprecedented prosperity of the country.

"Deposits in the Post Office Savings Bank grew from a normal £3,585,000 to £15,370,000 in 1917, and on December 31st, 1919, they totalled £16,940,000.

"The amount of Government Stocks on which dividends were payable at the Bank of Ireland on June 30th, 1920, was £95,063,000, which showed an increase of £52,872,000 over the corresponding period of 1914; an increase of £16,954,000 over 1918, and of £4,770,000 over 1919.

"These figures speak for themselves.

"If you like to analyze them further, you have 163 millions on deposit in the banks, 95 millions in British Govern-

ment securities and 17 millions in the Post Office Savings Bank, a total of 275 millions of money, and this gives you a surplus of 72 millions of money over and above the imports into the country in a year, which are 203 millions. That means we are able to pay cash for all the goods we get in a year and have 72 millions of money lying in the bank. That is how it appeals to me as an advertising man."

The Baltimore Sun and the Evening Sun have shown an affinity for Rhodes' scholars from Maryland. The latest acquisition is Francis F. Beirne who has joined the force of editorial writers, having left the Baltimore News. He was elected from Virginia in 1911. He was on the staff of the Sun some years ago and was a first lieutenant of infantry in France during the war.

Felix Morley, who has been on the

Patrick T. Montford, of the Freeman's Journal, Dublin, is a veritable cyclopaedia of facts relating to business openings and prospects in the Irish Free State for manufacturers, and will gladly impart the information to any interested. He is a delegate among our friends from England.

editorial staff of the Sun for some months, was elected a Rhodes' scholar while serving in the ambulance service in France in 1916. He took up his residence at Oxford in 1919. He has been associated with the Philadelphia Public Ledger, with the United Press and with the Philadelphia North American.

Percy Maddox, who was a member of the local staff of the Evening Sun last summer, was elected last year and is now at Oxford.



### CORK HAS POWERFUL GROUP OF PAPERS

South of Ireland Press Exhibits Lively Interest in British Invitation to American Advertising Folk

Cork, representing the South of Ireland, is exhibiting a lively interest in the coming of the A. A. C. of W. Convention to London in 1924. And Cork's voice should count in the expressions of welcome that are flowing in from overseas. For Cork is the third most important city in Ireland, and from its heart there radiates the most important newspapers in the South.

Ireland is the home of a warm hearted race. There is nothing warmer than an Irish welcome. And in the parts which acknowledge Cork as the immediate and nearest centre of activities, you have the true Irish heart beating and pulsing with sentiment.

So, when the South of Ireland newspapers, which include the Cork Examiner, the Cork Evening Echo, and the Cork Weekly Examiner, show their good intent by commanding a special page in this On-to-London edition to give voice to their indorsement of the "London, 1924," project and, in their own words, "stretch their hand across the ocean with an invitation to America," it is an enterprise worthy of note.

Well may they say they are the voice of nearly two million people. They have the confidence of the people in their territory, and in rendering news service to that community, they maintain a London office at 180 Fleet street and a private news wire between London and Cork.

The South of Ireland newspapers are an enterprise that must be counted in any scheme that seeks publicity in Ireland.



### "IRELAND WILL BE THERE"

Dublin House Organ Was First to Recognize A. A. C. of W.

The Independent Newspapers, Ltd., of Dublin (with W. T. Brewster as manager) issues a little house organ called

### "HEARTY WELCOME"—COSGRAVE



(Special to EDITOR & PUBLISHER)

PRESIDENT COSGRAVE, head of Government of the Irish Free State, interviewed by a representative of EDITOR & PUBLISHER, said if the Convention decided to meet in London next year the members would, he hoped, take the opportunity of visiting Ireland and see for themselves how the foundations of future development and prosperity were being laid. Revolution and its aftermath will ere then have completely passed away and Ireland, at last able to concentrate on problems of reconstruction and progress, will doubtless share in benefits from discussions at the Convention on the European side of the Atlantic. Many ties of friendship bind Ireland with America and visitors from any part will find a hearty welcome awaiting them in this country.

**STANDING STILL** means going back, and with 9 years of steady progress behind us we look forward to still further achievement in the future. We have weathered the worst storm that has hit the trade of Ireland within living memory, and in spite of it we have made steady progress and have held together an organization which we believe to be thoroughly modern and efficient.

¶ We at present conduct the advertising of two big American lines, and would co-operate with any live American Service Agency in the handling of their Irish Appropriation.

¶ For many reasons we welcome the proposal to hold the 1924 Advertising Convention in London. We want to meet American advertising men there and we want them to come to Dublin and meet us; for with the new era of freedom and prosperity that is now opening for the Irish Free State, an intimate interchange of views will redound to our mutual advantage. At any rate a talk between men of the same profession is always likely to suggest a new angle of approach to old problems.

¶ There is an Irish saying that "Far away cows have long horns" so we won't bother you with elegantly phrased descriptions of what we are, what we have done, or what we can do. We want you to come and see for yourself.

¶ What we have learned by hard experience about the Irish Market and its trade possibilities, Irish Media, and the best lines of appeal to the public we will place at the disposal of those who wish to join with us in the cultivation of what is obviously going to be an extremely profitable field in the near future.



Our Monogram indicates  
our responsibility for a wide  
range of successful advertising

# McCONNELL'S

## Advertising Service

PUBLICITY  
HOUSE

DUBLIN  
IRISH FREE STATE

London Office:  
81 Shaftesbury  
Avenue

Irish Independent Notes. In the latest issue is the following interesting reference to the coming Atlantic City Convention:

It is possible—we hope it is absolutely certain—that the powerful American organization, the Associated Advertising Clubs of the World, will assemble in London next year. It should prove to be the most eventful happening in advertising the Old World has ever known. If it comes off, Ireland, of course, will be there. And talking about Ireland, the famous Irish Independent blackthorn stick was presented to the president some years ago at one of this famous club's conventions. As a matter of fact, the first newspaper in Europe to recognize the Associated Advertising Clubs of the World in convention assembled was the Irish Independent. We cabled out our wishes for a successful convention—it was at San Francisco, and Mr. Woodward was the president—and we got a very graceful reply. Incidentally, would you blame us for reminding Mr. Woodward that the Irish Independent was not only the first Irish newspaper, but the first newspaper in Europe, to publish net sale figures? We again earnestly hope that our wonderfully progressive American publicity men will make London their rendezvous for 1924. No other city east of the Statue of Liberty could adequately house so impressive an organization of modern business generals.



### BI-LINGUAL ADVERTISING

#### British House Uses Both English and Irish Copy

Among the most consistent national advertisers in Ireland for 20 years past are the proprietors of Bovril. And if there is one thing that the Bovril people have always been distinguished for in their publicity campaign it is—sanity. That is to say, they have always truly sensed the Irish situation so far as advertising is concerned.

Of course, another factor is that this organization has always been represented in Ireland by men who have understood the country inside out. The Irish manager of Bovril for several years past, John Sheridan, is, perhaps, one of the keenest judges of what "goes" in the Irish country that the Bovril Company has ever had. Just now the Bovril advertisements over here are bi-lingual—Irish and English.

It is rather interesting, too, that the first advertisement entirely in Irish ever inserted by a national advertiser was for Bovril. That was nearly 20 years ago, and it was prepared by the present advertisement manager of the "Irish Independent" group of newspapers.



### SIMPLE ADS, HIS ADVICE

#### McJunkin Official Avers Most Copy Says Too Much

Eric Scudder, vice-president of the McJunkin Advertising Agency of Chicago, recently addressed the Chattanooga Ad Club on "Making Advertising Produce Sales." He said in part:

"If you want your advertising to produce sales then make the selling simple. Most manufacturers make too many things, and most manufacturers say too much about the things they make. This causes a confused blur in the mind of the people selling as well as in the single-track mind of the general public.

"The copy prepared for advertising is often filled with too many generalities. The average person does not understand it, and a 'crazy quilt' effect is obtained. The best way to make advertising pay is to get the advertisement down to the fewest words possible and put forth one outstanding reason for a purchase."



### New Weekly in Columbus, O.

A new weekly in Columbus, Ohio, the East Side Review, appeared May 4. It is to be published each Friday by A. D. Curfman, business manager of the Westerville (Ohio) Public Opinion. The Review is an eight-page paper, six columns to a page. The first edition was 6,000, the papers being distributed free to every home in the section. The Review is printed in the plant of the Westerville Public Opinion.

## INSTITUTIONAL COPY WINS FOR STORES

Principle of Marshall Field Company's Successful Advertising Explained by G. R. Schaeffer—Profitable to Omit Comparative Prices

G. R. Schaeffer, advertising manager for the Marshall Field Company, Chicago, during the recent meeting in Cleveland of members of the National Commission of the Associated Advertising Clubs of the World, told in detail the spirit and motives governing this firm in all its advertising and merchandising. His explanations were supplemented by about 200 lantern slides exemplifying every phase of advertising.

Emphasizing the importance of educational advertising, Mr. Schaeffer said:

"We use our advertising to tell the public about our merchandise, our activities, our policies, our purposes, and our ideals.

"We feel that if our advertising is right it will enable the public to understand just what sort of service we give; just what sort of men are running our business. First of all, it will 'sell' our business as an institution to the public. In its various phases it will build confidence and good will. Surely it is more important for us to sell our business as a whole rather than a few specific items of merchandise. We feel that by winning the confidence and good will of the people on the basis of a real understanding of our policies and ideals, business will naturally flow to our store in great volume. That is why we devote so much space in our advertising to so-called institutional copy.

"We realize that a great many people judge our business very largely by its advertising, often conscientiously, more often unconscientiously. Every advertisement seen, whether read or not, produces some sort of impression. The sum total of these impressions is a very considerable part of public opinion. Therefore, the appearance of our advertisements is important, just as are the appearance of our store and the personal appearance of our salespeople.

"This is why we employ the best artists, layout men and typographers. And so is the wording of our advertisements important, just as are the statements made by our salespeople. This is why we employ good copy writers and give them a thorough education in our business.

"Broadly speaking, there are two general classifications of general business in general merchandising. The first is the quality class, which puts the emphasis of its merchandising upon quality. The second is the price class, which puts the emphasis of its merchandising upon price. We have shown to be in the first class, and, from the beginning the goal of our business has been leadership in the quality group.

"It is the incessant endeavor of our merchandising management to maintain our competition on the basis of quality; to sell better quality at the same price, rather than approximately the same quality at a less price. The difference in these two methods, as we see it, is very great. We believe that in the long run quality competition builds up quality and eventually results in the customer getting the best article that can be made, and we believe that price competition tends to destroy quality.

"Now, one of the principal aims of our advertising is to make the public understand this purpose and practice. This is why so much of our copy is devoted to editorial treatment of the quality idea, and is addressed quite as much to our own organization as to the public. And this is why, in our art work, typography, public stock, etc., we seek to make our advertising complement the quality idea.

"It has been said by some that we are among the more successful conservationists of newspaper space. It is true that we have given much concentrated study and effort to this matter during the past year or two, with very gratifying results. We find that often we can cut the lineage of a given advertisement 10, 15, or 20 per cent or even more without impairing its efficiency.

"By cutting down type sizes, by cutting out useless words, by trimming illustrations unnecessarily large, and other devices, we often represent one-third to one-half more sections in a page that was formerly our habit. With newspaper lineage at its present prices, it is well worth while to study carefully the matter of type and layout efficiency. There are very few advertisers who can not profitably effect economies in this direction.

"Much of our advertising is planned around special exhibitions or feature events in various sections. It is our aim to have something of special interest or unusual interest going on in the store all the time. Much success has attended our 'book fairs', spring and fall opening exhibitions of various manufacturing processes, etc."



*A Welcome to America*  
FROM THE  
**SOUTH OF IRELAND  
NEWSPAPERS**

**The Cork  
Examiner**

(Daily, 2d)

ESTABLISHED 1840

Net Certified Sale, 23,700 Copies Daily.  
The predominant and General Newspaper.

**The Cork  
Evening Echo**

(Daily, 1d)

Sale 21,000 Copies Daily.

The Only Daily Paper in Ireland  
South of Dublin.

**The Cork Weekly Examiner**

AND WEEKLY HERALD  
(Thursday, 2d)

Sale 35,000 Copies Weekly.

Recognized as the National Favorite of the South.

THE South of Ireland extends its hands in hearty welcome to America's business men—as visitors—as advertisers. The South of Ireland, with Cork as its great centre, is well worth attention. It contains the true heart of Ireland—it is the home of the romance of Ireland that has always appealed to American sympathies.

The South of Ireland is a market in itself. Cork is 150 miles distant from Dublin, 225 miles from Belfast. Its newspapers are an institution indissoluble from its daily business life and its domestic circles.

The South of Ireland, radiating from Cork, stretches its hand across the ocean with an invitation to America.

**The South of Ireland Newspapers Are the  
Voice of Nearly Two Million People**

Head Offices: 95 Patrick Street, CORK. London Office: 180 Fleet Street, E. C. 4.

*Direct communication from London to Cork by Private Wire.*

# MAGGIE NOW CROWNS JIGGS WITH ROW OF JAPANESE ADJECTIVES

## Dinty Moore Also Now Appearing In Tokyo Asahigraph Although Readers May Insist on Rice Instead of Corn Beef and Cabbage

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER  
TOKYO, APRIL 7.—Jiggs is learning Japanese, and so are Maggie and Dinty Moore.  
It is a good deal to expect, as Father says, of a man who has reached his age in life without the need of adopting

be as fluent in Sanskrit as in English. At any rate, she has been speaking her mind with perfect freedom and frankness before her newly found Japanese audience.

All these innovations in the lives of the Jiggs family and their friends are due to the action of Bunshiro Suzuki, editor of the Tokyo Asahigraph, who purchased the rights for daily publication of the famous McManus comic. "Bringing Up Father" has been appearing since April 1 in the Asahigraph, which is the first Japanese vernacular paper to publish such an American feature regularly.

At the end of their first week in Nippon, it appears that Jiggs and Maggie are here to stay. The feature was extensively advertised beforehand in the Asahigraph and other Japanese newspapers and, as the Japanese are prone to let their editors know what they think, letters about Jiggs have been coming into Mr. Suzuki's office all this week. On the whole, the writers are glad to make the acquaintance of the new arrivals from America, but some are critical and one raises an objection based on a culinary technicality. Because he couldn't appreciate "corn beef and cabbage" he missed the whole point of one day's joke, so it may be necessary in the future to substitute a bowl of rice, with chop-sticks, for Father's favorite delicacy. Maggie's manner of shaping Jiggs' destiny, day by day, seems strange in this land of gentle manners; her tactics tickle the Japanese funny-bone, anyway.

The McManus brand of humor is altogether different from anything which appears in the comic pictures of Japanese cartoonists, and it is most unlikely that the latter, even if translated into English,

could ever command any important Occidental interest. Still Jiggs and his companions have the promise of a large following in Japan. In explaining this, Mr. Suzuki told EDITOR & PUBLISHER's representative he had gambled on Jiggs following Charlie, Chaplin's footsteps in this country.

Japanese comedy before Chaplin's advent had nothing which could be compared with his derby, his mustache, his feet or his antics. The native humor was found in the speech of comedians—not in their physical movements. But now national ideas on this subject have been completely reversed by a few pokes from Charlie's fragile walking stick, and the wearer of the battered derby is the comedy king of Japan. Japanese movie comedians themselves have become imitators of Chaplin or lost their followings almost entirely.

"Japanese are interested in things American, much more than Americans are interested in Japan," Mr. Suzuki said. "American news and news pictures, and American methods of writing Japanese news have proved popular and profitable for our newspapers. We think we were fully justified in believing our readers will also appreciate some of the American comics."

"Bringing Up Father," according to Mr. Suzuki, is perhaps the best adapted to Japanese requirements of all American comic features. Excepting for the "corn beef and cabbage" complications, it is one of the easiest for Japanese readers to understand and it seems to be well suited to Oriental reading psychology.

Mechanical difficulties connected with the publication of the comic in a Japanese paper have been met easily in the large and well-equipped plant of the Asahi, which is the mother publication of the new Asahigraph. The strips used so far are those containing four pictures, although the Asahigraph editors are planning later to adapt the full-page Sunday spreads to their papers.

The task of instructing the McManus characters in the intricacies of the Japanese language is entrusted to expert translators, who turn Jiggs' characteristic expressions into their nearest Japanese equivalents, and to the Asahigraph artists who substitute the Japanese rendition for the Americanese of McManus. The Japanese is pasted smoothly over the printed English words and the whole strip photographed for a zinc etching. No attempt is made to use the regular matrix service, although matrices are in common use for advertising purposes in Japan.

The publication rights for "Bringing

### るあ判評の一界世

#### 畫漫き續のカリメア 收買權載掲



この日曜から連載  
アサヒグラフに  
この日曜から連載  
アサヒグラフに  
この日曜から連載  
アサヒグラフに

#### フラグヒサア社新聞日朝京東

America is laughing herself to death, according to this advertisement—believe it or not.

regarding American comics since "Bringing Up Father" first appeared in the Asahigraph, Mr. Parry says.

#### "LITTLE JIMMY" ALSO

#### Kokumin Shimbun Follows Suit With American Comic Strip

(Special to EDITOR & PUBLISHER from its Far Eastern Bureau)

TOKYO, April 14.—The Kokumin Shimbun today followed the example set recently by the Tokyo Asahigraph, and by beginning the regular publication of "Little Jimmy," the King Features daily comic feature, became the second vernacular newspaper in Japan to subscribe regularly to such a foreign service.

The editor of the Kokumin, T. Baba, has spent several years of his journalistic



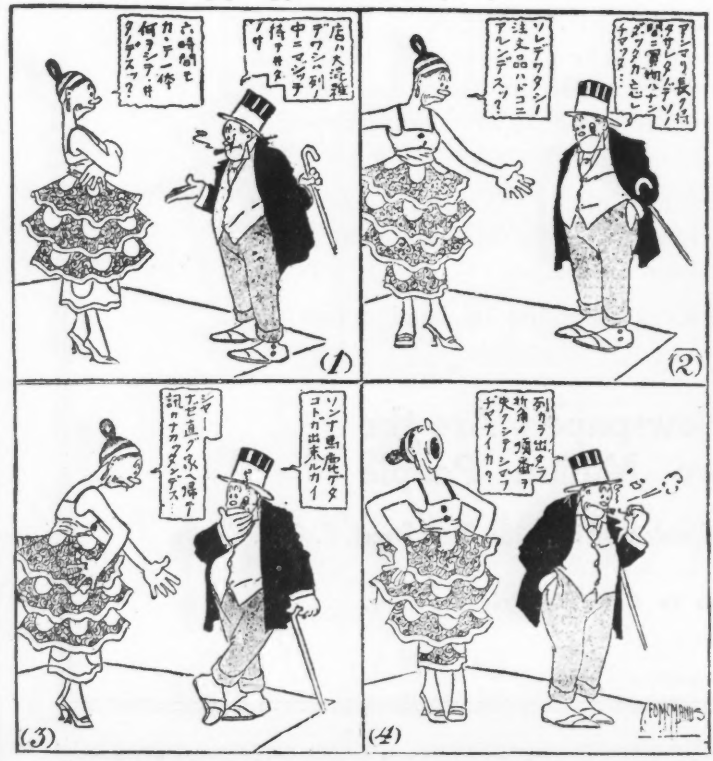
K. Kabeshima, well known Japanese artist and cartoonist, has retouched the "Father Proofs" and filled in Japanese words for English, thus preparing the American comics for use in the Japanese.

previously many Oriental tongues. During the last few days Dinty has been repeatedly dismayed by the Japanese custom which forbids one saying all one thinks, and so far he has displayed an amazing faculty for getting his Japanese verbs mixed.  
But Maggie—most probably she would

### フラグヒサア

(可認物便理三第)

## 親爺教育 買物にやられ



No wonder Maggie yells. Look at the words that have been put in her mouth.



Some of the members of the staff of the Asahigraph, first Japanese newspaper to use an American comic strip, the one chosen for this pictorial newspaper being "Bringing Up Father." This photo, taken in the office of B. Suzuki, News-Editor-in-Chief, shows Mr. Suzuki inspecting "Father" pictures, and left to right, we have K. Kitano, F. Nemoto, B. Suzuki, Count Ota, editor of the children's page, H. Sugimura, and three young Japanese women assistants.

Up Father" were sold to the Asahigraph by Duke N. Parry, manager of the new Tokyo office which combines the Far East representation of the International News Service, the King Features Syndicate, and allied Hearst organizations. The editors of several other Japanese newspapers have made inquiries

career in New York as correspondent for Japanese newspapers and on the staff of Japanese newspapers in the American metropolis. "Little Jimmy," he says, "is one of the foreign cartoon strips which will have a powerful appeal for Japanese newspaper readers of almost all the classes."

# WELCOME! — ON TO LONDON IN 1924

**A**S London's leading Transport Undertaking, we help to voice the word of London. We assure you that your visit will be coupled with useful experience, widespread interest, and happy recollections. London has pledged its word to try and make your visit a memorable one. Frankly, we want you to come.

Your visit will afford you an opportunity of studying the part played by London's Underground in the daily life of its people. This vast organisation is dedicated to the Public Service. It works 1,600 Electric Railway Cars, 3,100 Motor Omnibuses, and 600 Electric Tramway Cars.

In 1922 its Railway Cars carried 325,000,000 passengers, its Motor Omnibuses 924,000,000 passengers, and its Tramway Cars 186,000,000 passengers. A total of 1,435,000,000 for the year.

We look forward to next year's convention of the Associated Advertising Clubs of the World being held in London.

Welcome!

*Electric Railway  
House*



*Broadway  
Westminster  
London, S.W.1*

# THE TRUNK LINE TO SCOTLAND

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If the 1924 Convention is held in London  
The London *and* North Eastern  
Railway  
will show you the places worth visiting



## *Magnificent Cathedrals*

YORK · PETERBOROUGH · DURHAM  
ELY · LINCOLN · NORWICH · RIPON

*Picturesque Ruined Abbeys and Castles*  
REMINDEES OF GREAT HISTORIC EVENTS

The Romantic  
Scottish Border



Mountain Recesses  
of the Highlands

## *Associations with Great Men*

MILTON · GRAY · SHAKESPEARE · PENN · SCOTT

## *The Homes of*

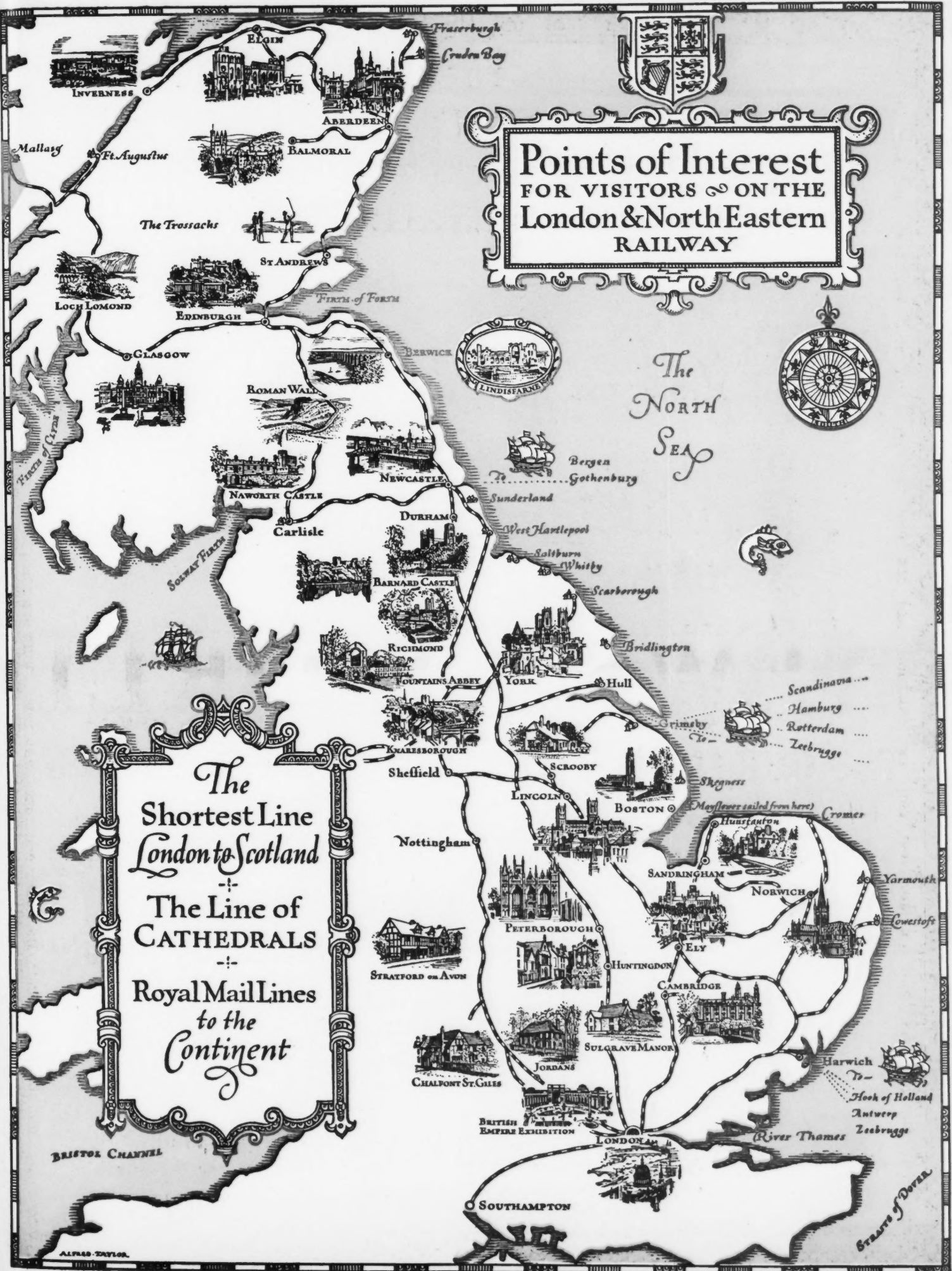
THE WASHINGTONS AND THE PILGRIM FATHERS

Famous Golf Links, including *St Andrews*.

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EAST RESTAURANT AND SLEEPING CAR TRAINS  
FROM LONDON (KINGS CROSS)

Further information and illustrated literature gladly supplied by  
H.J.Ketcham, 311 Fifth Avenue, New York or Advertising Manager  
L & N.E. Railway, Kings Cross Station, London.N.1.



**Points of Interest  
FOR VISITORS ON THE  
London & North Eastern  
RAILWAY**

*The  
Shortest Line  
London to Scotland*  
+  
*The Line of  
CATHEDRALS*  
+  
*Royal Mail Lines  
to the  
Continent*

*The  
NORTH  
SEA*

*The  
Shortest Line  
London to Scotland*  
+  
*The Line of  
CATHEDRALS*  
+  
*Royal Mail Lines  
to the  
Continent*



*Scandinavia...  
Hamburg...  
Rotterdam...  
Zeebrugge*

*Mayflower sailed from here*

*Hook of Holland  
Antwerp  
Zeebrugge*

BRISTOL CHANNEL

# GREAT BRITAIN

is the largest, wealthiest and most concentrated market in the world.

The quickest, most economical and effective way of appealing to that market is through the advertisement columns of the

## NEWS of the WORLD

The CERTIFIED NET PAID SALES of which largely EXCEEDS

# 3,000,000

COPIES PER ISSUE

THE LARGEST CIRCULATION IN THE WORLD

30-32 Bouverie St.  
LONDON  
E. C. 4



# EDITOR & PUBLISHER



## Ulster Section

### ULSTER CLAIMS CLOSE KINSHIP WITH U. S.

Member of Parliament Points to Record of Northern Ireland Counties as Colonizers, Statesmen and Traders—Seven American Presidents of Scotch-Irish Stock

By THOMAS MOLES, M. P.

(Written exclusively for EDITOR & PUBLISHER)

THE UNITED STATES and Ulster are intimately associated by the common ties of blood and commercial relationships.

The Ulsterman is the greatest of colonizers, and he has impressed himself deeply upon the history of the United States, as well as upon that of Canada, South Africa and Australia.

Professor Ford of Princeton University in his well known book, "The Scotch-Irish (Ulstermen) in America," points out what a noble contribution Ulster has made to the making of America among whose leading soldiers, statesmen, lawyers, divines and business men are to be found those of Ulster stock or birth.

Whitelaw Reid states that Presidents Andrew Jackson, James K. Polk, James Buchanan, Andrew Johnson, Chester A. Arthur, and William McKinley, were of Ulster ancestry. General Ulysses S. Grant was Scotch-Irish on his mother's side, as were Benjamin Harrison, Grover Cleveland, and Theodore Roosevelt. Woodrow Wilson is Scotch-Irish on both sides.

Mr. Reid gives a long roll of distinguished Americans of Scotch-Irish ancestry. John B. Gibson, Chief Justice of Pennsylvania from 1827 to 1851, is considered "one of the greatest jurists America has produced."

"The Breckinridge family of Kentucky, which has produced numerous clergymen, military officers, lawyers and statesmen, is derived from Alexander Breckinridge who emigrated from Ulster to Pennsylvania in 1728."

John Rutledge, who left Ulster for South Carolina, had two sons, one of whom signed the Declaration of Independence and the other became Justice of the United States Supreme Court.

Cyrus McCormick, who invented the reaper and founded a great American industry, was of Ulster stock.

"The history of the leading industries of Pennsylvania is crowded with Scotch-Irish names," continues Professor Ford.

According to Lecky, the historian, "the issue of the Revolutionary War once rested upon the action of the Pennsylvania line, whose privates and non-commissioned officers consisted chiefly of immigrants from the north of Ireland."

Professor Ford points out that Mr. Fiske, the well-known historian, affirms the Scotch-Irish population amounted to one-sixth of the entire population at the time of the Declaration of Independence. "They were all hot for independence, while everywhere else there were streaks of cold or lukewarm feeling."

In "The Winning of the West," President Roosevelt said:

The dominant strain in their leaders in national expansion was that of the Presbyterian Irish—the Scotch-Irish as they were often called. It is doubtful if we have wholly realized the importance of the part played by that stern and virile people, the Irish, whose preachers taught the creed of Knox and Calvin. The West was won by those who have been rightly called the Roundheads of the South, the same men who before any others declared for American Independence.

#### WHAT IS ULSTER?

Ulster consists of the six counties of Northern Ireland, the people of which

acknowledge the British Constitution and Sovereignty, and exist under the British flag, having their own government for domestic affairs. These six counties are Antrim, Armagh, Down, Fermanagh, Londonderry and Tyrone.

Belfast, Ulster's great port, has one-half of the entire foreign trade of Ireland.

Belfast stands fourth among the ports of the Three Kingdoms.

Belfast possesses five of the largest industrial concerns of their kind in the world. It has the world's largest ship-

building yard, linen mill, rope works, tobacco factory, and distillery. Around these are clustered a score of subsidiary industries.

For nearly 20 years Belfast held the lowest record for unemployment in the Three Kingdoms. The dislocations that have ensued since the war have temporarily deprived it of that proud distinction.

In 1911 Belfast paid in customs duties and inland revenue \$24,575,000, which was more than double the amount provided by the South and West of Ireland.

Only London, Liverpool and Bristol surpassed this figure in the Three Kingdoms.

Belfast does one-eighth of the coastwise shipping trade of the United Kingdom.

Over 70 per cent of all Irish export trade and 50 per cent of all shipping trade from Ireland stands to the credit of Belfast.

In 1911 Ulster's exports and imports had a value of \$49,937,950. The total for the rest of Ireland in the same year was \$33,263,785.

Between the years 1800 and 1900 Belfast multiplied its population by fourteen, a record unrivaled in Great Britain and Ireland.

Its record for pauperism for many years prior to the war was just half the average for Great Britain, and one-third of that for Dublin.

Ulster produces 48 per cent of all Irish oats; 41 per cent of all Irish potatoes; 53 per cent of all Irish fruit, and 95 per cent of all Irish flax.

The statistics of Ireland—value of crops 1918—show that the money value of wheat, oats, barley, potatoes, turnips, mangels, flax, and hay crops was in Ulster \$166,404,135, as compared with Leinster \$139,756,675. Taking the Ulster figure at per head of population it represents \$165 for every man, woman and child in the six counties.

One of the two shipyards in Belfast alone pays out in hard cash as wages annually a sum which equals the ratable valuation of Ulster, and considerably exceeds that of Leinster or any other province.

The Northern Government stock banks having their headquarters in Belfast have on deposit or credit a total of over \$301,877,745.

To the Great War Loan the city of Belfast raised \$165,000,000.

The workers of Belfast have invested in the Belfast Savings Bank (a Workers' Bank) \$11,250,000, apart from substantial lodgments in the Postoffice Savings Bank.

In the Great War Belfast without conscription gave one out of every eight of its people to the fighting forces of Great Britain, a figure not equaled under the voluntary system by any city in the Three Kingdoms.

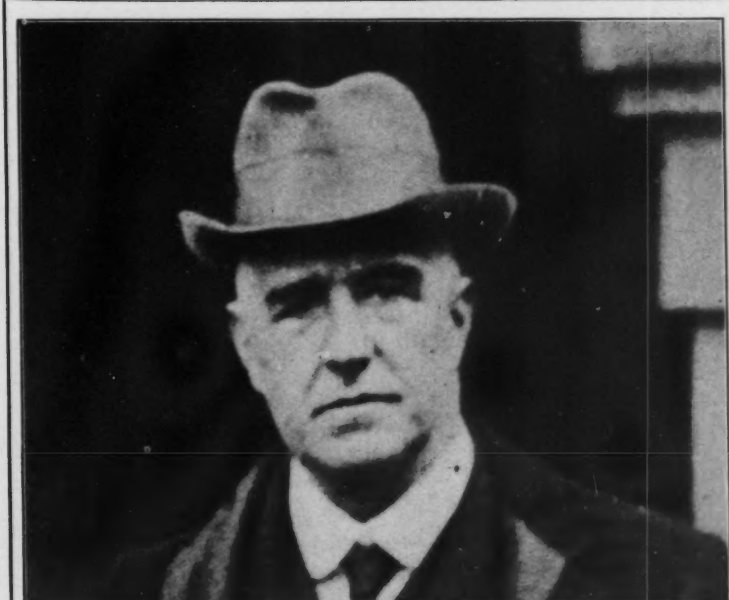
Out of 82 battalions raised in Ireland, 42 were raised in Ulster. One hundred and forty-five thousand voluntary recruits were raised in Ireland for all branches of the service. Of these Ulster supplied over 75,000 men.

The honors gained by the 36th (Ulster) Division from October, 1915, to the end of the war were:

Victoria Crosses	9
Distinguished Service Order	71
Military Cross	459
Distinguished Conduct Medal	173
Military Medal	1,294
Meritorious Service Medal	118
Foreign (French, Belgium, etc.)	312
Total	2,436

King George in his message to Sir Edward Carson in December, 1918, said: "The men of Ulster have proved how nobly they fight and die."

This is the Ulster we wish Americans to know and appreciate.



"WILL PROMOTE UNDERSTANDING"

SIR JAMES CRAIG

(Special to EDITOR & PUBLISHER)

ULSTER is deeply interested in the British invitation to the Associated Advertising Clubs of the World and is sending representatives to accompany the powerful delegation representing British industrial, newspaper, and advertising interests which will lay before the forthcoming convention at Atlantic City the many reasons for holding the 1924 convention in London.

I am glad to know that EDITOR & PUBLISHER is issuing a special number in order to emphasize the fact that such a convention in London would promote that business understanding between Great Britain and the U. S. A. which must be the prelude to an expansion of trade between the two great nations, and I sincerely trust that the delegates will make a point of visiting Ulster should they cross the Atlantic in 1924 in order to see for themselves the stability of conditions and the possibility of industrial expansion in this, the youngest of the British Dominions.

They will be most heartily welcomed in Belfast and other industrial centres of Northern Ireland.

JAMES CRAIG,  
Prime Minister.

## ADVERTISING CLUB OF ULSTER SENDS FOUR DELEGATES TO CONVENTION

Progressive and Constructive Program Arranged for the Year in North Ireland; Sam G. Haughton Is the President

THE ADVERTISING CLUB of Ulster is affiliated with the Associated Advertising Clubs of the World and is sending four delegates in the party, leaving on the Berengaria. The A. C. of Ulster boasts the famous sign of the Red Hand of Ulster every time, counting nothing too much that adds lustre to the North in its devotion to England. It numbers close upon 100 members.

The program of the Ulster ad men for this year is progressive and constructive. It follows two distinct courses.

In the first place it is the intention of the council to invite to the monthly meet-

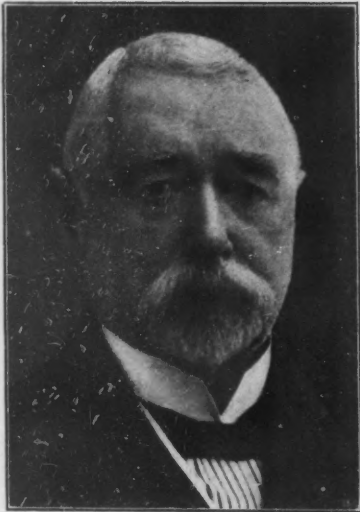
Warnock, J. P. (Warnocks, Ltd.); Fred Williams (Gallagher, Ltd.). Honorary treasurer, William Sweeney; honorary secretary, Victor Salter.

The delegates representing Ulster are Sir Robert H. H. Baird, Sam G. Haughton, E. N. Illingworth, and W. H. Webb (Old Bleach Linen Co., Ltd.).

### SEND-OFF FOR SIR ROBERT

ON Wednesday, April 26, the president and council of the Advertising Club of Ulster entertained Sir Robert Baird, K. B. E. D. L., at a complimentary dinner in recognition of the services he had rendered that organization by personally conveying the message of its members to the Associated Clubs in the United States of America, inviting the delegates to visit Ulster should the annual convention be held in London in 1924.

A beautifully designed and brightly colored menu card, specially printed in



Sir Robert H. H. Baird, K. B. E. D. L., managing proprietor of the Belfast Telegraph and allied newspapers, is a typical Ulsterman—vigorous, alert and courageous, although 68 years old. An American once called him "a steam engine in trousers." He set the type for his own first poster in 1870. He was the first newspaper man to install the Creed telegraph system, now on private wires.

ings business men who can speak with authority upon the part which advertising has played in the building up of a world-wide distribution of given articles and commodities.

The other side of the work is entirely educational, and meetings of the members are being arranged at which close study will be given to the standard works dealing with the various phases of advertising.

These meetings will be conducted by members of the club who have given special attention to certain branches of advertising. In addition a close link is being forged between the advertising club and the art school with the idea of encouraging the students to consider the application of art to commercial illustration.

A cup which was presented to the Ulster Advertising Club by W. S. Crawford will be probably used for the promotion of a competition for the art students at the Municipal College of Technology.

The officers of the Ulster ad men are representative business men of Belfast, drawn from the manufacturing, newspaper, and advertising interests. The roll of active officers is as follows:

President, Sam G. Haughton (of Frazer & Haughton, Ltd.).

Vice-presidents: Sir Robert Baird, K. B. E., D. L. (Belfast Telegraph); Rt. Hon. Samuel Cunningham (Northern Whig); Sir Trevor Henderson, K. B. E. (News-Letter); Robert Clyde, J. P. (White, Tomkins & Courage, Ltd.); William Strain (Wm. Strain & Sons, Ltd.).

Council: William Cassidy (Belfast Telegraph); P. B. Harris (Northern Whig); W. M. Cheves (Norman & Co.); G. H. O. Strick (Davidson & Co., Ltd.); James Dalzell (News-Letter); H. E.



W. H. Webb, D. L., of Old Bleach Linen Co., Ltd., will be one of the delegates representing the Advertising Club of Ulster at the annual convention of the Associated Advertising Clubs of the World in Atlantic City. The delegation will sail on the Berengaria. Mr. Webb's firm is located in Belfast, which as the capital of Ulster is assuming political importance similar to its commercial one.

connection with the entertainment, which could not have been more admirably or successfully organized, bore on the front a representation of Sir Robert's landing in and welcome to the United States towards the end of 1922, while on the back was a similarly striking illustration of his welcome to the delegates from that country on their expected visit to Ulster in 1924. Underneath the latter picture were the significant words:

Ulster's interests are identical with British interests, and Ulster's delegates will exercise themselves with those from Great Britain at Atlantic City in June, when the British invitation for 1924 is brought before this year's Convention of the A. A. C. of the World.

A feature of the proceedings was the cordial greeting extended to Sir Robert and the very handsome way in which the club gave practical expression to their regard and appreciation, for on behalf of the officers and members, the president, S. G. Haughton, presented him with a lovely hand-woven and richly embroidered damask cloth and serviettes to match.

The embroidery on the cloth formed a record of his remarkable tour in America,

the name of every city where he had visited an advertising club being wrought in attractive lettering round the edges. The crest of the recipient, the monogram of the A. A. C. of the World, the monogram and crest of the Advertising Club of Ulster, and the dates associated with the whole movement were also set forth in equally artistic embroidery.

The secretary (Victor Salter) then announced the receipt of several letters of apology for unavoidable absence.

The president said he had to convey apologies which had been forwarded to himself. The first of these was from W. S. Crawford, London, who had telegraphed:

As vice-president of the Associated Advertising Clubs of the World, and on behalf of John Cheshire, president of the Thirty Club, I am proud to join in honoring your great citizen, Sir Robert Baird. His services to journalism and business are splendid. We welcome his strong arm in the campaign to bring the convention to Britain in 1924.

A congratulatory message was received from Sir James Craig, Premier of Northern Ireland.

The president, in proposing the toast of "Our Guest," which was enthusiastically honored, said it was a very pleasant duty to him to preside at that informal gathering of the members of the Advertising Club of Ulster to pay a humble tribute to the vice-president, Sir Robert Baird, and to acknowledge the very great services he had rendered to the club and to Ulster herself in the work he had done last year and intended to do this year in closely associating Ulster with Great Britain in the invitation that had been extended to the delegates of the Associated Advertising Clubs of the World to come to Ulster and see things for themselves should they decide to hold next year's convention in London.

When this was mooted, they in Ulster, being so to speak on the fringe of that great organization, and being the only other club connected with the club in London, and in affiliation with that great body, immediately cabled them and asked their delegates to come and visit Ulster, if the great project spoken of happened to mature.

They were just on the eve of the formation of a great mission to represent British interests—and he was told it was already one hundred strong—at the convention in Atlantic City this year. Sir Robert Baird had undertaken to go out to that convention on their behalf and put the invitation of Ulster to the delegates. Those things produced time and labor, and that evening there was very great unity among the members of the Advertising Club



E. N. Illingworth, London manager of the Belfast Telegraph and kindred papers published by W. & G. Baird, Ltd., is making his first visit to America, in company with his chief, Sir Robert Baird. He has been connected with the London office of the Telegraph for nearly 25 years, for the last eight as manager. Member Association of Advertisement Managers, Aldwych Club and Fleet Street Club.

of Ulster in asking Sir Robert to come there and accept a little presentation from them. Not only was Sir Robert Baird going out to America but also some other members of their club—he believed among them was Mr. W. H. Webb, D. L.

Sir Robert Baird, K. B. E., in responding, said he thanked the president and council and members of the Advertising Club of Ulster most sincerely for their beautiful gift—which he appreciated very highly, and which he was sure would be greatly treasured by Lady Baird. He thought they had really done too much for him in that respect, for his mission to America had not been altogether on behalf of the Advertising Club of Ulster. He had gone there primarily in a private capacity and at the request of Mr. Haughton and the members he had carried their

invitation to the associated clubs in America to visit Ulster should their great convention be held in London next year.

Never, proceeded Sir Robert, in the history of Britain had it been so imperatively necessary that they should expand their foreign trade. Their taxation problems, their employment problems, could all be solved if they could gain fresh markets. They must master the art of selling as they had mastered the art of manufacture. When they sold as well as made Britain's prosperity was secure.

In that connection the importance of holding the 1924 convention of the Associated Advertising Clubs of the World at the British Empire Exhibition at Wembley was being increasingly realized by representative British business men. Such a visit of thousands of leading American business men was certain to lead to a great expansion of British and imperial trade. Its importance was so affected by leading business men and men in the advertising profession that already a very large sum had been guaranteed for the entertainment of the American delegation in 1924.

A visit to America could never be paid under better auspices. At the convention the visitors would have the opportunity of meeting thousands of the most alert and most enterprising American business men; and hearing selling problems and difficulties discussed with characteristic American frankness. They would exchange experiences for the benefit of each other. British business men would have much to learn there just as they would have much to teach.



### WHAT OF THE COMMERCIAL TIES?

Every steamer built to order of the White Star Line was built in Belfast, the capital of Ulster.

The fleet of the Atlantic Transport Company was built in Belfast.

The fleets of the Holland-America Line and the Dominion Line and the Red Star Line were nearly all built in Belfast.

These great vessels link the old world to the new, and enables the great Anglo-Saxon race to grasp "hands across the sea."

Belfast is the seat and center of the linen trade. The Prime Minister of England declared that in providing the Allied forces with all the aeroplane cloth used in the Great War, "Belfast gave the army its eyes."

A great proportion of the linen output of Ulster goes to America, and vast quantities of American wheat and flour comes to Ulster. The exchange of various other commodities is of mutual advantage.



IN the Century Magazine for September, 1891, Henry Cabot Lodge, writing on "The Distribution of Ability in the United States," said:

I classified the Irish and the Scotch-Irish as two distinct race stocks, and I believe the distinction to be a sound one historically and scientifically. The Scotch-Irish from the North of Ireland, Protestant in religion and chiefly Scotch and English in blood and name, came to this country in large numbers in the Eighteenth Century, while the people of pure Irish stock came scarcely at all during the colonial period, and did not immigrate here largely until the present century was well advanced.

Some of the best blood of the old Ulster flows in the veins of the Americans today. The Ulsterman of today is of precisely the same blood as the old stock, and possesses the qualities of his ancestors. He "fears God and nothing else in this world." Generation after generation he has defended his citizenship, his rights and his faith with the same unflinching courage and tenacity of purpose. He fights for all in which he believes, and will fight for nothing else.



### Net Daily Sales in Dublin

The Independent Newspapers have issued net sales certificates for some years. The latest figures of their publications, dated Dec. 31, show the following daily net sales: Irish Independent, 117,891; Evening Herald, 56,151; Weekly and Sunday Independent, 88,649.



While transportation in central London is largely by underground and by the famous busses, the double-decked tram takes care of getting the suburbanite to town.



# ULSTER wants you

**T**HE Advertising Club of Ulster (the only Club in Ireland affiliated with the Associated Advertising Clubs of the World) sends fraternal greetings to the great 1923 Convention at Atlantic City. It extends a most cordial and pressing "ON TO ULSTER" invitation.

Come not merely to London, but to Northern Ireland, the youngest but most virile and progressive State in the British Empire. Let us introduce you to fair ULSTER. Come to BELFAST, its Capital, the gateway of Ireland's commerce, whose Linens and Ships are known throughout the world. Here Hospitality awaits you.

## Let Us Show You—

A Province in which the forefathers of NINE Presidents of the United States were born.

An industrious, tenacious, peaceful, law-abiding people.

Six of the largest industrial concerns of their kind in the world.

The famous Giants' Causeway, the world's eighth wonder.

A magnificent coastline on the broad Atlantic.

Unsurpassed Mountain, Glen, Lake, and Lowland scenery.

Above all, let us show you ULSTER HOSPITALITY.

### OFFICE BEARERS

#### PRESIDENT:

Sam G. Haughton, Esq.

#### VICE-PRESIDENTS:

Sir Robert Baird, K. B. E., D.L.

Rt. Hon. Samuel Cunningham.

Sir Trevor Henderson, K.B.E.

Robert Clyde, Esq., J.P.

William Strain, Esq.

#### COUNCIL:

William Cassidy

W. M. Cheves

James Dalzell

Percy B. Harris

G. H. O. Strick

H. E. Warnock, J.P.

Fred Williams

HON. TREASURER:

William Sweeney,

153 Upper North Street, Belfast

HON. SECRETARY:

Victor Salter,  
124 Royal Avenue, Belfast.

## BRITISH RUBBER GROWERS PUT BOUNCE INTO SALES BY NEWSPAPER CAMPAIGN

### Spending \$125,000 to Increase Use of Their Wares in United Kingdom, Which Is Far Behind America in Imports of Product

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

THE DORLAND AGENCY of London have under way a £25,000 advertising campaign conceived by the propaganda department of the Rubber Growers' Association with the object of "developing the uses and utility of rubber and increasing the demand for manufactured rubber goods." At present the plan is in its early stages, but the details of what is proposed have been made available to the manufacturers and distributors of rubber goods with the idea that of the total fund to be expended, the selling ends will guarantee one-half, the other half having already been put up by the producers.

The consumption of rubber in the United States (represented by import figures of 180,000 tons for 1921) is held up as a standard for comparison against the 42,000 tons imported by the United Kingdom. This is emphasized as the one outstanding fact which calls for careful consideration and it is urged that even when due allowance is made for the amount of rubber goods exported by the United States, the fact remains that the consumption of rubber per capita in America is far in excess of the consumption in the United Kingdom.

The greater use of rubber in America can be attributed to a large extent to the popularity of the motor car, but apart from the enormous call for tires, other rubber goods are used on a far larger scale in the United States than in Great Britain.

It is suggested that the American manufacturers and distributors realize the value of appealing to the ultimate consumer and that the result of this policy is reflected in the greater demand for rubber articles. In any case, it is evident that there is ample room for extending the sale of rubber goods in Great Britain by bringing them forcibly to the notice of the general public.

The Rubber Growers' Association may be said to have laid the foundations of this propaganda campaign last year when they offered a number of cash prizes for suggestions for new uses for rubber. These suggestions have been examined by

a panel of technical experts and their report is embodied in a series of booklets to be distributed to manufacturers with the object of assisting those who may wish to extend the field of their activities.

The campaign proper commenced with a recent full front page of the Daily Mail, reprints of the page having been distributed to 28,000 retailers of rubber goods throughout the country a few days previously, with supplies of the Rubber Book offered in the advertisement. This

Rubber Book is a compendium of the thousand and one uses for rubber wares in the average household and already the 250,000 first edition distributed has created a new demand for little-known rubber goods.

The succeeding advertisements have been arranged to cover every important provincial centre, backed with national morning and Sunday newspapers and London evening papers. The copy will be treated as far as possible in seasonal sequence, but it is expected that this may possibly be affected or governed by the subscribers to the fund. For instance, as the spring season opens, rubber suggestions in sports and athletic goods will be featured, and as summer approaches, hose and other garden requisites, bathing caps, and holiday equipment, etc., will be advertised, while the autumn and winter will be a signal for hot water bottles, draught tubing, overshoes, raincoats, etc., to be featured. In a general way, of course, the everyday needs will be consistently presented; rubber flooring, bathroom equipment, gloves, home medical aids and comforts, furniture and furnishing items, motorcycle and sports accessories, etc.

"Use More Rubber" is the phrase being dinged into retailers and public and while, as yet, time is too early to say that the campaign has completely proved itself, the send-off and its first results indicate that, given full support to the extent planned, the scheme should certainly make rubber sales bounce to ring the bell.



### IRISH BANK PROFITS UP

Institutions Increase Gains While British Profits Decline

In view of the general decline in profits shown by British banks for 1922, says the London Daily Express, it is somewhat striking that the majority of Irish banks have shown a reverse tendency. Of six reports hitherto published, four increased their profits as follows:

	1921	1922
	£	£
Bank of Ireland.....	513,166	533,943
National Bank.....	265,890	292,514
Munster and Leinster..	172,833	182,637
Provincial Bank .....	100,113	117,192
	£1,052,002	£1,126,286

At the left is shown one of the page newspaper advertisements, run in the London Daily Mail, that has produced the fine results for the British Rubber Growers' Association, told of in Mr. Ridout's article herewith.

USE MORE RUBBER

Daily Mail

AN ALL-THE-YEAR-ROUND PRODUCT

WORLD'S LARGEST NET DAILY SALE SATURDAY, JANUARY 20, 1923

## The Product with a Thousand and One Purposes

**RUBBER**  
*Its wonderful range of Industrial Scientific and purely domestic uses*

**TO** get into the story of Rubber, the history of its origin and industrial development here on this page, would be to describe the almost unending uses of this material which has been made possible by the Rubber Growers' Association, and which you can get for the asking.

Rubber is wonderful. It possesses the properties of many materials as well as properties peculiar to itself. There is no substitute for Rubber, although Rubber is a superior substitute for many other materials.

Rubber is used in a great variety of conditions. It may be hard as well as almost as soft as sugar. It is elastic, tough, strong, durable, and pliable. Waterproof and airtight. Black or white. Coloured as desired. It will withstand heat or cold—water—acids or alkalis.

There is probably no other of Nature's materials so universal in its properties and possibilities of application. Its full scope of utility is outlined here on this page, although it is not necessary to mention it in every detail.

Every household should know more about Rubber and the wonderful uses to which it can be applied in the home, and it is with this purpose in view that the accompanying book entitled "Rubber—The Product of 1001 Purposes" has been compiled.

The Booklet contains 72 pages of the most interesting information on Rubber, and contains a comparison of household uses dealing with several hundred different applications.

**SOME FACTS ABOUT THE RUBBER BOOK.**

It gives the brief story of the "History of Rubber." It contains nearly 500 illustrations of Rubber goods. It tells how to choose, how to preserve Rubber goods. It tells you how to extend their use and how to get the most out of them. It gives a long list of the latest uses and is a complete guide to the Rubber Letter Page. It has taken six months to compile. It has cost several thousand pounds to produce and to print. It is educational, instructive, and it is gratis.

One of the illustrations on this page probably depicts a use of Rubber previously unknown to you. The Rubber Book will tell you more. Please a copy from how Rubber can serve you in the home.

The Rubber Book is obtainable from any local Rubber or general store which displays this page in its window. Look for it. Specimens of the book have been sent to you on request. A copy of the FREE copy will be sent to any address upon a printed application.

*"Use More Rubber"*

Ask your retailer for this FREE book

If you have any difficulty in obtaining a copy please write to the Propaganda Dept. of the Rubber Growers' Association, 2, 5, 4, Idol Lane, Eastcheap, E.C.3.

## The ULSTER Press WANT YOU!

The following Provincial Newspapers of Northern Ireland combine in extending a most cordial invitation to the delegates of the Associated Advertising Clubs of the World to visit Industrious ULSTER next year.

### The NORTHERN CONSTITUTION

Published Weekly at Coleraine

COUNTY DERRY

London (Eng.) Agent,  
F. Wilkinson, 145 Fleet St.  
Guaranteed Net Sales .....11,574  
Circulates through Counties of Londonderry,  
Antrim, Tyrone and Donegal.

The Cheapest Advertising Medium in the Province.

COLERAINE is 3 miles from PORTRUSH, the great sea-side resort on the North Atlantic, and 10 miles from the world-famed GIANTS' CAUSEWAY.

### The DERRY STANDARD

LONDONDERRY,  
ULSTER.

### The LISBURN STANDARD

Visit Lisburn and see the Largest Linenthread Mill in the World.

Lisburn

Ulster



Broadcast your message through the  
**"Belfast Telegraph"**  
*— All Ulster is listening in —*

In Ulster, the richest, the happiest and, by far, the most prosperous of the Irish Provinces, the "Belfast Telegraph" wields an influence unequalled by that of any other journal.

The "Belfast Telegraph" goes daily into every city, town and hamlet in Ulster.

The circulation of the "Belfast Telegraph" is actually greater than the combined circulations of all other Ulster newspapers.

The "Belfast Telegraph" goes home, and its fireside readers—who "read, mark, learn and inwardly digest" the contents of its columns—are at least thrice as numerous as those of all the other journals published in the Province.

National advertisers have long since found that space in the "Belfast Telegraph" is essential to the complete success of any British or Irish advertising campaign.

For rates and circulation map apply to

**Royal Avenue, Belfast,**  
 or,  
**40-43, Fleet St., London, E.C.4**

# Northern Ireland possibilities invite

THE DELEGATES  
OF THE ASSOCI-  
ATED ADVERTIS-  
ING CLUBS OF  
THE WORLD



**WE**, the leading Advertising Service of Northern Ireland, extend a further invitation to the Delegates to visit Northern Ireland and thus learn the commercial possibilities at first hand. Only by such methods can the subtle difference in trade conditions between the North of Ireland and the remainder of the British Empire be realized.

We offer you a welcome, and every facility for gaining entire marketing knowledge of this Northern Province as well as the unlimited advertising possibilities.

Official Advertising  
Agents to the  
Government of  
Northern Ireland.

## TRAVERS & CO.

Branch of Travers & Cleaver, Ltd.  
Advertising Service

10 ARTHUR ST.  
**BELFAST**

London Office, 48 St. Martin's Lane,  
W. C. 2.

## WHAT AMERICANS MAKE A POINT TO SEE WHEN VISITING LONDON

Tabloid Sketches of Sights and Places Which Hold Special  
Attraction for Trans-Atlantic Citizens, as Viewed  
by One of Them in a Two-Year Sojourn

By OTIS PEABODY SWIFT

EDITORIAL NOTE: Mr. Swift was formerly attached to the London Bureau of the New York Tribune and later to the London Bureau of the Chicago Tribune Foreign News Service. The article is not intended as a serious Baedeker treatment of London, but is merely an American's impression of a few of the high spots seen in a hurry.

THE American visitor, about 300,000 strong, takes London by storm each summer season. In the good old summer time all the passersby along the Strand seem to have come from the U. S. A. Hotel lobbies are jammed with home folks, and if the American isn't careful he may find that he has spent the five days allotted to visit London in sitting in some "American Bar" and talking over Minnesota trout fishing with his next door neighbor back home. To avoid this, one might paste the following in his bowler hat, buy a taxi, and look over the attached sights. Sight Number One is—

### YOUR HOTEL.

This palatial hostelry will be a slice of the U. S. A. London hotel rooms all look like hotel rooms in Rochester, Cleveland, Chicago, Denver and Pasadena. Good rooms can be had from \$2 to \$25 a day, an average price being \$6. Ham and eggs are usually baked unless one insists on getting "American" ham and eggs. In many hotels each room has an open fire, in which cannel coal is burned, there being no central heating. Service is excellent. Let us now descend to—

### THE AMERICAN BAR.

"American Bar!" The hospitable sign greets one on all sides in London. Within one finds the beloved and familiar brass rail. Behind the polished bar stands a genuine antique imported Broadway bartender, busy shaking cocktails. The silvered mixer produces smooth Orange Blossoms, peppy Bronx, and the driest of dry Martinis. Home is never like this, though it used to be.

But during the war partial prohibition became effective. There are certain closed hours. As I remember bars are only open from 11 a. m. to 2 p. m., and from 5 p. m. to 10:30. The wretch who

gets thirsty at 3 p. m. has to wait. The convict who orders a drink at 10:31 p. m. is indignantly refused. Life looks dark and grim at that moment, but—don't despair. Let us now go out into the somber darkness of Piccadilly, grab a night-hawk taxi, and tell the driver we want to go to a—

### NIGHT CLUB.

You see there is a law against selling drinks after 10:30 p. m., but there is no law against private clubs giving drinks to members. Thus numerous Night Clubs have sprung up about Piccadilly (the Times Square of London). These gay clubs again make one feel right at home.

The taxi driver spins up a dark street, halts before the closed door of a shuttered house. Mystic knocks ensue. The door opens a crack. Your friend who knows the ropes whispers, "I'm a member." You are shushingly admitted, led up a dark stair. There comes an anteroom, a man sitting at a desk.

"My name is Fitzwilliam K. Gilhooley," says your friend Brown. "I wish to present my friend John D. Dough for membership."

"Good," says the chap behind the desk. "I am president, secretary and treasurer of this club. I will put his name up at our next meeting. Meanwhile he has all privileges. One pound, please, for initiation dues."

Yep, it all sounds shockingly familiar. Once a member, you enter a cabaret-like room. Couples dance; Yankee jazz bands jazz. You may have been terrified by English reserve and hauteur, but you find that, off-stage, they are regular home-town folks, and have enough pep to leave the stranger in the wake after the first ten laps. No liquor is sold here, but the assistant social secretary of the Club may offer you as many drinks as you want. It is traditional that when the secretary offers you a drink you should offer him the equivalent of half a dollar. Quaint, intriguing old world customs, these.

Occasionally the police attend these club meetings, so before they come let's

### O. K. FROM THE ADVERTISERS

H. T. HUMPHRIES, general secretary of the Incorporated Society of British Advertisers, Ltd., states:

"I have the honor to advise you that at the annual meeting of this Society, held last evening (April 25), a resolution was unanimously passed welcoming the opportunity of a conference with the American advertisers next year, in London, with the object of improving advertising conditions, methods and results.

"It was further resolved to cable this resolution to Mr. Wilson-Lawrenson."

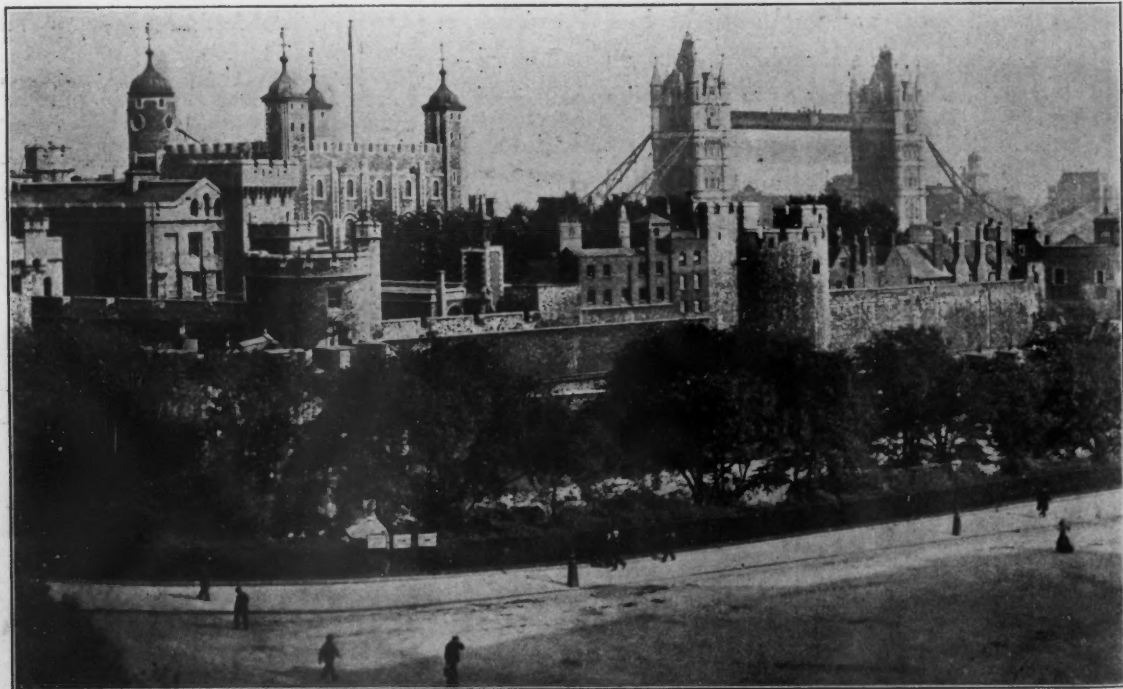
do a bunk (as we say in London for that queer Americanism "Getaway") and visit—

### OTHER AMUSEMENTS.

You can go to the theatres of an evening, and see most of the plays that will be revamped for the Broadway stage next summer. There are the "music halls," big affairs like the New York Hippodrome, where vaudeville shows are given, and everyone in the audience smokes. You will discover the meaning of the word "pit." The first fifteen rows or so of the orchestra are high priced; behind these, on the orchestra floor, lie the "pit" seats, separated by a railing from the orchestra. They are the cheapest seats in the house. "Queues," or lines of people, start forming sometimes at 5 a. m. outside theatres in order to get first chance at these pit seats.

If you love Shakespeare, don't miss the "Old Vic" theatre over across the Thames, where marvelous productions are given. Mystery, terror, sudden death, fear, ghosts, agony and despair are going by the bushel at the Grand Guignol Theatre, where no plays are given that aren't guaranteed to raise the hair on a billiard ball head. Lots of Americans never see the "Palaise de Danse" at Hammersmith, a real live American type dance hall with two of the best jazz bands in Europe.

They have a funny idea there. If you come without a partner, or want to learn to dance, you find a railed-off portion in one corner of the room where pretty girls, dressed in black uniform, are seated. You decide which girl you'd like to have teach you to dance, you buy a "sixpenny" or 10-cent ticket entitling you to one dance, and then you ask the girl. But if you enjoy dancing with her, and



The Tower of London, showing the moat and tower walls, the White Tower to the right of the picture and the twin towers of Tower Bridge, spanning the River Thames, in the background.

**A CORDIAL  
INVITATION**

To all Delegates from the A. A. C. W., who are over for the great Convention in London next year, we extend a very cordial invitation to visit our premises and see the fine showing of Irish linen manufactures.



Pulling the Flax.



Rippling.



Bundling or tying Flax.



Retting.



Mark on Egyptian Linen.



Breaking.



Weaving.



Wringing.



Exhibition of finished article

# Pharaoh "arrayed him in vestures of fine linen - -"

**T**HUS does Holy Writ bear witness to the great antiquity of fine linen, and modern discoveries have not only confirmed this evidence but have proved that the Egyptian of Tutankhamen's time and even a thousand years earlier knew and valued this beautiful and use ful fabric.

*Of Climate and Linen* In these modern days the centre of the linen industry is no longer Egypt; it is seated now in Northern Ireland, chiefly on account of the peculiar climate which enables linen to be produced that is unequalled for dazzling pure whiteness and silky softness.

*Of How To Tell Linen* Real Linen is made from pure flax, and wears about twice as long as cotton. This is because flax fibres are from 12 to 20 inches long; the best cotton fibres are about 1 3/4 inches. Real linen, with its freshness, its coolness, its cleanness, and its silkiness, is infinitely superior to the cotton and mixture fabrics, so frequently sold as household linen, bed-linen, table linen, and is free from the fluffy surface and wooly threads of the imitation.

*Of how to Pleasure a Guest* It is a pleasure to your guest and a pride to yourself when all your bed, table, and household napery is of real Irish linen. It gives a feeling of distinction, it creates a pleasant atmosphere.

*Of where to obtain linen* Robinson & Cleaver have been linen makers for over 50 years, and supply direct to the public from their great Linen Hall at Regent Street, London, and from Donegall Place, Belfast. Catalogue of their linens for all purposes is sent post free on request. It includes beautiful table cloths, napkins; embroidered bedspreads; hemmed and hemstitched sheets and pillow cases; handkerchiefs and wearing apparel.

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**ROBINSON & CLEAVER LTD**  
The Linen Hall, Regent St., London, W.1.  
and Donegall Place, Belfast, Northern Ireland

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If you are coming to London for the 1924 Convention, we heartily invite you to extend your journey to Belfast, and see our way of doing things here in the North of Ireland.

You'll have likely made acquaintance already with Ross's Ginger Ale. Come and take a glass with us at the spring head.

# ROSS'S

## BELFAST

# Ginger Ale

TWO VARIETIES

ROYAL BELFAST—PALE DRY

*We would like you to try both and choose for yourself.*



W. A. Ross & Sons, Ltd., Belfast, Ireland

keep right on, you find that the little ten-cent tickets have cost just \$4 for the 40 dances on the program. Let's save that \$4, and spend it on a taxi to—

**TOWER OF LONDON.**

We whirl down Fleet street, across Ludgate Circus, up Ludgate Hill, past St. Paul's Church, and through the ghetto section of Whitechapel. There is material for 435 historical novels in the sights seen on that 15-minute ride. But here is the Tower. It looks (see photo) like a dream castle taken from King Arthur's tales. Built originally as a fortification, used later as a prison for high political prisoners, used at one time as a royal palace, it is now a museum. You cross the moat, dodge the frowning portcullis, avoid the donjon keep, and enter the interior earthworks. Here are the "Beaf-eaters" in their quaint costumes, hose, knee breeches, red smocks and tri-cornered hats. They are the traditional guardians of the castle. In a tiny stone vault two of them stand guarding the iron grill behind which lie the English Crown Jewels. Piles of crowns, coronets, heaps of pearls, diamonds, rubies, emeralds, glittering gems the size of robins' eggs—all are heaped up there in a little mound worth a baker's dozen of movie stars' salaries. You stare at them, gasp, and go away. Some two weeks later what you have seen begins to dawn on you.

There is also the White Tower, that large square white affair in the picture. This contains one of the finest armor collections in the world and carries arms and lethal weapons of all kinds right through from the ancient Briton's bow and arrow down to the world war gas mask. I recall one weapon in particular, a huge brass cannon, ornamented all over with dragons and pagodas and palm trees, and bearing a plaque: "To the King of England from the King of Mandalay," which shows that there is such a place. In fact even the slightest acquainted with London demonstrates that the English flag flies over ten or twenty countries over on the other side of the world that we had never known existed before.

Let's go on to—

**LUNCHEON.**

Now for a good straight English dinner, roast beef, rare done; Yorkshire pudding, boiled cabbage, half of bitter ale, and apple tart (similar to but oh so different from pie), we'd better go to Simpsons' in the Strand. Many of the American newspaper correspondents in London will be there. Real English food, perfect service and appointments mark the restaurant. They keep the side of beef on a sort of tea table there, and wheel it up to your plate while the carver, in high white cap and white apron, cuts off your slice. You must tip your waiter 10 per cent (and never more anywhere in Europe) of the bill, but at Simpson's an odd custom persists of giving this carver 3 large copper pennies in addition. Of course the first time you go there you do not know this. You omit the ceremony, and the carver's "thank you, sir," is very pointed.

For atmosphere, galore, go to the Cheshire Cheese in Fleet street. It hasn't been changed since America was discovered. The same cobwebs hang from the same beams that Johnson sat under. There the pewter ale mugs have glass bottoms. Why? Oh, so that in ye brave olde dayes ye merrier carouser could look through the bottom of his mug, while taking a deep swig, to see if his neighbor intended to slit his throat.

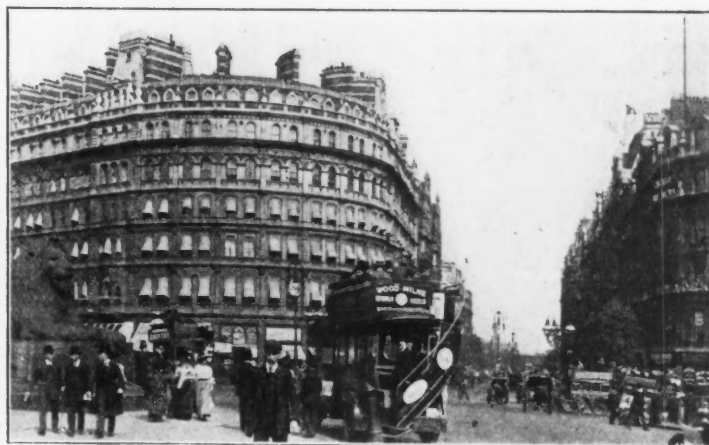
The Cock Tavern on Fleet street is a similar place. Alfred, Lord Tennyson, used to sit at one of the tables in the snug little stalls there, and write immortal verse. Henry, the venerable head waiter, will show you the chair. Ask Henry, too, to show you his register book of American visitors. He has asked his favorite American patrons to register there during the past 30 years, and has hundreds of thousands of names, poems, sketches and addresses from the U. S. A. I remember that F. Hopkinson Smith was among the names I saw.

For oysters go to Scott's in Piccadilly. For perfect French cooking look up La Petite Savoyard in Soho, the Washington Square of London. If you want to

feel at home, go to the Chinese restaurant in Piccadilly, and find yourself in Mott street. Now that we've eaten, let's take another taxi, and, while the meter clicks up threepences, run around the town.

**ZIP GOES THE TAXIMETER!**

Ladies and gentlemen, we are now going up the Strand, jammed in behind a line of London buses that look just like Fifth avenue buses except that they are painted red. Here is Trafalgar Square, the Nelson Monument with the four grim stone lions guarding its base. Over the way is the National Gallery, where art masterpieces of every period and school may be seen. Now we turn up Whitehall, past the Horse Guards barracks where we see the troops in their brilliant scarlet uniforms, set off with white buckskin straps, steel cuirasses and steel helmets surmounted by a flowing horsehair mane, a la mediæval history. Here is the little blind alley of Downing street, where we stop a moment before the three-story house at Number 10 to see who is calling on the Premier today. Next comes the Foreign Office, with Scotland Yard opposite it. This isn't a yard at all, but a huge red brick office building, the home of the detective branch of the London police force. Past the Cenotaph, we are on Parliament Square, with the low Gothic pile of the Houses of Parliament (a visit to Commons is one of London's most impressive sights), the high Tower of the "Big Ben" clock, and the twin towers of Westminster Abbey. You'll have to see the Abbey yourself; this taxi is going to cut over past Victoria railroad station, down a side street, and out in front of Buckingham Palace.



There is an epitome of London in this picture of Trafalgar Square, in the center of the hotel district, for, right to left, one may see Trafalgar Buildings, home of the London Bureau of the Chicago Daily News, the Philadelphia Public Ledger, and the English Speaking Union, and Northumberland Avenue on which are the Grand Hotel, Hotel Victoria and Hotel Metropole, all favorites with American visitors. The characteristic "two-wheeler" cabs may be seen on Northumberland Avenue, while a London bus is shown in the center of the picture. The Strand is the street that turns off to the right, while, under one of the great stone lions of the Nelson monument, may be seen a London "hobbie" or policeman on duty and a frock coated silk hatted London lawyer hastening from The Law Courts towards Haymarket.

So on through Hyde Park, under the Admiralty Arch and down the Strand to the hotel again.

Yet we have only begun to see London. It has taken a thousand years to build the city, 1,500 words make but a poor start towards describing its charm, its sights and its lure.



**"TOO MUCH PRINTED MATTER"**

**Harvard Law Dean Thus Comments at Crimson Jubilee**

"If half the printed material in the world were destroyed, the world would be better off," declared Dean Warren, of Harvard Law School, on May 12 at the observance of the fiftieth anniversary of the founding of the Harvard Crimson, one of the best known college dailies.

Prof. Warren claimed that the present tendency of estimating the worth of a man by the amount he writes is wrong, and that he would rather pick a man who has held an office of responsibility than one who has written reams.

**"YOUNG MAN'S PROFESSION"**

**Longer the Experience, Less the Value, Says Brisbane**

Speaking before the Nassau Club of Princeton, May 9, Arthur Brisbane declared that newspaper writing was a dangerous profession, because the longer the experience, as a rule, the less the worker's value. This he explained by the statement that a newspaper man loses value when he ceases to feel keenly the thing with which he deals, whereas a doctor is a better operator when he feels no sensation of pity or regret into cutting into human flesh. Mr. Brisbane continued:

"Work done in college helps in newspaper work, since all knowledge sooner or later is found useful in newspaper writing. For money making, newspaper work is better in the beginning, compared to other lines of work, than in the end. A young newspaper man is apt to earn more than an old newspaper man. The old brain does not feel as strongly as the young brain.

"There are exceptions, of course. Some newspaper men are highly paid, getting as much as \$100,000 a year, and more. But such salaries are few. There is a constant variety in the work that fascinates and holds one in it. Besides, newspaper men become easily unfitted for other work by late and irregular hours. It is good work, in the beginning, teaching in a short time more about human nature than might be learned in a lifetime in other lines of effort. But it does not offer the ladder of progress found in other professions or businesses."

**OUR LONDON EDITOR**



HERBERT C. RIDOUT

The London editor of EDITOR & PUBLISHER is a practical advertising man as well as a writer on advertising and editorial subjects. He is advertising manager of the Columbia Gramophone Company. Aside from his regular contributions to EDITOR & PUBLISHER, he writes for Advertisers Weekly of London, and other journals.

Mr. Ridout has been associated with EDITOR & PUBLISHER for the past four years. He is accompanying the British delegation to the A. A. C. W. convention to this country as a representative of EDITOR & PUBLISHER.



**CENSOR STAYS IN RUSSIA**

**But He Hits Only at Untruth, Not at Opinion, Says Litvinoff**

Assurances were given to various Russian correspondents May 8 by Maxim Litvinoff, Assistant Foreign Minister of the Soviets, that there was no censorship on opinion, and that the censorship was confined solely to eliminating unverified rumors, or biased or untruthful reporting of alleged facts.

The correspondents called on M. Litvinoff and suggested the complete lifting of the censorship against foreign correspondents in Moscow, contending that such censorship invariably reacted against Russia and had the effect of discrediting in a measure all Moscow dispatches.

M. Litvinoff replied that, as Russia was still in a state of semi-war and surrounded by enemies, he did not think the Government could see its way to abandon the censorship entirely.



**PASTOR URGES ADVERTISING**

**Says Church Should Pay for All the Publicity It Gets**

Dr. E. V. Stivers, pastor of the First Christian Church at Eugene, Ore., said at the recent conference of newspaper men in that city:

"I advocate paid advertising for the church. I am in opposition to the doctrine that the old-time religion is good enough, especially as concerns publicity methods. The church should be put on a business foundation, and should pay for all the publicity it gets—and it should use paid space in large quantities."

**\$100,000 FOR LANGUAGE CHAIR**

**Mrs. Beckman's Gift Announced Before San Francisco Penwomen**

At a luncheon of the San Francisco branch, League of American Penwomen, Mrs. William Beckman, authoress and world traveler, announced she had given \$100,000 to endow a chair of English Language and Literature at the University of California. The gift was in memory of Mrs. Beckman's late husband, William Beckman.

Mrs. William Harold Wilson retired as president of the league, being succeeded by Mrs. Esther Birdsall Darling. Other officers elected were: first vice president, Mrs. Prentiss Cobb Hale; second vice president, Mrs. Frederick Colburn; corresponding secretary, Miss Nancy Buckley; historian, Mrs. Vermille de Witt Warr; librarian, Mrs. Fay Van Orden Jackson; auditor, Mrs. L. A. Pfeffer; board of directors, Dr. Aurelia Henry Reinhardt, Mrs. Annette Abbott Adams, Miss Genevieve Shaffer, Mrs. Martial Davoust, Mrs. Ella Sexton, Miss Olive Hulse.



The Bulletin Building  
N. E. cor. City Hall Square

# The Philadelphia Bulletin's

newspaper printing plant is  
the largest in the United States

The Bulletin is housed in The Bulletin Building, with ten stories and two basements, at the northeast corner of City Hall Square, and in the Bulletin Annex, of seven stories and two basements, at the southwest corner of Juniper and Arch Streets.

The Bulletin's battery of twelve octuple and nine decuple high-speed perfecting printing presses is capable of an output of 300,000 copies of The Bulletin per hour.

Builders are now at work erecting an addition to The Bulletin Annex Building that will double its size.

To print a single day's issue of The Bulletin—half a million copies—requires about 200 tons of newsprint paper (this is equivalent to almost eight railroad freight car loads), and consumes more than 6,000 pounds of ink daily.

About 1,400 people, including editors, reporters, compositors, printers, clerks and other workers, exclusive of carriers, news-boys and news-dealers, are employed daily in the production of The Bulletin.

Its delivery fleet of one hundred motor trucks and wagons travels more than 600,000 miles a year in hauling The Bulletin to more than 8,000 distributors, who carry it into a half million homes in Philadelphia, Camden and suburbs every day.

*The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in the state of Pennsylvania or between New York and Chicago, and is one of the largest in America.*

**"In Philadelphia nearly everybody reads The Bulletin"**

U. S. Post Office report of net paid average circulation for six months ending  
March 31, 1923—505,098 copies a day.





# EDITOR & PUBLISHER

## American Section



# WELCOME BRITONS!

IT is not for any man to attempt to foretell any action that may be taken by the convention of the Associated Advertising Clubs of the World at Atlantic City in June, but one may at least express a hope; and my hope is that the convention will vote unanimously to accept that invitation to hold the 1924 convention in London, which one hundred delegates of the Thirty Club of London, together with a distinguished company of British business men, publicists and advertisers are now on their way to present.



F. A. WILSON-LAWRENSON

There are many reasons why, in my opinion, this whole-hearted invitation should be accepted. Some of the reasons may be regarded as purely selfish ones, among them, I think we may place the fact that such a visit to Great Britain under such auspices would do a very great deal to broaden our business horizons—and perhaps our social horizons, too; would be a very liberal education in the advertising methods, hopes, aspirations and ideals of the world at large, and would give us all a wider viewpoint and a closer relationship with peoples with whom our business affiliations are increasing every year.

I tried, in my report of my observations as a special delegate to Great Britain, to make those interested see how very much the British have taken to heart the possibilities of increased friendship and goodwill springing from the commingling of the business interests of the two great English-speaking nations. I found that practically every newspaper publisher in England was in hearty accord with the idea and, indeed, it was two of England's leading newspaper proprietors who came forward, without any solicitation, and volunteered subscriptions of \$75,000 toward a fund for the proper entertainment of our American delegates if they should decide to come over.

Of the enthusiasm of the British for the acceptance of their invitation there can be no possible doubt. They feel, I am sure, that nothing but mutual advantage can come from a chance to compare each other's work in advertising and merchandising; they realize that in advanced methods of advertising there is much they may learn from America and, in all modesty they hope that they have some ideas in the matter of world-trade that might, in American hands, be made of greater use to the world.

And for my part, I see in such a visit a considerable access of dignity and prestige to the advertising profession to which we are all devoted. By such a visit I seem to see that the eyes of the world will be, for the time of the London convention, focussed on what the advertising men of the world are doing. Business everywhere will be brought to see what a powerful weapon, in the economics of business, advertising has become; how it is, in effect, a universal message which translated into all languages and circulated in all countries, shows how mutually interdependent we are on each other, and how great is the need for unity and clear understanding of each other's purposes, and how, no matter what distance in miles

divide us, the magic good-will of commerce binds us all together.

Within the past two or three years, advertising in the United States has been

with ideals second to none, we may be certain that the high place advertising has won will, through all the future years, be stoutly maintained.

By F. A. WILSON-LAWRENSON

Chairman Special Committee on London 1924 Convention Invitation Associated Advertising Clubs of the World

### GREETINGS FROM PRESIDENT HOLLAND of the A. A. C. of W.

WE are mindful of the high importance of the mission that brings the distinguished delegates from Great Britain to the on-coming Atlantic City Convention. No other preceding Convention of the A. A. C. of W. has been so honored. The out-pouring of good-will from the hearts of American advertising men and women will exceed the import of any words I could write—spontaneously and justly so. The world waits for the developments of tomorrow that must guarantee the future of civilization. The call to the business men of America and Great Britain was never so urgent, and as in the past, the answer will not be disappointing. We of America and you of Great Britain can, as we must, work together. You have something for us, as we have for you, and we welcome you wholeheartedly in the spirit to give, knowing your hearts meet ours in the same spirit—the spirit of blood kinship manifested so grandly and nobly by the exemplary 107 years of unbroken and inspiring peace between us.



If the Convention, in its wisdom decides to go to London in 1924, there will be many to rejoice, unstintedly, in every quarter of America. If not, you will return to your own shores with the assurance that your coming has been a forward step for good whose significance will not have been lost when our love will be in the hearts of future generations.

LOU E. HOLLAND.

rising steadily in the estimation of all the people. Manufacturer and merchant, creator and consumer alike have been brought to see that advertising has done much to change us from the paths of cut-throat competition into the pleasanter roads of healthy co-operation.

Advertising has won its rightful position as a reliable guide to the markets of the world; it has increased mightily in artistry and artisanship, in dignity and in force, and it has acquired an editorial significance that is not without its influence on business conditions. And with the completion of the new metropolitan home of the New York Advertising Club, a building with physical beauties that rank high in a city of beautiful clubs and

I can conceive of nothing that will so advertise advertising in the highest and most dignified way as the carrying of our 1924 convention to London. Everything has been done to make such a move not only possible, but desirable. Such arrangements have been made as will make the voyage over and back hardly more costly for delegates, no matter where their homes, than our usual annual visit to some American city.

And, finally, and dropping for a moment all considerations of self-interest and material advantage to be gained, I can see that the acceptance of this earnest and well-meant invitation means a magnificent gesture of friendship and goodwill.

### IN SPIRIT OF KINSHIP

OUR heartiest welcome to our kin from overseas.

They are inheritors of the great tradition of Caxton—and so are we. When the first English printer brought back with him from Bruges the new art of printing, he bore the divine fire that touched the old Norman and Saxon England and transformed it into Modern Britain. And in the encompassing family circle, held together by a common English speech, America is an elder sister, "mistress in her own house," but proud of the great common inheritance.



HERRY S. HOUSTON

It is in that spirit of kinship that, as Chairman of the National Reception Committee, I extend a warm hand of greeting to every member of the British delegation to the convention of the Associated Advertising Clubs of the World.

As I stretch it forth toward the on-coming "Berengaria" in these friendly English type of Caxton, I recall vividly my own recollections as I left Southampton last July on the same big ship. As the friendly shores faded, the picture filled my mind's eye of all the kindnesses shown me in the preceding weeks—the dinner of the Thirty Club, on the eve of Hingham's departure for Milwaukee, the staunch goodness of John Cheshire, as English through and through as his name, the beautiful gardens of hospitable Jack Akerman at Putney on the Hill, the quaint old Sussex house of Murray Allison, with its low beams, hard by the swelling Downs and their far view of the sea, the Knightly Vernon, the very soul of courtesy, keen Wareham Smith (why didn't he come along?), Sir William Berry and his brother Gomer, who had risen from modest candles, in my first visit to London years ago, to great publishing torches, Lord Burnham and his newspaper, of world-wide influence, Agnew of "Punch," quietly bearing his part of that great British institution, the tireless dynamo, whose electric energy alas! is stilled, Lord Northcliffe—what a roster of friends and forces, conservators and distributors all, of the printed word that has made great the English-speaking peoples. And to think that most of them soon are to be our guests and that we can extend to them some of the boundless hospitality they have always extended to us—it is a thought as lovely and fragrant as an English rose. And now the shores fade in the mists—for I'm still on the "Berengaria" last July, in memory—and then, as if by some subtle alchemy of the air, the broad, kindly face of Crawford takes form, a face that, whether dour or shining, is the trade-mark of a true Scottish heart that always finds ways to do endless things, little and big, to help the world along.

But here is the "Berengaria" coming up New York harbor on May 30 or June 1 of this very year. We all wave a great, broad greeting of welcome; and,

besides, each and every one of us utters the personal welcome of our forefathers, "for you the latching string hangs out."

HERBERT S. HOUSTON,  
Chairman of the National Reception Committee.

#### UNDERSTANDING THROUGH ASSOCIATION

TO accord a welcome on behalf of the American Newspaper Publishers Association to the members of the British delegation to the convention of the Associated Advertising Clubs is a pleasure I should not willingly forego.



PAUL PATTERSON

Advertising is always the lubricant of trade and sometimes the motive power. The men who have made it their profession can do much good in the present international

situation.

Closer intercourse means fewer misunderstandings and steady growth in the very pleasant and cordial relations now existing between England and the United States.

It is a great pleasure indeed to welcome the British delegation to this convention.

PAUL PATTERSON,  
President, American Newspaper Publishers' Association.

#### TESTIMONIAL TO ADVERTISING

AMERICAN advertisers welcome the visitors from overseas. We are honored by their coming. The whole advertising fraternity, I believe, well may feel gratified by the coming of so large a delegation from England; to me it seems that the size of the delegation testifies more convincingly than could anything else to the importance to which advertising has grown in modern business. Advertising morale and advertising method will benefit, surely and immeasurably, from this convergence of advertising's best minds.



G. B. SHARPE

G. B. SHARPE,  
President, Association of National Advertisers, Inc.

#### ADVERTISING ESSENTIALS

##### Sincerity and Plausibility Are Absolutely Vital to Success

According to John Lee Mahin, president of the Federal Advertising Agency of New York, who addressed the St. Paul Town Criers' Club recently, the ten essentials of good advertising have been concentrated to two—sincerity and plausibility.

"You must," he said, "have the goods and describe them truthfully to build up permanent success. It is faith on the part of readers which has made possible the tremendous expenditures on advertising. But you must tell the truth so it will seem self-apparent to the reader. In the effort to make truth plausible, advertising must teach, and it has become a wonderful educational force."

#### WE WANT YOU TO WIN

THE Advertising Club of Atlantic City cordially welcomes the British delegation to the convention of the Associated Advertising Clubs of the World, to be held in this city.

This will be by far the greatest gathering of advertising men, that has ever come together at any convention. It will be a meeting with a real business purpose.

A most comprehensive, and constructive program has been arranged, which will unfold much of our experiences and will help the individual with his problems. From your many bounteous invitations to come to London in 1924 there should be but one answer. And it is my sincere wish that you will not be disappointed.

LEONARD D. ALGAR,  
President of the Advertising Club of Atlantic City.

#### BETTER BOOKS FOR FUTURE

##### Methodist Concern Finds Growing Sense of Responsibility to Rising Generation

A growing "sense of responsibility to the rising generation is prompting the publication of more books of the better type," according to the report of the Methodist Book Concern for the past fiscal year.

The report has just been made public by Robert H. Hughes, of Chicago, and Dr. John H. Race, of Cincinnati and New York, publishing agents. Total sales in the United States were given as \$5,035,256.01, an increase of \$15,666.50 over last year's sales and within \$4,718.50 of 1920's sales—the largest in the history of the concern. Owing to increased business, the present building in Bush street, Chicago, occupied by the concern, is to be sold, the report reveals, and a new building at least twice as large is to be erected three blocks east. The present building is four stories high.

The Southwestern Christian Advocate, one of the concern's numerous publications, will celebrate its fiftieth anniversary in July. The Northwestern—another—has just passed its seventieth anniversary and in less than two years the Christian Advocate—a third—will celebrate its centennial.

#### "UNIQUE IDEA" PASSÉ

##### Vividness Greatest Advertising Force, Says St. Paul Professor

Prof. C. F. Echterbecker, of Hamline University, St. Paul, in an address to the St. Paul Town Criers' Club on "The Psychology of Advertising," May 4, declared that the "Something different," "Something unique" idea in advertising is passé and ineffective.

"Vividness, happily coupled with so-called 'emotional congruity,' is perhaps the greatest force in effective advertising," said he. "It has been shown conclusively that men naturally are attracted more by advertised commodities that appeal to them. Men know and recognize the advertising of certain makes of automobiles and tobaccos and of sports of various kinds, while women have a definite foible for perfumes, styles, clothes, etc., and children are immediately attracted by the advertisement with the picture of a child in it.

"A slogan or trade-mark, strictly adhered to and carried before the public over a long period of time, is invariably an attention-getter that sticks."

#### MID-WEEK PUBLICATIONS

##### Week-end Too Late for Rural Readers, South Dakota Finding

South Dakota papers are tending more and more toward mid-week publication rather than at the week-end.

Publishers find that the edition must be put in the mails not later than Thursday, if the advertised Saturday bargains are to be of any value to rural readers.

#### CHICAGO WANTS YOU

WILL you be so kind as to extend to the members of the British Delegation to the forthcoming Advertising Clubs of the World Convention a cordial greeting and sincere welcome on behalf of the Newspaper Representatives' Association of Chicago.

Many of our members expect to attend that convention and we hope to be fortunate enough to meet personally our co-workers in advertising activities from abroad.

We should like to call the attention of our British co-workers to the desirability of extending their itinerary to take in Chicago before they return home and should they decide to come here, we shall be glad to join with other organizations in extending the proper welcome to them.

NEWSPAPER REPRESENTATIVES ASSN. OF CHICAGO,

F. E. Crawford, President.



F. E. CRAWFORD

#### GREETINGS TO PAN-AMERICANS

##### Pres. Harding Sends Message to Press in Session at Santiago, Chile

The menu of the luncheon which the American Ambassador, William M. Collier, gave recently to the correspondents attending the Pan-American Conference, at Santiago, Chile, bore the reproduction of a photograph of President Harding at work in the composing room of the Marion Star. Beneath appeared the following message from the President:

"With printer, publisher and editor, salutations from the Republic of the United States to the press of the Latin-American Republics, with all good will and good wishes for an ever enduring friendship."

In reply the Ambassador said: "I rejoice that the papers of South America are taking the news service of the press associations of my country. I rejoice in the rapidly increasing interest in the United States in everything related to South and Central America, Mexico and the Caribbean Islands!"

#### NEWSPAPERS AS TEXTBOOKS

##### Cleveland Schools Find Many Lines of Study in Dailies

Cleveland newspapers are being used as textbooks in reading in the public schools of that city, according to Miss Laura A. Gilmore, a district supervisor. The effect of reading news has almost become a separate course of study to teach pupils to distinguish between important and trivial matters in news columns. Editorials, fashion pictures, want ads, women's page, features—these all are in the grist of the new "educational mill." There is much interest in the weather reports.

"The pupils have a sporting interest in weather news," Miss Gilmore said. "They like to watch how close the official forecaster will hit the mark. Another thing they like is the miscellaneous item—such as that London has 3,576 taxicab drivers, which are sometimes used as fillers at the bottom of columns. The news stories are used to furnish information for current events. Dramatic criticism is read to show that although two critics may have different views, both may be right. Prices given in advertisements are often used as a basis for calculations in arithmetic.

"I recall one day when there was a flaunting headline in a newspaper on a murder story. The teacher was very tactful about the story. She simply told

the class to look at the headlines and to decide whether they thought they would profit by reading the story. The pupils decided it was not of interest and passed it up for other news matter.

"I read the murder story, although the pupils did not."

Articles containing news about Mayor Fred Kohler are in much demand, Miss Gilmore said. Among pupils of the sixth grade because one of a class sells papers near the city hall and the mayor is a frequent customer of the boy.

The papers used are the Press and News, evening papers, and the Plain Dealer and the Times-Commercial, morning papers.

#### DUTY OF DRAMATIC CRITICS

##### Must Tell Truth About Shows, Says Columbus Producer

"Dramatic criticism should not be merely free publicity for theater managers," declared J. Clarence Sullivant, Columbus dramatic critic and producer, speaking before journalism students at Ohio State University recently. "It should reflect unfavorable as well as favorable comment on theatrical productions.

"Theater managers do not want favorable comment at all times. If favorable comment is given on a poor entertainment, the public will lose confidence and pay no attention to newspaper write-ups. When a really good play appears, favorable comment loses its value if all are treated in the same manner.

"The only people who desire favorable comment at all times are traveling press agents of a show.

"Dramatic critics have a clear-cut duty. Dramatic art without criticism would still be dramatic art—but a picture gallery with doors locked would still be a picture gallery.

"The question before critics is, 'Should the review be reportorial or analytical?' It should be both. It should be reportorial, but should reflect critical assent or dissent. Reasons for criticism must also be given. Reaction of the audience must also be given. A critic gives his own personal ideas, but the reaction of the audience is a much safer guide."

#### EARLY BORDER PUBLICATIONS

##### First Mexican Paper, in Book Form, in Texas Archives

Particular interest is shown by the Department of American History of the University of Texas in the early newspapers of the United States, Texas and Mexico. The archives contain a large collection of such papers.

The first Mexican newspaper is in book form, and is entitled *Gazeta de Mexico*. Here also is the first Texas novel, printed in the French language, on a Paris press. It is entitled "L'heroine du Texas." The earliest successful newspaper in Texas was the *Texas Gazette*, published in 1829 by Godwin Cotton Brown, who also published the first book in Texas, a volume dealing with the legal aspect of the colonization of Stephen F. Austin.

#### Huntsville News Now A. M. Paper

The Huntsville, (Ala.) News has returned to the morning field after publishing as an afternoon newspaper for many years. O. C. Morgan is now editor and general manager. Mr. Morgan was associated with the *Meridian* (Miss.) Star for twelve years. Virgil V. Adams is publisher of the News.

#### Rothschild Assistant Director

Louis Rothschild has been appointed assistant director of the Washington, (D. C.) Better Business Bureau. He has been connected for a number of years with the Fairchild publications.

#### Plant Tree for Journalist

Members of the Women's Club of Camden, N. J., planted a tree in Armory Park in memory of S. Conrad Ott, newspaper man.

# MANUFACTURERS OFTEN OVERLOOK MARKET AROUND THE CORNER

## The Story of How California Apple Men Met Big Sales Problem and Vastly Increased Consumption of Fruit at Home by Judicious Advertising Campaign

By HAMMOND EDWARD FRANKLIN

**C**ULTIVATING THE MARKET just around the corner is often overlooked by manufacturers whose eyes are so intent on far-away fields that they are blind to real opportunities within reasonably easy reach.

Green pastures a long way off frequently do look enticing to the view. And sometimes it pays a manufacturer to go after such a market first, but in many cases he would do better to tackle the obvious close at hand, within economical shipping distance and readily supervised personally so the maximum returns may be garnered from minimum advertising expenditure.

How many national advertisers have not built up the sale of their product in their home town, county, State and region? A New England producer of cane and maple syrup has found his biggest market is in California, but that means expensive cross-country transportation. On the other hand, fruit from the western coast comes all the way from the Pacific Coast to the East and sells in preference to Eastern products.

Where is the city of most fastidious dressers? It isn't New York or Chicago, a shoe dressing manufacturer told me the other day, but Butte, Mont., where the inhabitants give more care to being in style than in many a metropolis. I cannot vouch for the accuracy of the statement, but it is best on his own sales at any rate, for the natives in Butte use more of his shoe polish in proportion to population than any other city.

A group of California folks were up against a tough situation on the marketing of their apples. It looked as though they were going to lose considerable money. Instead of trying to sell to markets in the eastern United States, they decided to "sell their neighbors," the residents of convenient cities and do it through newspaper advertising.

"In August of last year, the representative business men in Watsonville, Cal., through the Chamber of Commerce, recognized the fact that apple growers in their district were facing a mighty difficult situation," A. F. A. Stedem, of the Honig-Cooper Company, San Francisco, which has charge of the advertising, stated.

"Packers had found it almost impossible to interest Eastern buyers at any price, and with an expected large crop of northern apples coming into the State, they recognized also that they were going to have trouble selling their apples right at home.

"With the co-operation of this agency, a plan for concentrating sales efforts on one or two markets was prepared, and it was decided to make these efforts in San Francisco, Oakland and the Bay territory. The theory was that the crop of Bellflower apples could be sold profitably right in the State—in the 'market next door.'

"Los Angeles had always been a receptive market, and no great difficulty was anticipated in getting a good call from there. It was believed that if San Francisco could be made to absorb a fair proportion of the crop, it would insure the prices in Los Angeles and also prevent any glut either in Los Angeles or any of the interior markets.

"There was a rather unusual feature about this campaign in that the growers of apples in the Pajaro Valley were the smallest contributors. The plan was initiated and carried through by the Pajaro Valley Chamber of Commerce at Watsonville. The advertising appropriation was made purely on a basis of what would be necessary to produce a representative and sufficiently strong campaign

to arouse both consumer and dealer interest in San Francisco and Oakland.

"The copy appeal was based on the three virtues of Bellflower apples—"Good lookers, good eaters, good cookers." Stress was laid on the nearness of the Pajaro Valley to San Francisco, which made it possible to obtain these apples within a very short time of their being picked.

"A little over 400 inches of space was used, concentrated in an eight weeks' period, starting about the middle of September. In San Francisco, the Examiner, Chronicle, Call, and Bulletin were used, and in Oakland the Oakland Tribune, supported by the Berkeley Gazette, and by the Daily Californian, the daily paper of the University of Chicago.

"We depended entirely on the merchandising departments of these papers to distribute signs for windows and to obtain the co-operation of the grocers in making display of the fruit in order to cash in on the advertising. The Daily Californian was used because just at that time of year (as is the case with most college papers) there was a large staff of men, all striving for permanent places. These fellows merchandised the advertising to the various fraternity houses, boarding houses, hotels and stores that are patronized by the college people."

The opening advertisement was entitled, "The best all around apple." A huge tempting apple was shown, with smaller pictures of a dish heaped with Bellflower apples, a youngster munching one and a housewife cooking with some. The copy said:

"Good to look at! Good to eat! Good to cook with! See them in market today. Their irresistible, golden glow will invite you to buy."

"The Valley of Pajaro, only 100 miles away, is the home of Bellflowers. As fast as they are picked they are shipped here so that none of their goodness is lost in storage or transportation."

"Insist on getting Fancy Bellflowers. Better get a box—the price will suit you—and you'll use them quickly. Get them at your grocer's."

At the side were printed recipes for coddled apples—the name is rather intriguing—and apple dumplings.

Another advertisement emphasized the idea of "selling the market nearby." "Picked yesterday, eaten today, none of

the flavor is lost on the way," chanted the headline above a map showing Watsonville in a straight truck line from San Francisco, with a mammoth apple superimposed.

The copy said:

"Just 100 miles away is the Valley of Pajaro—the home of the famous all around Bellflower apples. Direct from the trees they come to you with all their golden glow and goodness.

"To depend upon them for every apple purpose is good economy. For Bellflowers meet every apple requirement. Perfect in appearance. Delicious to eat. Splendid to cook with."

"Ask for fancy Bellflower Apples today. Your grocer or fruitman has them. It will pay you to get a box—the price is pleasingly low."

A dessert, "Apple Betty," was appended

The three big issues on which the consumer was urged to buy—"good looks, good eaters, good cookers"—were made the subject of a third piece of copy.

"Perfect through and through" was the key thought behind another advertisement, which continued:

"You can depend upon the thorough goodness of Bellflower apples. From skin to core they are perfect for eating or for cooking. The reason? They come from Pajaro Valley which is ideally adapted for raising Bellflower Apples. And they are shipped as fast as they are harvested so they can reach you in the same condition as if you picked them yourself. Whether you buy a dozen or a box—every one will be a good one."

"Insist on fancy Bellflowers. Your grocer has them."

Smaller space was used to present the apples from various angles.

What were the results of the campaign?

"It was impossible, owing to the fact that many boxes were shipped in by truck, to determine just what volume of increase was obtained," Mr. Stedem stated in answer to this question. But the fact the growers obtained an average of from 90 cents to \$1 as against the expected price of 65 cents is sufficient evidence of the success of the advertising.

"Another evidence of its success is the fact that a movement is now under way, fostered by the Pajaro Valley Chamber of Commerce at Watsonville, to form an organization of growers and packers of the valley. We are assisting the Chamber of Commerce in the work and, if the plan goes through, another co-operative marketing organization in California will have become a fact."

Newspaper advertising is usually the medium which can extract sales from overlooked markets, whether close by or far off.

# PALPABLE PRICE ERROR NO REASON FOR GIFT

## St. Louis Store Sees No Reason to Sell \$145 Wraps for \$1.45 Because of Typographical Mistake

A compositor's error in the advertisement of Stix, Baer & Fuller, carried by the St. Louis Globe-Democrat May 8 caused several of the store's customers to demand that \$145 evening wraps be sold them for \$1.45. L. Blumenstock, manager of advertising and sales for Stix, Baer & Fuller, said the demands were refused on the grounds that the price quoted in the advertisement was obviously an error. He continued:

"If the price had been misquoted as \$45, we probably would have met the demands. The mistake would then not have been so obvious, and the customer would have had the right to assume that any garment of the character of the ones involved might be sold at that price."

"We have had several instances in the course of our experience in which we have made good the mistakes in advertisements. In one case, the descriptions of dining room suites became mixed, and a \$398 suite was priced at \$98.50. A woman who had evidently been looking at the set immediately asked for it at that price, and it was sold to her. Not only did we accept the loss involved but we polished the furniture, delivered it to her and allowed an extension of time on the payment, just as though we were making a profit on a sale."

"On another occasion, a fur piece placed on sale at \$1,000 and misquoted at \$100 was sold at the erroneous price."

"It has always been the policy of this house to deal fairly with our customers—and we expect the same spirit of fairness from them. If we overcharge for a purchase we make good the overcharge, but if we fail to charge for a purchase we expect the customer to call our attention to the error."

"But the price of \$1.45 for the evening wrap advertised Tuesday is ridiculous, as is attested by the fact that we sold many of the wraps at the correct sale price of \$145."

"Fortunately, these mistakes in prices are few and far between, but they reveal that there are a few persons who are always ready to take advantage of the situation—and they think they are wrongfully treated because we refuse to meet their obviously unjust demands."

"In this case, the responsibility rests with the newspaper, but it would be absolute injustice for us to allow them to impose a penalty on the newspaper by granting their unreasonable demands."

## ST. LOUIS STAR STOPS ITS SUNDAY

### Not Room for 3 Papers, It Declares, on Returning to Six-Day Basis

The St. Louis Star issued its last Sunday edition May 13, returning to a six-day evening basis after almost two years' publication of a Sunday issue. The announcement in the May 13 issue, explaining the suspension, stated in part:

"In these two years the citizenship of St. Louis has responded handsomely to the Star's new enterprise. It has been rewarded with a steadily increasing circulation, until today it has well over 100,000. There has been an increase of about 10,000 in its circulation in the last three months. The advertising patronage, too, has been gratifying, but not sufficient to make the Sunday issue as handsome and effective as the owners have desired."

"Careful investigation in the last few months has convinced the owners of the Star that there are few cities in the United States large enough to support three Sunday papers to such an extent as to insure their being creditable and profitable. Cities much larger than St. Louis could be named where only two Sunday papers are sources of profit to their owners. In fact, there are only two or three of the very largest cities in this country where more than two Sunday issues have been successful in all senses."

"In stopping its Sunday issue and in returning to a six-day evening publication, the Star rejoins the ranks of the most successful and useful dailies in the whole country."

"The direct and immediate result of this step on the part of the St. Louis Star will be a benefit to the 110,000 patrons of the six-day evening issue, and to the public at large also. That is the prime purpose of the management. There will logically be a concentration upon the evening issue of all the brains, energy, resources and newspaper skill which the ownership and management of the Star possess."

"The quality of the six-day evening issue will be improved in every way, dictated by good judgment and ripe experience."



GOOD TO LOOK AT! GOOD TO EAT! GOOD TO COOK WITH! See them in market today. Their irresistible, golden glow will invite you to buy.

The Valley of Pajaro, only 100 miles away, is the home of Bellflowers. As fast as they are picked they are shipped here so that none of their goodness is lost in storage or transportation.

Insist on getting Fancy Bellflowers. Better get a box—the price will suit you—and you'll use them quickly. Get them at your grocer's.

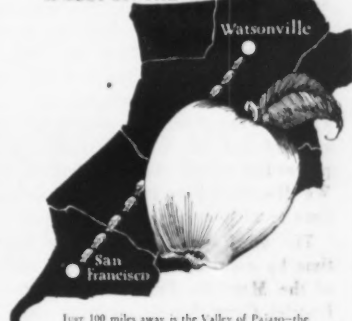
# Fancy BELLFLOWER APPLES

WATSONVILLE - SANTA CRUZ COUNTY - CALIFORNIA

Can't you hear him saying: "There ain't goin' to be no core!"

## PICKED YESTERDAY EATEN Today

NONE OF THE FLAVOR IS LOST ON THE WAY



Just 100 miles away is the Valley of Pajaro—the home of the famous all around Bellflower Apples. Direct from the trees they come to you with all their golden glow and goodness.

To depend upon them for every apple purpose is good economy. For Bellflowers meet every apple requirement. Perfect in appearance. Delicious to eat. Splendid to cook with.

Ask for Fancy Bellflower Apples today. Your grocer or fruitman has them. It will pay you to get a box—the price is pleasingly low.

—try this delicious dessert:

Apple Betty: Two small loaves, Bellflower apples, 2 cups soft bread crumbs, 1 cup brown sugar, 2 tablespoons butter, 1 egg white, 1/2 cup milk, 1/2 cup cream, 1/2 cup raisins, 1/2 cup nuts, 1/2 cup currants, 1/2 cup cranberries, 1/2 cup blueberries, 1/2 cup strawberries, 1/2 cup raspberries, 1/2 cup blackberries, 1/2 cup cherries, 1/2 cup peaches, 1/2 cup plums, 1/2 cup apricots, 1/2 cup pears, 1/2 cup apples, 1/2 cup oranges, 1/2 cup lemons, 1/2 cup limes, 1/2 cup grapefruit, 1/2 cup pineapple, 1/2 cup mango, 1/2 cup papaya, 1/2 cup guava, 1/2 cup passion fruit, 1/2 cup tamarind, 1/2 cup date, 1/2 cup fig, 1/2 cup kiwi, 1/2 cup jackfruit, 1/2 cup mango, 1/2 cup papaya, 1/2 cup guava, 1/2 cup passion fruit, 1/2 cup tamarind, 1/2 cup date, 1/2 cup fig, 1/2 cup kiwi, 1/2 cup jackfruit.

# Fancy BELLFLOWER APPLES

WATSONVILLE - SANTA CRUZ COUNTY - CALIFORNIA

## ROGERS COUNTERS RUSSELL'S CHARGES WITH BATTALION OF STATISTICS

Newspaper Growth Has Far Outstripped Population Increases in Large Cities Since 1896 and Recent History Demonstrates Freedom of Press from Advertiser Control.

"IT is regrettable that an experienced newspaper man like Charles E. Russell should indulge his propensity for mere writing to bring together so loose a group of misinformation and misapprehension regarding newspapers as he did in last week's EDITOR & PUBLISHER," stated Jason Rogers, publisher of the New York Globe, this week.

"Russell's whole statement is so inaccurate as to justify no serious rejoinder. Regarding matters of opinion, no one will quarrel with him. If he thinks 'lopsided' civilization and our newspapers have gone to the bow-wows because he is out of joint with affairs, that is his misfortune," continued Mr. Rogers.

"I shall not attempt to answer all of Mr. Russell's inaccuracies, but merely point out a few of them. To illustrate let us take a sample or two under consideration:

"The population increases; the number of potential readers increases; the number of newspapers, the influence of newspapers and the respect in which newspapers are held, diminish.

"In Chicago, population close to 3,000,000, there are two morning newspapers; twenty-five years ago, population 1,500,000, there were seven. New York has five. My memory goes back to a time when with half as many people we had twice as many morning newspapers."

"Let us look at the facts. In Chicago in 1896 there were five morning newspapers with a total daily sale of 397,869; today there are two with a daily sale of 888,376, an increase of 491,000 or 123 per cent as contrasted with an increase of 59 per cent in population.

"In 1896 four of the five then existing morning newspapers were operated at heavy loss made up in three cases by an angel with interests to serve and in the fourth by an attempt to establish a clean independent morning newspaper by Victor F. Lawson, the owner of the Chicago Daily News.

"The total circulation of all Chicago daily newspapers in 1896 was 706,688 as compared with 1,808,149 in 1922, a gain of 1,101,171 or 156 per cent as compared with increase in population from 1,698,575 to 2,701,705 according to census figures, 1900 and 1920, a gain of 59 per cent.

"And yet, according to Russell our newspapers have not kept pace with population increases and have lost influence. If Russell had inquired regarding production costs, he would realize how inaccurate his suggestion that our great newspapers have cheapened costs of production, is.

"It is a safe bet that the print paper bill of any great metropolitan daily today far exceeds the total cost of production in 1916 and is probably two to five times 1896 production costs in most cases.

"In New York City in 1896 we had ten morning daily newspapers which claimed 1,003,845 circulation, but which probably had not over 750,000 or 800,000 between them. In 1922 we had seven morning newspapers with a bonafide net sale of 1,886,184, between them a gain of 882,339 in circulation or 88 per cent compared with a gain in population of 63 per cent.

"A glance at the list of morning newspapers in 1896 makes one shudder to think of any comparison with our better grade newspapers of today. There was the Morning Advertiser, the Mercury, and the Recorder, each a veritable joke as a newspaper, while the Sun, Herald, Tribune and Times were on the rocks before the deadly competition of Pulitzer and Hearst.

"It will be remembered that the New York Times at that time was in the hands of a receiver. The circulation figures given were 75,000, but according to Mr. Ochs it only had 25,726 in April, 1898,

so the figure claimed for 1895-6 was probably 50,000 more than it had.

"In 1896 the total claimed circulation of all New York newspapers was 1,518,500, as compared with 3,431,086 bonafide net sale in 1922, a gain of 1,932,586 or 125 per cent. In 1900 New York's population was 3,437,202, as compared with 5,620,048 in 1920, a gain of 2,182,846, or 63 per cent.

"Meanwhile in Philadelphia total newspaper sales in 1896 were 865,912 as compared with 1,270,187 in 1922, a gain of 46 per cent, as compared with a 41 per cent increase in population. The Bulletin alone jumped from 12,900 to 485,145.

"In Boston the total daily circulation of all newspapers in 1896 was 751,038, as compared with 1,443,886, a gain of 692,848 or 92 per cent. In 1900 the population of Boston was 560,892, in 1920 it was 748,060, a gain of 187,168 or 33 per cent.

"Regardless of the views of cities that our present day newspapers are too much alike, or 'Individuality in newspapers (always aside from typographical delirium which means nothing to the public) went to the discard long ago. Copy-cat is now the journalistic duty,' according to Russell. Our newspapers are probably as different in essentials as they ever were.

"If the critics refer to 'individuality' in the newspaper business as that freedom of some alleged great editor to prove himself a contentious fool with a chip on his shoulder, Russell is right. Our newspapers have clearly grown beyond the point when such antics are permitted or tolerated.

"Our metropolitan newspapers of today

each possesses newspaper individuality, reflecting that sort of public service for which it is made. It is a saner product, vastly superior to the possibilities of twenty-five years ago, and of so much greater and wider influence as to arouse the antagonism of glib writers in critical organs of opinion.

"Our newspapers of today are freer from the implied control of advertisers than at any time in history and much freer than the newspapers in any other country. In New York in February, all department stores went out of the Times for several weeks, yet the Times printed as much other advertising as was comfortable.

"In New Haven all of the department stores have been out of two newspapers for months on end and yet the newspapers are successful and the only losers are the stores. In Paterson, N. J., another newspaper has successfully proved that it can prosper without big advertising.

"In New York City with all evening newspapers at three cents a copy, our circulation revenue is greater than our print paper bills, regardless of Mr. Russell's statement to the contrary.

"If dreaming theorists were operating our newspapers they would not be as large, as good, as entertaining, as accurate, and as independent as they are.

"A glance through the daily newspapers of twenty-five years ago shows what wonderful progress has been made. The world goes on to better and better things, regardless of the varying of those who have lost their hold on the band wagon."

### Michigan Honors Pioneer

A branch library was recently dedicated in Detroit to the memory of Rev. Father Gabriel Richard, who brought the first printing press into Michigan. He might be said to be the father of the Michigan newspapers, for it was on his printing press that the first newspaper and the first book published in Michigan were printed.

## BEST NEWS STORIES TO BE COMPILED

Novelist Announces Competition in Three Classes of Reportorial Writing on American Daily Papers

In order to arouse interest in better newspaper stories relating to human interest, humor, and straight news reporting, and to stimulate those engaged in active newspaper work to more effort along these lines.



A. STONE

A. Stone, novelist, announces a competition for the best example of news writing in American newspapers for the current year. Any news story appearing in a newspaper between January 1, 1923, and October 1, 1923, may be submitted by contestants.

The award is divided into the following three classes: (A) competition for the best human interest story; (B) competition for the best straight news story; (C) competition for the most humorous news story.

Only those who are staff members of a daily newspaper are eligible, and only stories clipped from the newspaper on which the competitor is regularly employed, and which are accompanied by the signature of the managing editor, will be considered. Stories must be based on actual news of the day, Sunday features being barred.

The winners in each class will receive handsomely engraved plaques made of solid copper.

As Mr. Stone plans to publish the stories of the winners, along with 75 others considered of sufficient merit, in permanent form after the conclusion of the competition, he imposes as one of the conditions the rule that the ownership of the copyright of the successful competitors shall be vested in his name. A committee chosen from representative American newspapers will assist in the judging.

All competitors are asked to submit their clippings to Mr. Stone at Mil'on-on-the-Hudson, New York State.

Mr. Stone is the author of "American Pep," "Fighting Byng," "The Yazu Mystery," and other novels. The first of these books was one of the best sellers during the war period.

He is a former Kentucky newspaper man. During the war he was engaged in semi-diplomatic service for the Government and traveled all over the world.

He has lectured on the narcotic problem on various occasions in New York City.

### \$3,000,000 Life Insurance Policy

Floyd L. Carlisle, president of the St. Regis Paper Company, is negotiating for \$3,000,000 life insurance. This puts him in a class with the following: Jesse Lasky, \$5,000,000 insurance; Adolph Zukor, \$5,000,000; Rodman Wanamaker, \$4,500,000; Pierre S. du Pont, \$4,000,000; James C. Penney, \$3,000,000, and Percy A. Rockefeller, \$3,000,000.

### Such Is Fame

John C. Shaffer, publisher of the Chicago Evening Post; Richard Atwater, editor of the "Pillar to Post" column and Walter A. Washburn, city editor, were wondering whether they were honored last week. A Pullman sleeper was named after each.

### Bike Race in Chicago

The second annual bicycle derby of the Chicago Tribune A. A. will be held over the two and one-fifth mile course in Humboldt Park on Memorial Day.

## THE PRESS—AND CONTEMPT OF COURT

THE Nation will print the following in its issue of May 23:

In all our judicial system there is no more archaic or undemocratic survival of absolutism than the power of judges to punish for contempt of court. It cuts right athwart all modern judicial process, denying trial by jury and often even defense by counsel; it harks back to the ancient theory of *lèse majesté* and the shadowy realms of formalism and autocracy from which we derive our absurd legal verbiage, our judges' rohes, and other ridiculous clap-trap that serves no possible purpose except to befuddle the public. A judge, it is true, must preserve order in court, and there is some argument for giving him the right to punish offenders summarily, although official inquiries and investigations of countless sorts are satisfactorily conducted every year without any such powers. However this be, it is certain that the power of a judge to punish acts committed outside of the court serves no necessary purpose and should be withdrawn. Disobedience of court orders should be punishable through indictment and jury trial; criticism of judicial decisions should be subject to no restraint other than the protection which every individual has against libel, slander, and the like. We discarded long since the doctrine that the King can do no wrong; it is time to rid ourselves of similar superstition in regard to judges and courts.

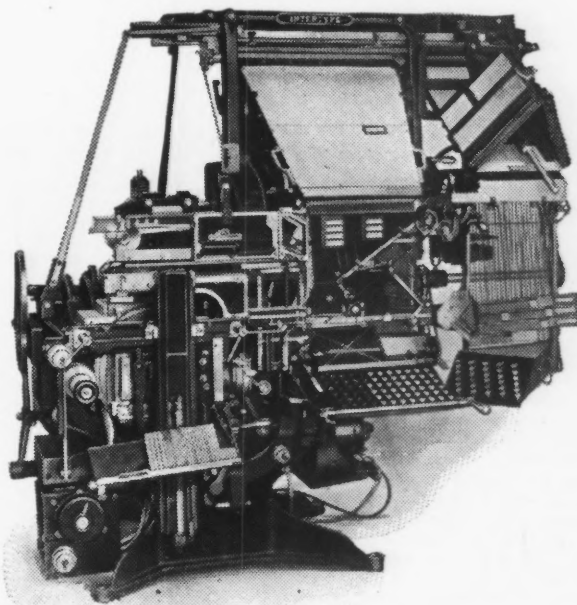
The unwisdom of contempt of court proceedings is brought home at this time by cases which have arisen in Tennessee and in Alabama. The editor of the Memphis Press has been fined \$300 by Judge Ross of the Federal District Court for an editorial written during the railway shopmen's strike last September. The editorial was a moderately worded protest against the arrest of a labor editor for contempt because his language had been construed as in violation of the notorious injunction obtained by Attorney General Daugherty. The action of Judge Ross is a good example of the kind of power which no court needs and none should have. It is a clear interference with freedom of the press, and must multiply a thousand fold the contempt of court which it is supposed to suppress. In Alabama three members of the editorial staff of the Birmingham Post were sentenced to twenty-four hours in jail for publishing certain facts about a man charged with murder that were held to be prejudicial to a fair trial. This is a power strictly exercised in England but of infrequent application here. The purpose is a worthy one, but is it possible in any important trial nowadays to gather a jury consisting of other than imbeciles each member of which has not formed some previous opinion on the case?

# INTERTYPE

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The London Times  
 Liverpool Daily Post and Mercury  
 The Freeman's Journal, Dublin  
 The Cork Examiner  
 Edinburgh Evening News  
 South Wales News, Cardiff  
 Tiverton Gazette, Devon  
 St. Clements Press, London  
 Edward Hulton & Co., Ltd., London  
 W. Speaight & Sons, Ltd., London  
 Cahill & Co., Ltd., Dublin  
 W. H. Houldershaw, Southend  
 Samuel Stephen, Ltd., London  
 Wood (Printers) & Co., St. Helen's  
 Merser & Sons, Ltd., London  
 Edwards (London), Ltd.  
 Yorkshire Evening News, Leeds  
 Cassell & Co., Ltd., London  
 Amalgamated Press, Ltd., London  
 Liverpool Post and Echo, Liverpool

In England as in America, the Intertype makes friends wherever it is installed. The operator likes the smooth-running keyboard and many improvements provided for his convenience. The machinist likes Intertype simplification and standardization of parts. The foreman likes the perfect slugs and adaptability to a wide range of work. And the owner likes Intertype large production and minimum cost of maintenance. Before you buy composing machines, be sure to talk with Intertype users, preferably those who have other machines also.



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## MRS. STAN HARDING DENIES CHARGES OF MRS. MARGUERITE HARRISON

British Institute of Journalists Sending Out New Chapter of Women Writers' Controversy to Newspaper Organizations Throughout World

THE following signed statement by Mrs. Stan Harding, dealing with the interview by Mrs. Marguerite Harrison, published in EDITOR & PUBLISHER of April 14, 1923, has been forwarded from London to EDITOR & PUBLISHER by Mrs. Harding with authority for publication and is being distributed to newspaper organizations throughout the world by George Springfield, executive chairman of the British Institute of Journalists:

"Though published as a refutation, on careful examination it will be seen that in her statement to the EDITOR & PUBLISHER of April 14, Mrs. Marguerite Harrison corroborates every one of my charges, viz.:

"1. That, when she went to Russia in 1920, in the guise of a newspaper correspondent, she was an agent of the American Army Intelligence. She admits this quite frankly.

"2. That she was arrested by the Soviet authorities as an American spy in April, 1920, and she afterwards acted as Soviet informer; to quote her own words, 'furnishing them with worthless information, thus affording ample justification for my [Mrs. Harrison's] subsequent arrest in October, 1920, and for trial and imposition of the death penalty had the Soviet Government seen fit to impose it.' (The Extraordinary Commission has stated that her information proved in some cases 'absolutely false' but that it led to many arrests. The consequence of her false information in my case was that I spent months in solitary confinement under sentence of death.)

"3. That she falsely denounced me to the Soviet. She affords ample confirmation of this by renewing her wholly untrue allegations that I was in the British Intelligence, and that as such I co-operated with her in Berlin. This charge of hers is tantamount to an accusation against Lord Curzon of attempting to obtain money on false pretences from the Russian Government when he requested them to accept my claim for compensation and stated categorically that I was not at any time a Secret Service agent.

"It is absolutely untrue that I went to Germany in the latter part of 1918 as a British Government agent. The reasons for this journey are given in White paper Cm D 1602. It is equally false that I ever worked for the British Mission in Berlin or that I ever served any government in any capacity whatever. I never to my knowledge met General Ewart, whose name Mrs. Harrison mentions, or any member of his mission. Long after Mrs. Harrison left Berlin I met General Ewart's successor and, like other British journalists in Berlin, I sometimes saw him. On such occasions I not only listened to his views on current events in Germany but also, I fear, inflicted on him mine, which were of a very definite nature.

"Mrs. M. Harrison's allegations that I co-operated with her in Berlin is a miserable lie. I met her not as she says in January, 1919, but in March; my employment as Daily News correspondent had not come to an end, as she suggests. It was in fact a year later that I first became Daily News correspondent in Germany. At this time I was doing occasional journalism. When she left Berlin for Poland, somewhere about May 1, she offered me her room at the Adlon at a reduced price if she might leave her luggage there. This I accepted, and on her return, at her suggestion, she and I shared the room for several weeks—not months. She was frequently absent and left Berlin for the U. S. A. on or about June 19, 1919.

"At the time that she invited me to room with her, I had not the faintest suspicion that she was doing intelligence work. I knew her only as an agreeable

woman journalist, correspondent of the Baltimore Sun. It was for this paper that she invited me to sell her several short articles, which I did at current rates, this being the only business transaction which ever passed between us. No doubt she obtained from me, her unsuspecting colleague, information and introductions, which I would, however, gladly have given to any fellow-journalist. When almost immediately before her departure from Berlin I became aware that she was seeking information for other than journalistic purposes I told her so. She informed me that her articles on Poland had attracted attention in high quarters and that she had thereupon been asked to send reports to the American representatives at the Peace Conference. I later received fuller and different accounts of her activities from some of her compatriots in Berlin.

"To come to Russia. At the time that I received the commission of the New York World to go to Russia as its correspondent, Mrs. Harrison, it will be remembered, admits she was furnishing the Soviet with 'worthless information.' She states that on learning from the Soviet Foreign Office of my application to enter Russia, she advised them not to admit me, urging my 'newspaper inexperience,' and she says that she did this for my sake! When she heard that I had received permission and was on my way to Russia with splendid introductions from friends of the Soviet Government, she informed the Soviet that I had socialist sympathies—so she says. Evidently the Soviet authorities felt that my 'newspaper inexperience,' coupled with socialist sympathies, was a serious menace to the Soviet Re-

public, for, as Mrs. Harrison correctly points out, they sent the chief of the foreign espionage department to Estonia to meet me and to accompany me from Revel to Moscow, where on my arrival I was placed in her room and arrested the same night.

"This room-sharing business was evidently part of Mrs. Harrison's technique. I am not the only British woman writer who will give evidence of having been invited and compelled to share a room with Mrs. Harrison during the time that she was acting as Soviet informer. There are also other British and American newspaper representatives who had some personal experience of Mrs. Harrison's spy work in Russia.

"Mrs. Harrison next says that she was 'perfectly frank' when questioned by the Soviet authorities as to our relations in Berlin. The result was that I was condemned to death three days later on the charge of co-operating with her as a British agent in secret service work—a charge in which there is not a scintilla of truth. During the succeeding months of solitary confinement under terrible conditions, the Extraordinary Commission repeatedly but unsuccessfully attempted to coerce me also into buying release by becoming its agent, and by corroborating Mrs. Harrison's false allegations. I have related elsewhere my struggles to get out of the death trap in which I found myself, on any terms which loyalty to myself and my newspaper did not forbid. I have described the ruse by which I obtained a brief interview with Tchitcherin, which, however, led to nothing, for when my judge, who was present, saw that I was not about to make any revelations, but merely to protest my innocence, he caused Tchitcherin to leave the room without listening to my appeal. I have also related how in October, after three months of Lubyanka secret cells, as a condition of my transference to the Buturky prison from solitary confinement in the cold storage cell where I was being done to death, I consented to endorse some of Mrs. Harrison's minor allegations, while

reasserting my positive denial that I had ever been a Secret Service Agent, or co-operated with her.

"One American newspaper publishes Mrs. Harrison's statement under a headline to the effect that I 'courted arrest' in entering Russia after my acquaintance with her in Berlin. But Mrs. Harrison herself was at this time apparently in 'high favor' with the Soviet and had accompanied the British Labor Delegation down the Volga. It was impossible for me to guess on what terrible terms this 'high favor' had been purchased.

"Mrs. Harrison states that she sent me a message not to come to Russia. None reached me, but in any case her advice would not have prevented me from entering Russia for my newspaper once I had received the Soviet safe-conduct for that purpose.

"Mrs. Harrison expresses the opinion that the Soviet was bound to arrest me if only for the purpose of getting information out of me about herself. No doubt she was afraid of this, but her fears were groundless. During my five months' stay in Russia the Extraordinary Commission did not succeed in inducing me either to corroborate or supplement their ample information about Mrs. Harrison's activities. It was no business of mine to do so.

"She makes the bare-faced suggestion that it was up to me to 'prove my innocence.' She knows very well that I was allowed no trial, had no possibility of calling witnesses or communicating in any way with the outside world and that I was condemned on the false charges she now repeats after protesting my innocence in interrogatories that lasted whole nights.

"My claim is not against Mrs. Harrison, but against her employers who camouflaged their agent as a newspaper correspondent with disastrous results to a bona-fide journalist.

"STAN HARDING."

### CABLE-RADIO RATE WAR

#### Price Cutting May Halt Laying of New Atlantic Line

The rate war now in progress between the cable and wireless companies threatens to prevent the consummation of the American plan for allocation of the former German cables in the Atlantic, by which the Western Union Company was to lay a cable line from New York to the Azores to connect with an Italian cable to be constructed from the Azores to Rome and Mediterranean ports.

The trans-Atlantic cable companies have reached an agreement among themselves for a considerable reduction of tolls, but it is not apparent, cable company officials say, that the radio companies will not make further reduction. Due to the existing situation, the cable companies cent of the trans-Atlantic cable capacity contend that not more than the 60 per is operating.

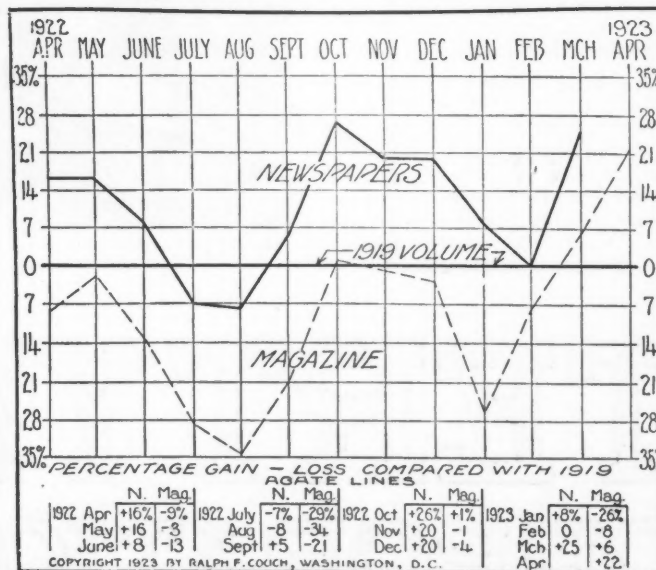
### To Fight Censorship

Matters of interest to the film industry and the press were discussed at a luncheon held in the Dutch Treat club-room of Browne's Chop House, May 15. Samuel Goldwyn and Dr. Daniel Carson Goodman told of trouble caused by inconsistent censorship codes in different states, and Frederick Hume, secretary of the National Publishers' Association, as well as a number of magazine editors and writers spoke of oppressive censorship measures, past and present and future. A committee to represent writers, publishers, photoplay producers and others affected by legislation of this sort has been appointed to form an anti-censorship organization.

### Publisher Held Up and Robbed

Fred Vannatter, president of the Northeastern Printing Company and editor of the Upper Gratiot News, Detroit, was held up and robbed of \$630 by five bandits recently. He was struck on the head and left unconscious in his car. When he recovered consciousness he drove to Receiving Hospital for treatment.

## NEWSPAPERS LEAD IN ADVERTISING GAINS



NEWSPAPERS now are leading all other forms of printed periodicals in the rate of gain in advertising volume, it is shown in studies compiled by the Department of Commerce, based on the total number of agate lines published each month in a selected list of daily newspapers and monthly magazines, according to Ralph F. Couch, of Washington.

The selected group of newspapers published 83,496,000 agate lines in March, 1923, the most recent month for which official reports are available. The magazine group published 1,730,000 agate lines. The total advertising volume of the newspapers was 25 per cent above the average

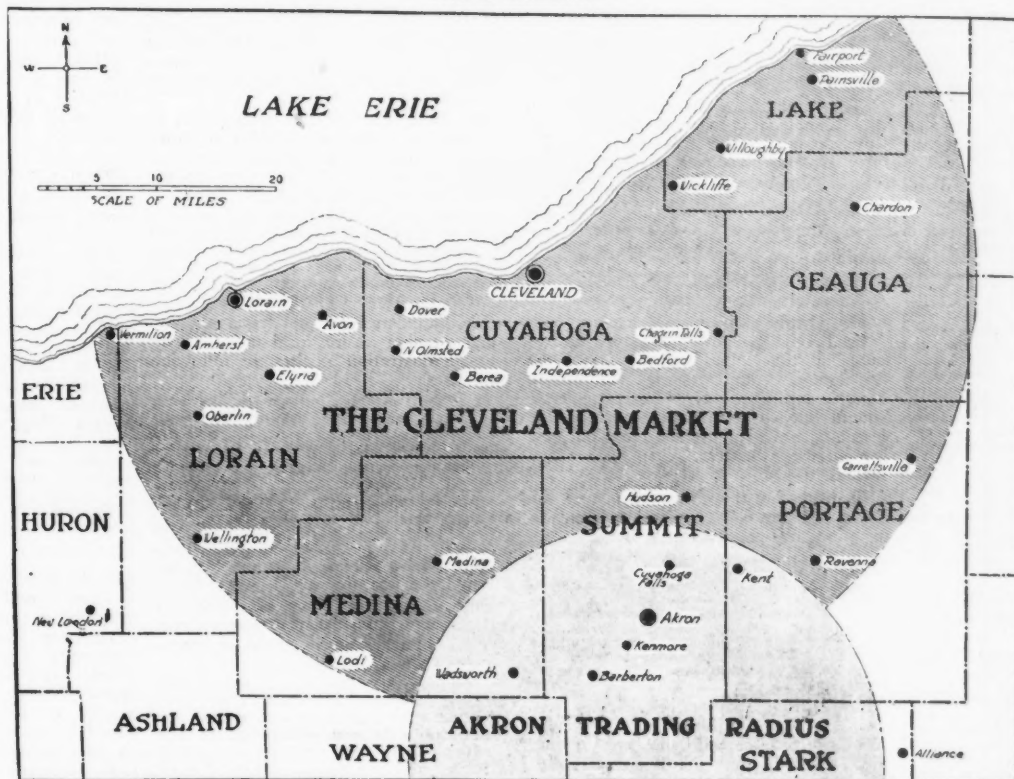
of 1919, a good business year. The advertising volume of the selected group of magazines showed a gain of but six per cent over 1919.

During the past thirteen months newspapers fell behind the 1919 volume in only two months, July and August, 1922. In all other months volume of agate lines was equal to or greater than in 1919.

Magazine advertising, however, when compared with the business of 1919, showed an almost continuous decline. In August, 1922, it fell 34 per cent below 1919. It was not until March, 1923, that the magazines began to show a steady increase over 1919.

# The PRESS is the dominating newspaper contact with the MILLION BUYERS IN The Cleveland Market

—here shown—



THE PRESS DOMINATES "THE CLEVELAND MARKET"

Twenty per cent of all the wage earners in Ohio work in the territory shown in the above map. 180,000 are employed in Cleveland alone and they earn \$300,000,000 a year. That's almost a MILLION DOLLARS A DAY for every buying day of the year! Cleveland is now working overtime on one of the Biggest Building Programs ever undertaken by an American city. Hundreds of apartment houses and dwellings, the Great Union Trust Company Building, the Union Station, Public Library, Federal Reserve Bank, etc., are employing thousands of skilled workers at peak wages. The territory above shown is

the ONLY "Market" in which Cleveland newspapers furnish an advertising contact. The Cleveland PRESS—189,397—has the largest circulation of any daily newspaper in the city of Cleveland or the State of Ohio. 162,712 of the PRESS' circulation is in "The Cleveland Market" above shown.

National advertisers best serve their own interests when they concentrate on the dominating circulation of the PRESS to secure dealer-distribution and MOVE MERCHANDISE in "The Cleveland Market."

# The Press

First in Cleveland

CIRCULATION—HOME INFLUENCE—ADVERTISING

One of the  
SCRIPPS-HOWARD NEWSPAPERS  
including Scripps-McRae League

National Representatives:

**ALLIED NEWSPAPERS, Inc.**  
52 Vanderbilt Ave., New York

Chicago, Cleveland, Cincinnati,  
St. Louis, Atlanta, San Francisco

## OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

**SOLOMON BULKLEY GRIFFIN**, who for forty years or more was managing editor of the Springfield Republican, has selected for his biography an appropriate title for a newspaper man, "People and Politics" (Little, Brown & Co.). Only a few of the chapters, however, are distinctly biographical. Most of them deal with the people with whom Mr. Griffin has been brought into contact and with the politics—State and national—which he has observed during his long editorial career.

In the first chapter, Mr. Griffin tells how he got his job on the Republican under Samuel Bowles, the elder. One question asked was, "Have you not done much of the work on the college paper?" The arrangement finally reached call for the initial salary of \$25 a month.

Of the journalism of that time in general and of the Republican in particular, Mr. Griffin gives the following interesting glimpse:

Old-fashioned was journalism then? It may have been when judged by some modern standards. But it was self-respecting and helpful; it paid careful regard to the rights of the reader; and it gave him straightforward service and reliable goods. One could take pride in his calling, and possess the assurance that there would be no bad taste in the mouth after the day's work was done. The continuity of news stories was preserved, with little skipping here and there over the pages of the paper or the magazine. Capitals were used sparingly. It became a saying among tramp printers—most interesting of our nomads—that "Only Jesus Christ and Sam Bowles were capitalized on the Republican." There was no muddle of loose sheets to flop about as one read his paper. Uncommercialized common sense forbade the use of what was known in country printing offices as "stud horse type," but made display type the servant of sensible oversight, whether in advertising or the headlines of reading matter. The sum of it all was a satisfying service and self-respecting merchandising. The use of big black type leaves a paper with lessened resources when really great news is precipitated. It is forced to make itself a poster.

In another chapter Mr. Griffin tells still more about the paper under Bowles, the elder:

The Republican was prominent in the seventies for painstaking intelligence in illuminating the rather meager telegraphic news service of that time. Date lines used were few. The Associated Press was not permitted to edit this journal, and matter which came over the wires and cost money did not thereby acquire preference. The paper interpreted and individualized the general news as well as local happenings.

In other words, the Republican was "tailor-made" and not "ready-made," for it encouraged an originality in its features that made the paper distinctly individual.

One of the men who was helping to make the Republican in transitional days was Charles H. Adams, who wrote the political editorials—always with a quill pen. No one on the editorial staff surpassed him in wit and humor. One finds in the volume this note of comment from his pen:

Centuars and dragons long since quit the stage, Vampires and werewolves are no more the rage, No more these monsters daunt the human mind; But Griffins still superfluous lag behind.

The Devil is sniffin'  
With gluttonous plee.  
"Ah! nicely grilled Griffin  
Is the eatin' for me!"

Mr. Griffin's first room mate in a boarding house in Springfield was a recent Dartmouth graduate by the name of Miller, who also had just secured a job on the Republican. After three years of work, Miller received a letter from a college friend, who had been in editorial charge of the New York Weekly Times, but had decided to turn to the ministry, advising him to apply for the editorial job. He got this job, which was the stepping-stone to the position of editor-in-chief of the New York Times in later years. Mr. Griffin prints many anecdotes humorous in character about the days when he and Miller roomed together in that boarding house in Springfield.

Mr. Griffin believes that Mr. Bowles was the first editor to decline railroad passes for himself and members of the

staff, for fear of the possibility of their exercising a softening influence, even though unconsciously, on the relations of newspapers and corporations. William Seaver Woods, the present editor of the Literary Digest, once told me of the hard time Bowles had to pay a railroad for the use of a special train. Space—no editorial lib—does not permit the insertion of the story in this review. But Mr. Griffin does insert the following in his book:

William H. Vanderbilt may never have said to a newspaper man in the sense reported, "The public be damned," but that sentiment represented too much the railroad viewpoint. A very diminutive official of the Boston & Albany road was cordially disliked by reporters. He once threatened to kick a Republican man, well over six feet in stature, who looked at the legs of the little man and retorted with a laugh, "You haven't got the facilities, Major!"

The strength of the editorial page of the Republican is too well known to need any comment. The following quotation may explain the source of that strength:

It had been my theory that the reporter who handles conventions and large news happenings is best qualified to make editorial comment upon them. This was put in practice so far as conditions permitted. The editorial writers had each his special subjects, and they were expert in them. In this way a vital editorial page was maintained. Men wrote because they had something to say.

Mr. Griffin evidences his chapters with several April fool jokes played by the Republican upon its contemporary, the Springfield Union. As my first regular newspaper job was on the latter paper, I should like to return this courtesy, for I think the Union usually came off first best in these matters. But again space forbids.

In discussing the Tilden campaign for the presidency, Mr. Griffin explains the origin of the political press bureau:

That campaign introduced what the Republicans promptly called "Tilden's Literary Bureau," an adjunct now employed in all presidential contests. The Democracy, long in disfavor, had small newspaper support, and needed to find new ways of reaching the country. Miller, then editing the weekly edition of the New York Times, contributed to the Tilden literature, as did other New York newspapermen I knew.

In one of the chapters, Mr. Griffin tells how he first met William Jennings Bryan who occupied an adjacent seat in the press section at one of the national political conventions. Bryan at that time was the chief of the editorial staff of the Omaha World Herald. In commenting upon the incident, Mr. Griffin adds:

To the newspaper correspondents Mr. Bryan would have seemed about as likely to be made the Presidential candidate of his party as any one of the busy reporters, had the possibility been suggested. Yet that honor he was soon to achieve. He was never to reach the White House, but in many future national conventions was to send "comments upon important happenings," syndicated to many newspapers. He was to become "the great commoner" of the political reporters, to play a conspicuous and often very important part in the history of his party, to become secretary of state, but not president.

I have picked out for special mention parts of the book relating rather directly to journalism. In justice to the volume it must be said that the contents for the most part deal with glimpses of State and national politics from Hayes to Wilson.

As Mr. Griffin's editorial position permitted him to be behind the scenes and to watch the movements of the stage machinery, his volume is a valuable contribution to the literature of American politics and government. In its way, it is as valuable today as was "Recollections of a Busy Life" by Horace Greeley, published at the time when Mr. Griffin was beginning his editorial career. Surely Mr. Griffin cannot expect more from one whose first regular newspaper job was on the Springfield Union.

**FOR FIFTEEN YEARS**, W. O. Saunders has been the editor of the Independent, published at Elizabeth City, N. C. During this decade and a half he has been a close student of human nature in the country field. Consequently, his reflections on "Human

Nature As Seen By a Country Editor" in the May issue of the American Magazine is the "fattest take" from the periodicals of the month.

He spoke from practical experience when he says:

Printing the news and facing the music isn't all fun. There is a lot of pathos mingled with the comedy, and many a tear and headache offset the laughter and smiles.

To illustrate this point he mentions the story of the son of a prominent family who absconded with certain funds of the bank in which he was employed. As the father and mother were the editor's friends, the latter found it hard to print the news in all of its details, including, as it did, a picture of the boy and a picture of the woman who had led the youth astray. The night after the edition came out, the mother, calling the editor on the phone, said:

I have always been your friend. I thought you were merciful—and you have broken my heart. I thought I could survive this thing, when here comes your paper with that picture of my boy—and that woman! Oh, my God! Why did you do it? Why didn't you drive a dagger into my heart? Just suppose—just suppose it had been your boy!

Mr. Saunders told the mother that he thought he would have handled the story about his own boy in the same way.

His philosophy of newspaper-making is thus succinctly summed up:

A newspaper man who fairly and fearlessly prints the news has this decided advantage over the spineless, wishy-washy, apologetic publisher who doesn't: the former is respected by the enemies he makes; the latter is often held in contempt by the friends he thinks he makes.

Mr. Saunders is not so strong for personal mention as for local mention. By way of illustration he cites the following two cases:

There are two dozen men on the directorate of a certain bank. Every one of them feels a thrill of pride and much personal satisfaction when the paper tells in a newsy, entertaining way of some worthwhile thing the bank has done. It's his bank.

There are eight hundred or more members of a certain church, the names of not more than a score of whom enter into the news of my paper in a year; but every one of that congregation of eight hundred and more reads himself or herself into every nice thing said about that church.

One of the first things Mr. Saunders learned about human nature was the fact that free human beings can not be driven. He believes:

A newspaper man who tries to reform everybody and everybody by wielding a lash or a club is slated for a lot of disappointments. The "roast" may be the most entertaining, the most attention-compelling, and, often, the most popular weapon an editor can use, but it is the least effective. The public has a way of considering even a consummate scoundrel sufficiently abused.

To get results he advocates the principle of letting the public discover for itself that it wants the thing. Like the magazine editor, he believes in filling his paper full of pictures of women, but he does not overlook the importance of the child as the following quotation will show:

I find human nature reacting favorably every time I publish a picture of a baby or any cute story about a child. All the world loves children. And now let me put in a piece of good advice to every newspaper man and every business man who reads this: Don't ignore the children in your community; because one of the fastest growing things on earth is a child. The man who runs a newspaper, a store, a bank, or anything else depending upon the public for good will and support is the biggest fool on earth if he thinks he can ignore the children. The kid rolling a hoop under your feet, or roller-skating all over your sidewalk and making a lot of unnecessary noise today, is simply notice to you of the energy that is going to run your town tomorrow. A boy or girl fifteen or sixteen years old has only five or six years to go before he or she will be playing an important part in the affairs of your town, and every one of them is a potential factor to be reckoned with. Those of the older generation who find themselves being crowded aside by younger men and women are those who neglected to run along with those same youngsters when the running was good. The kiddie that you befriended today will love you and respect you as long as he lives, if he's the right sort of kiddie; but if you cuff or wallop him he will never forget that, either. Take my own case: The great influences that shaped my life were mostly commonplace incidents in the lives of a few kind-hearted men and women who said an encouraging word here and there, or did some helpful thing for me when I was a kid.

**"A DEFENSE OF COWARDICE"** in the Outlook for May 9 is from the pen of Henry J. Haskell, associate editor of the Kansas City Star. The cowardice defended by Mr. Haskell is not that of editors but that of "attorneys for the people" located in Washington, D. C.

**IN A VAGUE WAY** every editor knows how quickly pulp paper deteriorates. This fact may be emphasized, however, by reading "Fade-Outs of History" by Samuel Hopkins Adams in Collier's Weekly for May 12. Newspapers, five years old, according to Mr. Adams, are nowhere near so well preserved as are the old copies of the Boston Gazette, published one hundred years ago. History-in-the-making will fade out unless something is done to preserve newspaper files. One or two newspapers are having their files "specially treated" in order to make them permanent for future references.

**TIME**, the weekly news magazine, has a department entitled "The Press." It often contains interesting anecdotes about what is found in exchanges.

**WOULD IT BE** within your province to answer through your column a question about the authorship of the phrase quoted by Herbert Bayard Swope: "Every reporter is a hope, and every editor a disappointment?"—asks Roxana B. White of Hagerstown (Md.) Morning Herald.

This question is easily answered by the following quotation from "Training for the Newspaper Trade" (J. B. Lippincott) by Don C. Seitz, for many years business manager of the New York World (Page 66):

The late Professor Thomas Davidson, most learned of men, once asked Joseph Pulitzer why he was so tolerant and kindly toward reporters and so severe in his judgment of editors. "Because," he replied, "a reporter is always a hope and an editor always a disappointment."

**PUBLISHERS** of the country weekly and small city dailies who have difficulty in solving the problem whether advertising from merchants located in competing towns should be accepted, should read a little booklet containing symposiums on this topic by B. C. Ellsworth, of the Lake Crystal Tribune; Rudolph Lee, of the Long Prairie Leader, and Howard Folsom, of the Taylor's Falls Journal. The booklet is published by the Minnesota Editorial Association. The consensus of opinion is that the newspaper—unless it be a town organ, pure and simple—should accept such advertising.

**THE GRAPHIC SECTION** of the New York Tribune for May 6, 1923, was a special anniversary number. It contained many photographs to illustrate the story of the Tribune from the time it was founded by Horace Greeley down to the present time. Some of the advertisements are as interesting as the text—notably that of the Mergenthaler Linotype Company. It will be recalled that the Linotype was first tried out in the composing room of the New York Tribune in 1886, when Whitelaw Reid was the editor.

**I HAVE NO DESIRE** to compete with the advertising columns of the EDITOR & PUBLISHER. It is strictly within the province of this department, however, to suggest that editors write to McClure's Newspaper Syndicate, 273 Fourth Avenue, New York City, and request, for personal reading, proofs of "Adventures in Journalism" by Sir Philip Gibbs.

**ELMER DAVIS** of the editorial department of the New York Times is the author of the novel entitled "Times Have Changed" (R. M. McBride Company). Mr. Davis is best remembered as the author of that excellent book, "The History of the New York Times."



# A Comprehensive Merchandising Service of Unusual Scope and Adaptability for International Advertisers

**T**HE INSTITUTIONAL character of THE WORLD is best realized through a consideration of the various separate and distinct mediums which are comprised in THE WORLD GROUP—a service which in the scope of its appeal covers the complex elements of America's greatest merchandising center comprehensively and efficiently.

THE WORLD GROUP may be accepted generally as embracing in a broad sense the following advertising mediums:

## THE MORNING WORLD

This is the newspaper of which Joseph Pulitzer, in the first issue under his ownership, May 10, 1883, wrote:

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

How well it has kept this pledge to the public is best evidenced by the fact that at the end of forty years, THE WORLD occupies a place among the great newspapers of the country more outstanding in its power and influence than at any previous period in its history.

## THE EVENING WORLD

Issued every evening except Sunday, and commonly accepted as the favored evening paper in 277,000 of the worthwhile homes of Greater New York. Its circulation, to the extent of about 94% of its entire distribution, is concentrated directly within the retail shopping area of Metropolitan New York. Nearly 50,000 copies of THE EVENING WORLD are sold every afternoon in the financial and wholesale districts of the city, to be carried uptown to the better class homes of New York. A Daily Brooklyn Edition, consisting of a complete evening newspaper devoted to the interests of the 2,700,000 residents of Brooklyn and Long Island, and recognized by advertisers as a powerful medium in reaching this rich section, is a regular feature of THE EVENING WORLD.



## THE SUNDAY WORLD

With its comprehensive Supplements, covering every phase of modern life, THE SUNDAY WORLD might well be characterized as an International Newspaper for the New York home; for the concentration of its circulation, to the extent of more than 80% inside the Metropolitan Area, gives the advertiser a more intensive coverage within this territory than is obtainable in any other Sunday paper in the field. For this reason, it has been favored, not alone by the local merchant, whose information is first-hand, and therefore accurate, but by the national advertiser who has found in THE SUNDAY WORLD an effective and reliable ally in forcing New York distribution. It has practically no competition as the accepted Want-Ad medium of the city.

## THE WORLD GRAVURE

This section of THE SUNDAY WORLD, with a circulation in excess of 600,000 copies, is not only the most widely distributed standard-sized Gravure section in the United States, but in its own field, the Metropolitan Shopping Area of Greater New York, it provides the advertiser with about 16% more circulation directly in New York City than its three Sunday morning competitors combined, and at a saving of more than 40% in rate. As an adjunct to the effective merchandising of the New York market, THE WORLD GRAVURE occupies a place decisively and distinctly its own.

## THE WORLD MAGAZINE

This is the popular magazine supplement of THE SUNDAY WORLD, printed in four colors from electrotype plates, and offering the advertiser an opportunity to distribute 600,000 forceful color-advertisements to reinforce his New York campaign. The flexibility of this section permits of the following effective positions:

- Center Spread, in Four Colors, 17 x 19 inches
- Back Page, in Four Colors, 9½ x 17 inches
- Inside Covers, Two Colors, 9½ x 17 inches
- Inside Pages, Two Colors, 9½ x 17 inches

Where the use of color is desired, and there are few campaigns in which it cannot be used profitably, THE WORLD MAGAZINE offers one of the best values in the newspaper field, definite in the scope of its influence on dealer and reader alike, and obtainable at an economical rate.

*The World Group in 1922 Carried a Total of 25,917,496 Lines of Advertising*



NEW YORK

**Pulitzer Building**  
New York  
**Market and Third Streets**  
San Francisco

**Mallers Building**  
Chicago  
**Title Insurance Building**  
Los Angeles

**Ford Building**  
Detroit  
**Securities Building**  
Seattle

EUROPEAN ADVERTISING DEPARTMENT  
47, Avenue de l'Opera, Paris

## INTERNATIONAL WRITERS' ASSOCIATION REORGANIZED AT TOKYO

By-Laws Providing That Only Japanese Journalists Shall Have  
Vote Arouse Some Comment—Editor of Herald  
of Asia Elected First President

By JOHN R. MORRIS

Far Eastern Editor, Editor & Publisher

TOKYO, April 15.—The reorganization of the International Journalists Association of Tokyo was celebrated by more than 50 Japanese and foreign journalists and high Government officials representing Japan, Great Britain and the United States, at a dinner last night at the Imperial Hotel.

The purpose of the association and the spirit which pervaded the inaugural meeting were expressed by Count Uchida, the Minister of Foreign Affairs, who said that the diplomats and journalists assembled were "fellow workers in the same worthy cause that our several respective peoples have at heart—international understanding, the progress and welfare of humanity, and the peace of the world."

The new association is intended to take the place once filled by an older organization now disbanded. In explaining briefly the means by which it will endeavor to fulfill its purpose, Mr. Zumoto, editor of the Herald of Asia, who was unanimously elected first president, said it would strive to promote social intercourse between Japanese journalists and those coming from other countries and also provide opportunity for the cultivation of minds by exchange of views on matters of international interest.

The organization will not be in any way concerned with politics, Mr. Zumoto declared, but will be an independent body conducted by and for newspaper men.

The by-laws, providing that only Japanese journalists shall be active members with voting privileges, aroused some slight comment in view of the fact that the foreign newspaper men as "guest-members" have no voice in the direction of affairs. This provision was explained in formal notices sent to all members as being due merely to the fact that foreign journalists are for the most part transient sojourners who leave the country after a few years.

"International journalists and diplomats work at the same task," said Hugh Wilson, Charge d'Affaires of the American Embassy. "And it is not modesty which forbids me to say which is doing the most to attain its end."

"The newspapers of the world are confronted by great and important work, and it should be their particular care to combat wherever and whenever possible the spirit of hate and prevent the international difficulties."

Count Soyeshima, one of the guests of honor not an active newspaper man, stated his belief that in order to avoid future wars it is essential now to destroy the spirit of hate and prevent the occurrence of aggressive actions on the part of nations—both of these being tasks to which great effort can and must be contributed by the newspapers of the world.

"The spirit of discrimination must be destroyed," he declared, and with reference to conditions existing within the Japanese Empire he added: "Let us treat the Koreans fairly and without discrimination, and apply the same principles to an unfortunate class of our own brothers who have been mistreated for so long (the Eta). Then may we say with truth that 'color is only skin-deep.'"

Two prime requisites for giving international journalism the value, which he declared it should possess were advanced by Robert P. Scripps, of the Scripps-Howard league of newspapers in the United States. The requisites, he said, are confidence in international dispatches on the part of the reading public, and freedom of international communication by telegraph and wireless.

"The principle of censorship, invoked in time of war by every nation, tends to destroy the confidence of readers in international news during peace time," Mr. Scripps said. "In the United States I know it is true that the general public is distrustful of news from Japan, in that they are uncertain whether it is complete as dispatched by American correspondents here or mutilated by official censors. The feeling is shared by many American editors, although I have been assured by persons here in a position to know the facts that censorship no longer is practiced in this country."

As regards international communication facilities, Mr. Scripps said he doubted if many American editors expended a sufficiently large proportion of their available revenue on their foreign news services, and expressed the opinion that excessive cable and wireless rates now in effect in all parts of the world are chiefly responsible for the meager space devoted to foreign news in the press of most countries. Increasing the confidence of readers in the reliability of international news and reduction of the expense of telegraphic news transmission are two of the most important things such associations as the International Journalists Association have to consider, he said.

In behalf of the Japanese newspaper men of Tokyo, Mr. Komatsu, of the Chugai Shogyo, spoke.

Recalling his experience when reporting the Washington Conference for the Chugai Shogyo, he declared that he seldom enjoyed the luxury of an eight-hour day while there, and often had to go without meals. So strenuous were his duties that he found himself advocating an organization to protect hardworking newspaper men.

"Japanese newspaper men may be less favored than those of some other nationalities," he said. "Some countries have conferred high honors on members of the

profession; America has Harding, France has Clemenceau, and Italy has Mussolini, as examples of journalist-statesmen. But for me, I desire above all journalists who have the strength and character to say that right is right and wrong is wrong, without fear of the consequences."

Alexander Hume Ford, director of the Pan-Pacific Union and editor of the Mid-Pacific Magazine, who is now stopping in Tokyo, said that the Pan-Pacific Press Conference which met in Honolulu in October, 1921, in conjunction with the Press Congress of the World, launched a program intended to reduce the cost of telegraphic transmission of news and that results were still expected from this effort with the full co-operation of Japan.

Glenn Babb, managing editor of the Japan Advertiser, spoke briefly of the difficulties and pleasures of the foreign journalist's work in Japan. The former comes from the strange customs, the language barrier, and the responsibility which is placed upon his judgment.

Among the other distinguished guests were Sir Charles Eliot, British Ambassador; James King Steele, editor of "Japan," now on a visit here; N. G. Cochran, a member of the party traveling around the world on E. W. Scripps' yacht "Ohio"; Mr. Tanaka, the Vice-Minister of Foreign Affairs; Frederick Moore, former Associated Press correspondent, now adviser to the Japanese Foreign Office, and H. Hirota, of the Foreign Office Information Bureau.

At a business meeting held to elect the officers of the association, Mr. Zumoto was named president and the four secretaries were chosen as follows: S. Uyeda, Nippon Dempo Tushin Sha; K. Sugimura, Asahigraph; S. Ishimura, Nichi-Nichi; I. Iwanaga, Kokusai News Agency.

The roll of foreign guest-members, follows:

B. W. Fleisher, Glenn Babb, and John R. Morris, all of the Japan Advertiser and the Public Ledger; Clarence DuBose, United Press; Duke N. Parry, International News Service; R. O. Matheison, Chicago Tribune Foreign Service; H. W. Kinney, Trans-Pacific.

### Delinquent Lists Optional

An amendment to a delinquent tax bill, to make optional the publishing in newspapers of the unrendered tax rolls, was adopted by the Texas House in passage of this bill last week.

## NEWSPRINT EXEMPTED FROM CANADIAN TAX

Added to Products Free of Sales Levy,  
Thus Affording Considerable  
Relief to Publishers

News print has been added to the articles now exempt from the Canadian sales tax. The rate of tax has been 2½ per cent, so that considerable relief will be experienced by publishers.

Radical changes in the sales tax are proposed by W. S. Fielding, Minister of Finance, to become effective August 1. Previously the tax was not only collected from manufacturers selling to wholesalers, retailers or consumers, but from wholesalers selling to retailers or consumers. Under the new arrangement the tax will be collected only at the source and then only when the goods sold are destined for consumption.

Sales by the manufacturer to another manufacturer, where the goods are to be further manufactured, are exempt, as are also raw materials imported by manufacturers. But when finished goods are sold to wholesalers, retailers or consumers, they become subject to the tax. A flat rate of 6 per cent is proposed for the new legislation.

### Pulp Superintendents to Meet

The annual meeting of the American Pulp and Paper Superintendents Association will be held at Springfield, Mass., May 31, June 1-2. Dr. Hugh P. Baker, executive secretary American Paper and Pulp Association; Harold Bing, Sandusky Foundry & Machine Company; L. M. Booth, Booth Chemical Company; T. E. Dial, Vacuum Oil Company, and B. T. McBain, director of manufacturing Nekoosa-Edwards Paper Company, will be speakers.

### Wants Canada Pulp Embargo

F. J. Barnjum, lumberman of Annapolis Royal, N. S., is advocating an embargo on the shipment from Canada of timber and pulpwood to the United States or any other country. He recently offered \$1,000 in prizes for essays on why Canada should retain its timber and pulpwood. First prize was won by R. Black, editor of the Canadian Forestry Magazine.

### New Pulp Mill in Canada

A new groundwood pulp mill, with a daily capacity of 100 tons, will be built this Summer at Sillery, near Quebec, by the Quebec Pulp & Paper Company, Ltd., a new corporation organized through the efforts of John D. Roche, of Montreal.

### Paper Rate Raise Suspended

The Interstate Commerce Commission has held unjustified proposed increases in railroad rates on newsprint paper from points in Canada and New England to Nashville, amounting to ten cents per hundred pounds. The higher schedules were ordered suspended pending investigation.

### Paper Co. Increases Stock

The Diana Paper Company of Harrisville, N. Y., at a meeting of stockholders recently voted to increase the common stock of the company from \$50,000 to \$750,000. The total capital stock is now \$870,000 against a previous capital stock of \$170,000. Mark S. Wilder is president.

### Paper Company in New Office

The Canadian Export Paper Company, Ltd., has moved to new quarters in the Canada Cement Building, Phillips Square, Montreal.

## TIMES FIRST IN NEW YORK TO BEGIN PAYING EMPLOYEES BY CHECK

The New York Times.  
ADOLPH S. OCHS, PUBLISHER  
New York.

Pay to the order of \_\_\_\_\_ \$ \_\_\_\_\_

Must be signed by payee on receipt of check.

CORN EXCHANGE BANK  
OR  
ITS BRANCHES  
OR ANY BANK  
USED ON REVERSE SIDE  
COURTESY

The New York Times Co.  
ABST. CASHIER

NOT GOOD FOR MORE THAN \$1,000

THE system of paying salaries by check has met with favor among employees of the New York Times, which is the first newspaper in New York State, so far as known, to adopt the plan. The benefits are obvious both to the Times and its employees, the majority of whom now receive their salaries in this way, and it is expected that before the close of the year all employees will be paid thus.

Thrift has been encouraged in many employees through the opening of bank accounts. The risks of robbery and loss which may attend the carrying of large payrolls through the streets are minimized. The plan makes for greater accuracy through the careful checking of written amounts rather than the counting of bills and coins.

For those who have no bank account, and also for the convenience of others, the Times has arranged with 111 banks and their branches, located throughout Greater New York, to have Times employees' salary checks cashed on presentation.

A special check has been designed, facsimile of which is herewith reproduced, which calls for two signatures. On receipt at the cashier's office of the Times, the recipient signs his name in the lower left-hand corner on the face. When presented at the paying teller's window in the bank, the check is indorsed on the back. The paying teller compares the two signatures before cashing. This plan of double signature is a safeguard to bank and payee.



Reproduced from The Indianapolis News of December 7th, 1918.

## We'd Like to Know You Better!

Indianapolis, Indiana, people buy British-made hats, men's clothing, smokers' pipes, golf clubs, luggage, cutlery, toilet articles, porcelain and earthenware, and textiles and lace of course. When they go to sea, many of them travel in British ships. Indiana firms carry British marine and fire insurance on cargoes shipped abroad in British bottoms. We buy and read British novels. We have a wholesome respect and admiration for goods that come from Britain—and we buy them.

What else, made in the British Isles, is as good as the things we now know?

We'll buy it, if you will send it here and tell us about it.

Indianapolis and the Indianapolis Radius (the territory included within seventy miles of the city) is a big, rich, prosperous market of 800,000 people. This is the geographical center of population and of manufacturing of the United States, the heart of a vast producing region both in industry and agriculture.

To sell goods in this territory, space in The Indianapolis News is the first and prime essential. It covers this market.

# The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office  
**DAN A. CARROLL**  
 150 Nassau Street

Chicago Office  
**J. E. LUTZ**  
 The Tower Bldg.

## INLAND PRESS STARTS BALL ROLLING FOR NATIONAL COST BUREAU

All Rejected Free Publicity to Be Returned to Senders Through Secretary of Association—Colored Paper for Mailing Opposed

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, May 16.—Resolutions favoring establishment of a national bureau open to all newspapers desiring to participate, for the continuation of a newspaper cost finding system along the lines successfully conducted by the Inland Daily Press Association for several years, were adopted this week at a meeting of the association here, ending today, as follows:

"Resolved, that the Inland Daily Press Association is in favor of, and gives its active support to, the continuation of a newspaper cost finding system, but it is believed, however, that the largest usefulness of this service requires that it be organized upon a nation-wide basis, and be opened to all newspapers desiring to enter, and that the reports be submitted in dollars and cents, rather than by percentage.

"To this end, the Inland instructs its president to name a committee to direct the organization of this work, on behalf of the Inland, upon a national basis. It is recommended that a charge not to exceed \$5 per year, be made for membership in the cost finding bureau. It is recommended that this resolution with its appended questions for membership vote, be submitted by the secretary to various other newspaper organizations for their action.

"It is ordered that this resolution with the following questions be submitted to mail referendum vote of the entire inland membership:

Are you in favor of maintaining a general cost accounting bureau for newspapers, at a cost of not to exceed \$5 per year for membership?

Will you become a member of such an organization, making regular semi-annual reports to it (the identity of such reports to be confidential to the cost finding office), and receiving the compiled reports of costs in return?

Will you submit reports in actual figures of dollars and cents?

The committee appointed is composed of C. R. Butler, of the Mankato (Minn.) Free Press; A. L. Miller, Battle Creek (Mich.) Enquirer-News, and Lee Loomis, of the Muscatine (Ia.) Journal.

Some suggested that the actuary department of Northwestern University, Evanston, Ill., could work out a cost finding system, and handle it. More were undecided whether there should be a flat \$5 membership charge, and whether the finding should be on a percentage basis or in dollars and cents.

The next most important subject was that of newspaper wrapping and delivery through the mails. O. J. Foreman, of Monmouth, Ill., led this discussion. He said the suggestion that colored paper would expedite delivery had been taken up, and that he found a majority of Postoffice attaches against it, because colored paper would be detrimental to their eyesight.

He declared the best method was to use white print paper.

"The paper should be addressed with a type that is clean and distinct," he said.

"The paper should be thick enough to hold the paper and run the full length of the newspaper. It should be folded and not rolled. I am told that the folded system is three times faster in the Postoffice than the rolled.

When the matter of free publicity was brought up again, many expressed the belief that the system of the individual members returning rejected matter was productive of ill-feeling against the newspapers. It was decided to adopt a new method by which rejected material shall be sent to Will V. Tufford, secretary of the Inland Press Association who will act as a central agency and return the matter from his office.

E. P. Adler, Davenport, Ia., spoke on the print paper situation, saying that, while it was a little early to speak with

assurance, he believed it generally thought by those in touch with the paper manufacturers that the price of the paper would remain the same for the last six months of the year.

Dr. G. L. Wendt, of the American Chemical Society's news service, sought to learn from the Inlanders just how news concerning chemistry, technical from its very nature, could be handled in a manner that would not taboo it under the free publicity barrier.

Frank D. Throop, of the Davenport (Ia.) Democrat, spoke on "The Influence of Modern Journalism—the Editorial Department of a Daily Newspaper," and mentioned the remarks of President Harding to the Associated Press at its recent annual meeting. Mr. Throop said:

President Harding prefaced his formal remarks concerning the World Court by a few statements referring to newspaper men themselves, which should have a very deep meaning to the publishers of this country. One paragraph says:

"Frankly I have never squirmed under criticism, but I have sometimes been appalled at inaccuracy of statement, and if I were going to lecture on journalism my theme would be 'A Little Less Eagerness, and Much More of Accuracy.'"

This paragraph has lingered in my mind ever since my return from New York, and it seems to me that the President touched on a theme which is of vital importance to publishing interests of this country.

It brings out very clearly the tremendous responsibility which rests upon our shoulders in the publication of a daily newspaper. We are the means by which the public is kept thoroughly informed as to the World's events, and imperfections which creep into our news columns are inclined to give the public generally a misapprehension of our motives, and an insight into our business which does not reflect the greatest amount of credit upon us.

A few days after the Associated Press meeting there was held in Washington a meeting of the American Society of Newspaper Editors, and at that time a code of ethics was adopted, which, I think, every member of the Inland Daily Press Association should read carefully and see that it is posted in a conspicuous place in his editorial room.

This code consists of seven articles, namely, responsibility, freedom of the press, independence, truthfulness and accuracy, impartiality, fair play, decency. These seven fundamental principles should govern the news and editorial policy of every self-respecting newspaper, and if they did, our responsibility to the public as truthful purveyors of the day's news intelligently commented upon, would, in a large measure, be established.

No doubt many of us remember very distinctly the publication of the Brass Check, the book written by Upton Sinclair, in which he endeavors to prove by certain facts and instances that the press of this country is entirely controlled from a capitalistic headquarters.

The unfortunate deduction to be made from a book like The Brass Check is the fact that many believed what he wrote, and I was astonished to find so many people in my own community who thought Sinclair was telling the truth. A peculiar feature, however, I discovered in my investigation of this subject was that, while the Socialist condemns the so-called "kept press," that in every instance where there was such a thing as a "kept press," and it was nearly always kept by radicals, that newspaper was read by a comparatively few subscribers and patronized by a very limited number of advertisers, and was a failure from a business standpoint.

During my investigation I wrote to a large number of editors scattered over the country, asking for their frank and free opinion as to whether or not they thought there had been any growing distrust on the part of the people as to the integrity, honesty and sincerity of purpose of the modern newspaper.

The replies which I received from these letters were of an intensely interesting nature, and the peculiar thing was that practically everyone of them, while admitting there were certain signs of such a doctrine in the air, there was really no basis for the thought that the modern newspaper was losing any of its influence.

The conclusion to be formed from these rather rambling remarks is that you get back to the principles enunciated by President Harding that we should be more accurate in the gathering and dissemination of our news, that we should never for a moment forget or be-

little the tremendous responsibility which rests upon us as publishers and if we would maintain our place in the sun it must be done by truthful, honorable and accurate presentation of the news of the day, intelligently and fairly commented upon, forgetting self, forgetting prejudice, but never forgetting our duty to our readers and our community."

Resolutions were adopted expressing the regret of the Inlanders at the death of George T. Campbell, former president.

A round-table discussion was led by Linwood I. Noyes, of the Ironwood (Mich.) Globe.

During the luncheon today, Secretary Wil V. Tufford and his bride were presented with a silver tea service. The presentation speech was made by George D. Lindsay of Marion, Ind.

John Sundine, of the Moline (Ill.) Dispatch, who is usually present at all association meetings, was reported in Sweden on important business.

Secretary Wil Tufford reported 246 active members.

Harry Hayward, publisher of the Honolulu Star-Bulletin, with his bride attended the meeting. He said he would purchase while in this country new machinery and equipment for the Star-Bulletin.

## NEW ENGLAND DAILIES RE-ELECT ELLIS HEAD

Worcester Telegram-Gazette Man Again President of Association—Convention Hears Agency Troubles Discussed

Theodore T. Ellis of the Worcester (Mass.) Telegram-Gazette was re-elected president of the New England Daily Newspaper Association at its annual meeting May 15 in Boston. Forty-five members were present.

Other officers elected were: vice-president, Samuel E. Hudson, Woonsocket (R. I.) Call; secretary, Robert L. Wright, Haverhill (Mass.) Gazette; treasurer, A. H. Fuller, Brockton (Mass.) Enterprise; governors: James T. Murray, New Bedford (Mass.) Standard-Mercury; John D. Plummer, Springfield (Mass.) Union; William J. Pape, Waterbury (Conn.) Republican-American; William H. Dow, Portland (Me.) Express; John A. Muehling, Manchester (N. H.) Union-Leader; Howard C. Rice, Brattleboro (Vt.) Reformer; Allison Stone, Providence (R. I.) Journal-Bulletin. The seven governors, together with the four officers, constitute the full board of governors.

"The untrustworthy advertising agency is a menace to all business," John Benson, head of the American Association of Advertising Agencies, declared in an address at a complimentary dinner by the New England "4 A's" council to the convention delegates.

"We advertising agencies handle over \$300,000,000 in appropriations annually and this means a business that runs into the billions. As a national body, we are comparatively small, about 1,200 altogether of these only about 200 do a national business, and 136 of them are members of the "4 A's."

Responsibility to the advertiser and to the publisher he termed of prime importance for an advertising agency business, but showed that advertising rests or falls on whether or not it is profitable. Public confidence is needed.

A larger margin of profit for the agency so that, after overhead and similar expenses are deducted, there be left 5 per cent instead of but 2½ and 3 per cent should be worked out, Mr. Benson asserted.

A secret rebate he dubbed "a stab in the back" for all responsible advertising. Discriminating rates, whether due to competition or not, are as unfair he said, as discriminating traffic rates, and the association will battle them tooth and nail.

Only about 50 of 250 applications for membership in the association have been accepted, according to the president.

This country is far behind Europe in developing aviation, John H. Fahey, pub-

lisher of the Worcester (Mass.) Evening Post, the other chief speaker, pointed out in telling of his tour of Europe as a delegate to the International Chambers of Commerce meeting at Rome.

## EVENING POST RAISES STOCK \$1,000,000

Stockholders Authorizes the Issuance of 10,000 Shares of Preferred at the Par Value of \$100 Each

The stockholders of the New York Evening Post met May 16 for the purpose of authorizing the increase of capital stock from \$1,000,000, consisting of 10,000 shares of capital stock of the par value of \$100 each, to \$2,000,000, the increase consisting of 10,000 shares of preferred stock of the par value of \$100 each, said preferred stock to be without voting power, to be entitled in preference to the common stock to cumulative dividends at the rate of 7 per cent per annum from the date of issue and to the payment of the par value thereof and accrued dividends upon distribution of assets other than surplus or profits but to no further dividends or shares in distribution, to be redeemable in whole or in part at any time at 110 per cent of the par value thereof and accrued dividends.

The board of directors was authorized to issue \$300,000 in aggregate principal amount of convertible gold notes of the company to mature on May 1, 1928, to bear interest at the rate of 6 per cent and to be convertible at any time before maturity at the option of the holders thereof either (a) into 40 shares of common stock without nominal or par value for each \$1,000 of such notes or (b) into 10 shares of preferred stock of the par value of \$100 each for each \$1,000 of such notes; such notes to be issued at such time or times and for such consideration and to have such other terms as the board of directors may deem advisable.

The stock owners of the New York Evening Post are:

James Byrne, Norman H. Davis, Henry S. Dennison, Cleveland H. Dodge, Marshall Field, Edwin F. Gay, Maitland F. Griggs, George H. Howard, Adolph Lewisohn, Sam A. Lewisohn, George O. May, Gerrish H. Miliken, Robert P. Perkins, Harold I. Pratt, Mrs. John T. Pratt, Roland L. Redmond, Joseph H. Schaffner, Donald Scott, Harold Phelps Stokes, Mrs. Willard Straight, Martin Vogel, Vanderbilt Webb, C. M. Wooley.

The following are stockholders owning less than one per cent: Chas. C. Burlingham, Powell M. Cabot, C. R. Crane, Lucius R. Eastman, Estate of A. B. Fumons, August Heckscher, Henry James, Alfred Jaretski, Samuel Mather, D. R. McLennan, Van S. Merle-Smith, Mrs. Van S. Merle-Smith, David Hunter Miller, William Church Osborn, Frank L. Polk, Franklin D. Roosevelt, E. F. Rosenbaum, A. W. Shaw, I. E. Sterrett, J. E. Stillwell, Samuel Thorne, Chas. Wallach, Geo. W. Wickersham, Owen D. Young.

## PAPER CO. INSURES HELP

International Announces Liability Benefit for Employees

The International Paper Company, New York, has announced an employees' insurance plan whereby all active employees with the company for six months will be provided with life insurance, protection against permanent and total disability, weekly benefits in case of sickness or non-occupational accident, and a special indemnity for accidental death or dismemberment. The plan covers all subsidiary companies.

## New Washington State Daily

The Longview (Wash.) Daily News has made its appearance as a six-column six-page paper, with Associated Press service.



**New Home of The New York Times**

**A** FOURTEEN-STORY addition to the present Times Annex is now under construction. The building and equipment, when completed in the autumn of 1923, will double the present capacity, and will be the largest and best equipped newspaper plant in the world. It will provide a total floor area of 317,800 square feet, with a frontage of 243 feet on West Forty-third Street.

Ten thousand square feet will be added to the pressroom. The presses, with new equipment, will include 64 units, to be run as 20 sextuples or 16 octuples, with capacity of 600,000 twenty-four page papers or 480,000 thirty-two page papers per hour.

The composing room will be enlarged 10,000 square feet, giving a total floor space of 22,639 square feet. There will be 79 typesetting machines. Four double junior autoplates will comprise the equipment of the stereotyping department.

So great has been the growth of the rotogravure department, which now prints three sections of the Sunday Times and two weekly publications, that it will soon occupy the greater part of a new building now under erection. Ten one-roll presses will be installed with enlarged space and increased facilities for photo and etching rooms.

**The New York Times and the American Market**

**T**HE NEW YORK TIMES offers British manufacturers of products sold in America an unusual opportunity to make known their goods.

Read in every state of the United States and all of its possessions, and in 86 foreign countries, The New York Times circulates among the largest group of intelligent and discriminating men and women ever assembled by a newspaper.

Due to the strict censorship which is employed against fraudulent or doubtful advertisements, readers of The New York Times have con-

fidence in the advertisements appearing in its columns.

More advertising is published in The New York Times than in any other New York newspaper. In four months of this year The Times printed 8,322,122 agate lines of advertising, a gain over the corresponding period of last year of 223,516 lines and an excess over the second New York newspaper of 2,305,222 lines. The Times printed a million lines more than the combined volume of the two other New York morning newspapers popularly classed with The Times as to quality of circulation.

**The New York Times**

TIMES SQUARE

NEW YORK

LONDON ADVERTISING OFFICES:

16 REGENT STREET  
12 SALISBURY SQUARE

93 CHANCERY LANE  
125 PALL MALL

**MORE F. T. C. ORDERS**

**Seven Advertisers Charged With Unfair Business Practices**

WASHINGTON, D. C., May 15.—Seven complaints charging misleading advertising were issued this week by the Federal Trade Commission in continuation of the commission's campaign against advertising considered unfair competition.

The American Film Company of Chicago, a distributor of motion picture films, was cited for supplying pictures previously run with advertising bearing the new name of the film in large type and the old name in small type with the words "formerly" or "adapted from." The Commission after ascertaining that the contracts made no mention of the fact that the films amounted to a re-issue, stamped the practice, deceptive to the exhibitors and the public.

The Aristo Hosiery Company, New York, was ordered to cease advertising hosiery as "cashmere" unless the word truthfully described the article.

The Williams Soap Company, Indianapolis, was warned against labelling soap "medicated" or being manufactured for a "medical association."

The United Fibre Works, New York, was ordered to discontinue advertising that it manufactured the articles it offered for sale and Hyman and Zasly, New York, asked to desist advertising as "ivory" goods made from imitation material.

H. Mailender, Cincinnati, was charged with advertising goods as army and navy stores when they were not and ad-

vertising an inferior grade of paint and paint made for the Navy on government specifications.

The Process Engraving Company, of Chicago, and Edwin E. Ellis Company, Inc., of New York City, are charged in complaints issued by the Federal Trade Commission with marketing printed matter as "engraving." The complaint asserts that the word "engraving," when used in connection with printing, has been well known and understood by the public to include only such products as results from the impression made from engraved plates. The Commission alleges that advertising and selling under the head of "process engraving" printed matter which is not made through the use of engraved plates, is misleading to the public and unfair to competitors.

**JUDGE BARS REPORTERS**

**Brooklyn Children's Court Justifies Its Exclusion of Press**

Justice Morgan M. L. Ryan of the Children's Court, Brooklyn, has issued an order barring reporters from the courtroom altogether. This policy is apparently in violation of Section 4 of the State Judiciary Act prescribing that all courts should be open to the public.

"My aim is to protect the child and its future," said Justice Ryan in an interview. "I am legally and morally right in barring the public and the press from my courtroom during a hearing." This view was concurred in by Charles Warner, superintendent of the Brooklyn branch of the Society for the Prevention of Cruelty to Children.

**ECHO OF DANCE MARATHON**

**Cleveland News Sued by Man for His Time and Services**

A peculiar claim has been filed in court against the Cleveland Company, publisher of the Sunday News-Leader and Evening News. Russell Brady asks \$2,000 damages of the company and the Martha Lee Club, a social organization promoted largely by the News, for services rendered in staging a marathon fox-trot at the Hotel Olmstead, Cleveland. Brady alleges "he approached the duly authorized officers and representatives of the defendants and suggested the idea of starting an endurance dance in the club-rooms of the defendant, the Martha Lee Club." He asserts the defendants accepted his proposition and services and that he "was the first to enter" in the endurance marathon.

Brady avers that the company disposed of "an increasing number of papers which it would not have been able to sell but for the dancing contest." The plaintiff believes "the receipts were enormous."

Brady contends the defendants promised him compensation but now refuse. He danced 48 hours and 38 minutes, according to his petition.

**Newspaper Owner Sues Pastors**

As the result of a hot controversy over the question of Sunday observance in Nanaimo, B. C., R. R. Hindmarch, owner of the Daily Herald, is suing six clergymen for slander. The Herald had said editorially: "Sunday observance to us means the right of every man and woman

to observe it as he or she sees fit." The Ministerial Association then came to bat with a letter saying: "God pity Nanaimo if that is the moral standard of the Daily Herald."

**COURT SAVES MAN FROM JAIL**

**Holds Texas Statute Void by Which Legislature Acted**

Hull Youngblood, sentenced by a Texas Legislative Joint Committee to jail in Austin for contempt in refusing to testify concerning a newspaper article in which he was quoted as charging corruption in the Legislature, was released from his 20-day sentence on order of the State Court of Criminal Appeals, which held unconstitutional the statute under which he was confined, and ruled that the Legislature could not delegate authority to a committee to punish for contempt, and in any event could not commit a person for more than 48 hours.

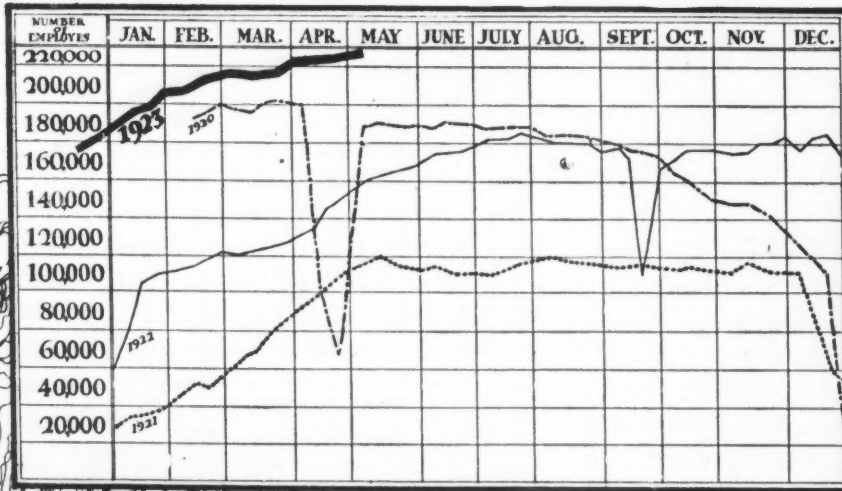
Youngblood was committed when he failed to appear before the Legislative committee following an account in the San Antonio Light of a speech made by him before the Salesmanship Club, in which he said that most of the legislators were "hill-billies and rabbit chasers." The committee accepted the newspaper version of the speech without question.

**Defends Its First Libel Suit**

The Ponca City (Okla.) News is defending the first libel suit filed against it in its history. The action grew out of a story printed regarding a case in the civil courts. The News says it will not be intimidated.

# Detroit's '23 Employment Greatest in City's History

America's Automotive Center Blanketed by Detroit News



**NOTE** the heavy black line on the chart above marked 1923. That is significant. That curve marks the greatest employment record attained by America's outstanding prosperity center. It shows that at the beginning of May, 1923, the 79 firms employing two-thirds of the factory workers, which report regularly each week to the Employers' Association of Detroit, were hiring 25,000 more workers than during the highest employment peak of 1920. And the Spring of 1920 was previously the banner employment period.

**Detroit News Advertising Lead:**

	Local	National
News .....	5,932,668	1,456,952
2nd paper .....	2,461,312	1,336,300
3rd paper .....	2,637,264	841,302
	<b>Classified</b>	<b>Total</b>
News .....	2,051,924	9,441,544
2nd paper .....	1,052,310	4,849,922
3rd paper .....	534,562	4,013,128

The News lead, while enormous, would have been greater still had it been possible to accept all advertising offered. Unfortunately lack of space necessitated omission from The News day after day of great quantities of advertising, ranging from 500 lines to 15,000 lines per issue.

Automobile production in 1923 is the greatest in the history of the industry, and when you consider that 60% of all the automobiles made in the United States are produced in Detroit you get an inkling of Detroit prosperity.

This phenomenal prosperity is also reflected in a sweeping gain in retail sales which show an increase of 35% over last year.

National advertisers who are neglecting the Detroit field or those who have not yet planned with exceptional regard to their Detroit campaign should take steps at once to reap some of this prosperity for themselves by covering the city and surrounding territory thoroughly with The Detroit News, whose paid circulation is over 290,000 daily and over 270,000 Sunday—the greatest in the history of Michigan newspapers.

## The Detroit News

Greatest Circulation In Michigan  
"Always In the Lead"

## *Buffalo the Wonder City of America*

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### *Some Facts About Buffalo*

Population 506,775 U. S. Census.

1,500,000 people who come to see Niagara Falls are in Buffalo annually.

There are 52,000 passenger automobiles and 9,000 commercial cars in Buffalo.

Buffalo has the largest night school attendance of any city of its size in the world.

More than half of the population of the United States live within 500 miles of Buffalo.

Buffalo is the second greatest horse and the first greatest sheep market in the country.

There are 115,869 homes in Buffalo, 72,072 are rented and 43,797 are owned by householders.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world.

Bank debits for April 1923 in Buffalo were over three hundred million dollars, an increase of 18% over April 1922.

Buffalo Savings banks average more than \$735 per depositor. The per capita deposits based upon the city's population is over \$250.00.

The Buffalo district is the greatest lumber market in the world. At times in the yards of the city alone are piled 200,000,000 feet of lumber.

Buffalo is known as the "City of Diverse Industries," producing in quantities, 60 per cent. of all the different lines of goods recognized by the U. S. Census Bureau.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,000,000 and 3,000,000 tons.

Buffalo holds the wonderful record of a gain of 475 new industries in the past five years, which is a greater increase than is to be found in any other of the twenty-five first class cities of the United States except New York.

## *The Buffalo Market is Ideal for the National Advertiser*

An ideal market situation from the national advertiser's view-point is a prosperous condition of the people and low cost in reaching the people through advertising.

Both of these factors are outstanding features of the Buffalo Market!

The people are busy and prosperous. The bread-winners of the trading area population of 800,000 are profitably employed. Buffalo, normally a city of prosperity because of wonderful diversity of industry, is booming to-day. Conditions are right for the national advertiser.

The Buffalo Evening News reaches 85% of the English reading families in the Buffalo Territory. It is the paper that serves the people most, and thus holds their confidence and their interest. It is the paper that provides the national advertiser with economical and effective advertising coverage of the Buffalo Market.

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## **BUFFALO EVENING NEWS**

**EDWARD H. BUTLER**  
Publisher

**KELLY-SMITH COMPANY, National Representatives**  
Marbridge Bldg., New York, N. Y.  
Lytton Bldg., Chicago, Ill.

# Advertising Results —

not explanations or excuses are what the advertiser has the right to expect. And results are what he receives when he places his advertising in THE CHICAGO DAILY NEWS.

That advertising in THE DAILY NEWS brings results to advertisers is proved by the year-in, year-out leadership of The Daily News, among Chicago daily newspapers, in display advertising. Experienced advertisers do not continue to advertise increasingly in mediums that do not bring adequate returns.

The following figures show the distribution of total advertising among Chicago daily newspapers for the first four months of 1923, together with a comparison of these figures with those covering the same period of 1922. A study of these figures will be profitable to any advertiser in the Chicago field.

	1923 lines	1922 lines	comparison gain lines
The Chicago Daily News	6,861,660	5,757,393	1,104,267
The Daily Tribune	5,828,598	4,842,444	986,154
The American	3,554,091	2,760,066	
The Daily Herald-Examiner	2,187,423	1,936,974	
The Post	1,792,269	1,652,115	
The Journal	1,594,368	1,533,861	
The Daily News' excess in gains over the paper having the next highest gain—The Daily Tribune . . . . .			118,113

Not only did The Chicago Daily News print a greater volume of advertising than any of its competitors—its gains were greater despite the fact that it had its own great record to beat—a much higher record than that of any other Chicago newspaper.

This performance, in keeping with its traditional leadership in all phases of newspaper enterprise, confirms the verdict of the years with the verdict of today.

## THE CHICAGO DAILY NEWS

*First in Chicago*



# A Safe Advertising Guide

Department stores spend more money in daily newspapers than any other class of advertisers—and they cannot afford to waste a penny of the money thus spent.

They must get results—and they DO.

They have reduced advertising to a science and advertisers in any field may be assured that the medium in which the department stores place the greatest volume of their business has the circulation coverage and advertising coverage that makes it effective.

For many years—and to-day—the department stores of Chicago have placed and continue to place the greater proportion of their “must get results” advertising in The Chicago Daily News. Here, for example, are the figures for the first four months of 1923:

	Lines	Comparison Lines
The Daily News . . . . .	2,050,661 . . . . .	2,050,661
The American . . . . .	929,361 . . . . .	929,361
The Journal . . . . .	537,216	
The Daily Tribune . . . . .	547,255	
The Daily Herald-Examiner . .	240,564	
The Post . . . . .	243,517	
The Daily News excess over the next highest score, that of The American . . . . .		1,121,300

It is evident, also, from the above figures that The Daily News carried considerably more than a third of ALL department store advertising in Chicago daily newspapers in this period, and more than twice as much as the daily newspaper having the next highest score.

It is the estimation of advertising experts, no less than the esteem of its readers that establish and maintain

## THE CHICAGO DAILY NEWS

*First in Chicago*

Figures supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers.

## CANADIAN PRESS AGAIN PLAYED AS COMBINE

Ottawa Journal's Defense of News Agency's Attitude Denounced as False by Liberal M. P. in Commons

Another attack on the Canadian Press, news service, was launched in the Canadian House of Commons May 9 by A. F. Healey, during debate in committee following second reading of the anti-combine bill. He declared that the recent refusal by the Canadian Press to grant a franchise in Ottawa furnished real grounds for an investigation by a registrar the moment such an official was appointed under the act. He asserted that a statement appearing in the Ottawa Journal in defense of the Canadian Press was contrary to fact.

The Journal in its issue of May 8 devoted nearly two columns to an explanation of the viewpoint of the Canadian Press. It declared that the organization had assisted Mr. Healey himself to start a daily paper in Windsor, Ont., a year ago, and that the attitude of the Liberal Member for North Essex was peculiar, to say the least. The article said in part:

The Healey exploit at Windsor was a rather remarkable one for several reasons. Only one daily paper existed there, namely, the Border Cities' Star, published by Mr. W. F. Herman. Mr. Healey determined to start an opposition paper, and did start it, namely, the Windsor Tribune. Subsequently he desired a franchise for the Tribune for the news service of the Canadian Press, and applied for it. Mr. Herman, publisher of the Border Cities' Star, who is a shareholder in the Canadian Press, opposed the granting of a franchise to Mr. Healey. Mr. Herman's opposition was unsuccessful. Mr. Healey got the franchise from the Canadian Press—and then he proceeded to sell out to Mr. Herman. So there is still only one daily paper in Windsor.

Mr. Healey's assertion in Parliament this week, therefore, that the Canadian Press assumes the right to say where a newspaper shall be started did not prevent him starting a newspaper himself; and, after he did start it, he utilized the franchise which the Canadian Press gave him to sell out to his competitor.

The Canadian Press is an association of a number of daily papers of Canada for the purpose of buying and selling news. It is a joint stock association, each member being a shareholder, and each shareholder being entitled to participate in the advantages of joint buying and selling of news. As was illustrated in Mr. Healey's own case, membership in this association has now become very important to any proposed new paper. The association has achieved a very excellent news position as regards news of Canada and the world in general, and because of the joint association this news is comparatively cheap to each member. It would cost any daily not accepted in the association a great deal more money to get equally good news.

Any daily paper which wishes to enter this co-operative body must secure a share of stock, which means getting a franchise to receive the association's news as well as to join in the expense of collecting it.

This association has nothing whatever to do for or against the starting of a new daily paper anywhere. Anybody who wishes can start a daily paper in Ottawa or anywhere else tomorrow. The Canadian Press has no power to interfere in any way. Where the Canadian Press comes in, in the case of a daily paper, is that the association may or may not accept a new-comer as a shareholder, and therefore entitled to get the association's news, which is as good and cheap because it is the joint undertaking of a considerable number of dailies.

The principle of the association as regards admitting new members is that where there is apparently an insufficient newspaper service, for instance where as in Windsor last year only one daily paper existed, a franchise for the news service of the association should not be refused to an applicant, provided the new daily applying for it give some assurance of being a bona fide enterprise. But where there appears to be already a sufficient newspaper service and good newspaper competition, the shareholders of the association do not necessarily feel themselves called upon to admit a new member to their news supply, which they have already spent a good deal of money to build up.

The case which precipitated the remarks made in Parliament on the subject of the Canadian Press and the alleged combine which the Canadian Press is accused of being, was an application for a news franchise of the Canadian Press for a new daily paper in Ottawa. This application was the result of a negotiation between the members of the Dominion Government

and, curiously enough, W. F. Herman, publisher of the Border Cities' Star, to get a Liberal party organ in Ottawa. This was to be financed chiefly by Mr. Herman, but the Government was to have the editorial control and direction. The first move of Mr. Herman was to apply for a news franchise for Ottawa in the Canadian Press. Inasmuch as five daily papers already existed in Ottawa, the directors of the Canadian Press decided a couple of weeks ago not to grant the proposed additional franchise.

Mr. Herman was not in a very good position to argue strongly in the matter for the reason that when Mr. Healey, the Liberal M.P. for North Essex, had applied to the Canadian Press for a franchise in Windsor not long ago, where only one daily paper existed, Mr. Herman, the owner of that paper, had strenuously opposed the application, and in fact did succeed to the extent that before the directors of the Canadian Press would grant Mr. Healey's application, they called upon him to put up a guarantee that he was in a financial position to carry on a newspaper for at least a year. Mr. Healey did give this guarantee and did get a franchise, and, as already said, he promptly utilized it to sell out to Mr. Herman.

From all this it will be seen that the talk about a newspaper combine such as Mr. Healey indulged in in Parliament, is childish. There is no bar whatever to the starting of a daily newspaper anywhere in Canada. The only condition in which restriction exists is that a number of daily newspapers which have spent money to build up a first-class news service for themselves, are able to pick and choose as to what newcomers they shall admit to the benefit of their established co-operative business in the way of news; and that they will put no bar even in that fashion in the way of any new daily paper starting anywhere where the existing newspaper services seems to be in the nature of a monopoly was shown in Mr. Healey's own case. In other words, the Canadian Press is not a supporter of monopoly, but practically an opponent of it.

### DEFENDS CANADIAN PRESS

#### Quebec M. P. Denies That It Controls the News

Following the attack on the Canadian Press made in the House of Commons on May 7 a strong defence of its purposes and methods was made on May 8 by Fernand Rinfret, M. P., editor of Le Canada, Montreal. He pointed out that the Canadian Press was unable to prevent the publication of any paper in any city in Canada. It could only deny the privilege of the interchange of news practised by its members. This did not constitute a combine of opinion because the opinion of any paper using the service had nothing to do with the news disseminated. When the Canadian Press was organized it simply gave a wider scope to a method already in vogue between various papers by which they exchanged news of mutual interest. Papers concerned were able to carry such news at a cheaper rate.

As an instance of freedom of opinion he instanced the reports of the debates in the House of Commons. These were carried by papers of all shades of political opinion. Yet when it came to expressing opinions on the matters in question, this was done by the editorial writers and special correspondents.

Mr. Rinfret thought that possibly too great a liberty was given to the association in the matter of admitting or excluding members and he believed that an amendment might be introduced into the charter to provide that the Canadian Press could not refuse admission to papers applying for admission under certain conditions. This might remedy the difficulty. At the same time he was quite sure that the Canadian Press could stand investigation. It would then be shown that the alleged combine was merely an arrangement whereby the Canadian public were getting news from all parts of the Dominion not of political or contentious character, at a much cheaper rate.

### TO PROTECT NEWSPAPERS

#### Quebec Libel Law to Be Amended at Next Session

The libel law of Quebec will probably be amended at the next session, beginning in October, of the Provincial Legislature. It is planned to alter the statutes so that the "good faith" of newspapers shall be given due consideration in the courts, and the scope of actions by financially irresponsible persons limited and regulated.

### COPYRIGHT BILL PUZZLE

#### Canadian Writers Oppose Proposed Change in Statutes

The proceedings in the Dominion Parliament on the question of revising the copyright act in such a way as to provide Canadian writers with "reasonable protection" are of a somewhat farcical nature, even the Minister in charge of the revision admitting that no one knows precisely "what it's all about."

Canadian writers are protesting against a provision similar to that in the United States regulations, stipulating that the copyrighted material must be published in the United States, and urge acceptance of the Berne convention, which has no such condition. The principal support for this proposal is from the book publishing houses.

### Texas Billboard Tax Lost

(By Telegraph to Editor & Publisher)

AUSTIN, Texas, May 14.—The Legislature defeated the Lackey bill to levy tax of 3 cents per square foot on billboards, when the measure was taken up on the closing day of the session, too late for final action.

### Vetoes School Publication Bill

Governor Donahey, of Ohio, vetoed a bill authorizing Boards of Education like that in Cleveland to engage in certain kinds of publication work. The Cleveland board has been employing a director of publications, whose duties include the

issuing twice a month of a paper entitled "School Topics." Governor Donahey declared the bill was too broad and permitted Boards of Education actually to engage in publication and distribution of daily newspapers. The head of the Cleveland board announced that "School Topics" would be continued, despite the veto.

### STATE ADOPTS BILLBOARD FEE

#### Nebraska Legislature Passes Bill for Highway Permits

The State of Nebraska is going to charge for billboard advertising space along its highways. Under a bill just passed by the Legislature, no signs may be placed on public roads without a permit from the Department of Public Works, which may charge from 25 cents to \$5 for each sign. The department may also remove any sign it pleases without giving cause.

The act also prohibits the painting or attaching of any advertising matter on bridges or within 300 feet of any railroad or highway crossing.

### Hearst Paper Increases Stock

The Fort Worth (Tex.) Record Company, recently purchased by William R. Hearst from J. W. Allison, has filed an amendment to its charter increasing the capital stock from \$1,000 to \$140,000. The company, with a capital of \$1,000, was organized for the purpose of liquidating the claims of the old company and placing the property in condition to be transferred to Mr. Hearst.

## IF—

- IF the people you want to talk to do all their business on Sundays—
- IF they live in the hills of West Virginia, Tennessee, North Carolina or Kentucky—
- IF they inherited their purchasing habits with their social, political, theological and economic views from their grandparents—
- IF, owning nothing, they regard ownership of property as a crime, and look to Soviet Russia as the shrine of popular liberty—
- IF They are floaters on the tide, drifting with the ebb and flow of industry, and never arriving at a place they can really claim as "home"—

## Do not advertise in the Cincinnati Times-Star

National and Local advertisers for fifteen consecutive years have proved that the Times-Star, appearing the six business days of the week, is a more effective medium than any seven-day paper in its field—

That its circulation is in and about Cincinnati, where it goes into four out of every five homes daily—

That it is progressive without being radical, at once moulding and reflecting the life, habits and aspirations of the community of which it is a part—

That it is the paper of the business executive and of the wage-worker, of the capitalist and of the laborer, standing four square for the American brand of liberty, equality and opportunity, and for no other—

That it is essentially a home paper, owned and edited by home folks for home folks, and read by home folks for the information it contains about world events and local interests, politics and sport, finance and industry, what to buy and where to buy it.

The Times-Star is pre-eminently the paper with prestige in Cincinnati, if the testimony of advertisers as expressed in display lineage is any indication of prestige. Its merchandising department is at your service on request.

## CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

The world wide news service of the United Press reaches to every corner of the earth twenty-four hours of every day and is printed in almost every language in which newspapers are published.

# Why

## *It Is Comparatively Easy to Advertise Profitably in the United States*

### **Population and Newspapers**

2,382 daily newspapers print upward of 33,000,000 copies every week day and 20,000,000 on Sunday, to serve the 25,000,000 families making up the total of 110,000,000 population in the United States. The element of duplication to the extent of 4,000,000 on week days is made up by those who buy both a morning and an evening newspaper. The great majority of the people buy evening newspapers, the average daily output standing approximately 20,000,000 evening and 10,000,000 morning newspapers.

### **Statistics**

Detailed information regarding the purchasing power of the people in every city and state is easily available for the use of the manufacturer desirous of finding a large market for anything for which popular demand can be created through newspaper advertising. A country with 110,000,000 population, a wealth of over \$300,000,000,000, can be analyzed for development as a whole or section by section in exact accordance with money available for promotion or desire for expansion. The most wonderful and prosperous market place in the world, of limitless possibilities, is wide open for experimental campaigns at lower cost than anywhere else.

### **Circulations**

In the United States every worth-while daily newspaper is a member of the Audit Bureau of Circulations, an organization controlled by important national advertisers, which regularly audits them under standardized rules and regulations every year, and verifies all publishers' statements regarding circulations. The A. B. C. reports clearly show the distribution of a newspaper's circulation, show whether artificial stimulation has been employed, and gives much intimate information of vital importance to the space buyer.

### **Advertising Rates**

In the United States the advertising rates of our important newspapers are as fixed and definite as their circulation statements. All rates within space possibilities of the general advertiser are plainly printed on a standard rate card adopted by the American Association of Advertising Agents and American Newspaper Publishers' Association, and it is an unwritten rule that all advertisers secure the same rates for the same service. Any reduction in rates automatically applies to all advertisers using the same amount of space under like conditions.

### **Co-operation**

In the United States the advertising managers of nearly all our daily newspapers, men familiar with local conditions in every city in the country, are always ready and willing to co-operate with a distant general advertiser to furnish dependable reports regarding local sales possibilities, lists of dealers handling any specified line of goods, and provide a service much more quickly and effectively than otherwise would be possible. Letters of inquiry can be employed to secure information in a few weeks which it would require months of time and hundreds of thousands of dollars of expense to gather.

## **THE NEW YORK GLOBE** **JASON ROGERS, Publisher**

*America's Oldest Continuous Daily Newspaper—Established 1793*

# An Interesting Glimpse at the Remarkably Low Rates of Newspapers in the United States

## Compare Them With Charges Anywhere Else in the World

30,250,000 of the 110,000,000 people in the United States live in the 17 cities listed below or in the immediate suburban territory adjoining them. These are the richest market places in the richest country in the world.

The newspapers listed below, merely for the purpose of demonstration, have been selected to reach the greatest purchasing power in each of the great industrial and commercial centres of the country. It is an evening newspaper list except where it is compulsory for the advertiser to use

both morning and evening newspapers printed by the same concern.

The circulation figures are those from Government Reports for the six months ended September 30, 1922, and the rates from the Standard Rate and Data Service for April, 1923.

The milline rate is the cost for reaching 1,000,000 buyers of newspapers. (Circulation divided into advertising rate.) Most of the newspapers make a flat rate, but for purpose of uniformity the 5,000 line contract rate is applied in other cases.

Population Trading Zone	City	Newspaper	Circulation	5000 Line Rate	Milline
3,300,000	Philadelphia	Eulletin (E)	485,145	55c	\$1.13
1,370,000	Pittsburgh	Press (E)	144,813	23c	1.59
1,288,000	Detroit	News (E)	248,167	40c	1.61
3,500,000	Chicago	News (E)	371,078	65c	1.75
9,500,000	New York	Globe (E)	166,237	35c	2.11
		World (E)	259,340	59c	2.35
		Sun (E)	172,834	48c	2.77
1,300,000	St. Louis	Post-Dispatch (E)	175,967	35c	2.00
700,000	Kansas City	Star (M & E)	448,760	50c	1.11
2,574,000	Ecston	Globe (M&E)	274,607	45c	1.63
1,100,000	Cleveland	Press (E)	182,548	35c	1.92
600,000	Cincinnati	Times Star (E)	142,813	26c	1.82
825,000	Buffalo	News (E)	110,070	21c	1.91
850,000	Baltimore	Sun (M & E)	229,495	35c	1.53
1,131,000	San Francisco	Bulletin (E)	68,415	16c	2.31
937,000	Los Angeles	Express (E)	88,733	18c	2.04
500,000	Minneapolis	Jcurnal (E)	101,414	20c	1.98
1,000,000	Milwaukee	Jcurnal (E)	114,855	22c	1.91
350,000	Denver	Post (E)	137,168	25c	1.82
30,825,000			3,912,570	\$6.73	\$1.85

To send a simple printed postal card to the 3,900,000 people who buy these newspapers every day would cost (domestic postage) \$62,400, provided the names were obtainable, and require months of time.

A seventy line ad (5 inches single column) could be inserted in all of these newspapers for \$471.10 on a 5000 line basis, or 5000 lines (more than two full newspaper pages) could be inserted for \$33,650, about half as much as to send a single printed postal card to each reader.

## THE NEW YORK GLOBE

JASON ROGERS, Publisher

America's Oldest Continuous Daily Newspaper—Established 1793

**W. A. WHITE EDITORIAL  
A PRIZE-WINNER**

**Pulitzer Awards Also Bestowed On  
Memphis Commercial Appeal for  
Anti-Klan Fight, and Alva  
Johnston, Reporter**

For the second year in succession a campaign against the Ku Klux Klan won for a newspaper the Pulitzer prize for disinterested and meritorious public service. This award, which last year went to the New York World, was this week bestowed upon the Memphis Commercial Appeal.

William Allen White, editor of the Emporia (Kan.) Gazette, took the prize for the best editorial article of the year, his entry being the widely quoted "To an Anxious Friend" article, in which he commented upon his arrest for alleged violation of the Kansas Industrial Court act.

Alva Johnston, now of the New York Herald staff, won the award for the best example of a reporter's work, with his stories for the New York Times of the convention of the American Association for the Advancement of Science last December. Mr. Johnston's reports were exhaustive and presented in language intelligible to the non-scientific mind the four days' proceedings of the convention. Space will not permit adequate reproduction of his writing, which appeared in the New York Times of December 27-30, 1922.

This limitation also applies to the prize-winning campaign of the Memphis Commercial Appeal, which extended over several months in cartoons, news and editorial articles. The editorial by Mr. White which was adjudged best follows:

**TO AN ANXIOUS FRIEND**

"You tell me that law is above freedom of utterance. And I reply that you can have no wise laws nor free enforcement of wise laws unless there is free expression of the wisdom of the people—and, alas, there folly with it. But if there is freedom, folly will die of its own poison, and the wisdom will survive. That is the history of the race. It is the proof of man's kinship with God. You say that freedom of utterance is not for time of stress, and I reply with the sad truth that only in time of stress is freedom of utterance in danger. No one questions it in calm days, because it is not needed. And the reverse is true also; only when free utterance is suppressed is it needed, and when it is needed, it is most vital to justice. Peace is good. But if you are interested in peace through force and without free discussion—that is to say, free utterance decently and in order—your interest in justice is slight. And peace without justice is tyranny, no matter how you may sugar coat it with expediency. This state today is in more danger from suppression than from violence, because in the end, suppression leads to violence. Violence, indeed, is the child of suppression. Whoever pleads for justice helps to keep the peace; and whoever tramples upon the plea for justice, temperately made in the name of peace, only outrages peace and kills something fine in the heart of man which God put there when we got our manhood. When that

is killed, brute meets brute on each side of the line.

"So, dear friend, put fear out of your heart. This nation will survive, this state will prosper, the orderly business of life will go forward if only men can speak in whatever way given them to utter what their hearts hold—by voice, by posted card, by letter or by press. Reason never has failed men. Only force and repression have made the wrecks in the world."

No awards were made for the best history of the services rendered to the public by the American press during the preceding year or for the best cartoon. The announcement of the awards follows:

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing \$500. Jury: Professor John W. Cunliffe, Professor Roscoe C. E. Brown, Henry W. Sackett.

The medal was awarded to the Memphis Commercial Appeal, Memphis, Tenn., for its courageous attitude in the publication of cartoons and the handling of news in reference to the operations of the Ku Klux Klan.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, \$500. Jury: Professor Roscoe C. E. Brown, Professor John W. Cunliffe, Associate Harold de W. Fuller.

The prize was awarded to William Allen White for an editorial entitled, "To an Anxious Friend," in the Emporia Gazette, Emporia, Kan., July 27, 1922.

For the best example of a reporter's work during the year; the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, \$1,000. Jury: Professor Charles Phillips Cooper, Associate Carl Dickey, Associate Allen Sinclair Will.

The recommendation of the jury, confirmed by the teaching staff, is that the prize be awarded to Alva Johnston for his reports of the proceedings of the convention of the American Association for the Advancement of Science held in Cambridge, Mass., in December, 1922, published in the New York Times December 27 to 30, 1922.

For the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standard of American manners and manhood, \$1,000. Jury: Jefferson B. Fletcher, Samuel M. Crothers, Bliss Perry.

The jury recommends for the award of the Prize in the Novel, "One of Ours," by Willa Cather, published by Alfred Knopf, Inc., New York, 1922.

For the original American play performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners, \$1,000. Jury: William Lyon Phelps, Clayton Hamilton, Owen Johnson.

The jury recommends for the award of the Prize in the Drama, "Icebound," by Owen Davis, produced at the Sam H. Harris Theater in New York during the season 1922-1923.

For the best book of the year upon history of the United States, \$2,000. Jury:

Worthington C. Ford, John B. McMaster, Charles Downer Hazen.

The jury recommends for the award of the Prize in History, "The Supreme Court in United States History," by Charles Warren, published by Little, Brown & Co., Boston, Mass., 1922.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, \$1,000. Jury: Maurice Francis Egan, William Roscoe Thayer, William Allen White.

The jury recommends for the award of the Prize in Biography, "The Life and Letters of Walter H. Page," by Burton J. Hendrick, published by Doubleday, Page & Co., Garden City, N. Y., 1922.

For the best volume of verse published during the year by an American author, \$1,000. Jury: Wilbur L. Cross, Richard Burton, Ferris Greenslet.

The jury recommends for the award of the Prize in Verse, the following by Edna St. Vincent Millay: "The Ballad of the Harp-Weaver," printed for Frank Shay, New York, 1922; "A Few Pigs from Thistles," published by Frank Shay, New York, 1922; "Eight Sonnets in American Poetry, 1922: A Miscellany," published by Harcourt, Brace & Co., of New York City.

**TRAVELING SCHOLARSHIPS**

Three traveling scholarships, having the value of \$1,500 each, to graduates of the School of Journalism, who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe, to study the social, political and moral conditions of the people,

and the character and principles of the European press. On the nomination of the teaching staff of the School of Journalism, the following were appointed:

1. Geneva Bertha Seybold, Topeka, Kan. 2. Lee Mills Merriman, Chicago, Ill. 3. Roswell Sessoms Britton, Soochow, China.

Alternates: 1. Paul Frederichsen, Clinton, Iowa. 2. Charles Ruggles Smith, Cambridge, Mass. 3. Josephina Lula Chase, Bakersfield, Cal.

An annual scholarship, having the value of \$1,500, to the student of music in America who may be deemed the most talented and deserving, in order that he may continue his studies with the advantage of European instruction, on the nomination of a jury composed of members of the teaching staff of the Department of Music in Columbia University and of the teaching staff of the Institute of Musical Art. Jury: Professor Daniel Gregory Mason, Professor Walter Henry Hall, Frank Damosch.

The jury recommends for the award of the music scholarship, Wintter Watts of Brooklyn, New York, for a suite for orchestra entitled "Etchings," and for a dramatic ballad for voice and orchestra entitled "The Vinegar Man."

An annual scholarship, having the value of \$1,500, to an art student in America, who shall be certified as the most promising and deserving by the National Academy of Design, with which the Society of American Artists has been lately merged.

The Society of American Artists and the National Academy of Design recommend for this scholarship Henry Hensche of Chicago, Ill., who is a student of the National Academy of Design Schools.

*The*  
**Barometer  
of Business**



The Roosevelt Bldg.  
Just Completed



The Guaranty Bldg.  
Just Completed

Wherever building is active — business is good. In 1922 Indianapolis spent over \$26,000,000 in building. The first three months of this year show building permits issued to the amount of \$6,651,295— or \$2,835,104 more than the same three months last year.

A city that spends that much for building is prosperous, its people have money to spend not only for the necessities but to satisfy their every desire.

You are overlooking an enormous outlet for your product if you are not telling these people about it.

**[ TO REACH THIS RICH  
MARKET—BUY THE PAPER  
THAT BEST COVERS IT. ]**


*The*  
**Shaffer Group**

- CHICAGO EVENING POST
  - INDIANAPOLIS STAR
  - LOUISVILLE HERALD
  - ROCKY MOUNTAIN NEWS
  - DENVER TIMES
  - MUNCIE STAR
  - TERRE HAUTE STAR
- QUALITY PUBLICATIONS

**THE  
INDIANAPOLIS  
STAR**

FOREIGN REPRESENTATIVES  
**Kelly-Smith Co.**  
MARBRIIDGE BLDG.-NEW YORK  
LYTTON BLDG.-CHICAGO

**R. J. Bidwell Co.**  
742 MARKET ST. SAN FRANCISCO  
TIMES BLDG.-LOS ANGELES



# CLARENCE

By CRAWFORD YOUNG

The Press, East Stroudsburg, Pa., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

**HERALD-SUN SYNDICATE, 280 B'way, New York City**

## —Lord Robert Cecil

in his recent American campaign of explaining the operation of the League of Nations, is said to have delivered over twenty public speeches in as many cities.

Without the Daily Newspapers the forceful addresses of our distinguished visitor would have been powerless.

Through the Daily Newspapers Lord Robert Cecil reached instantly and simultaneously national—yes, international ears.

If the messages were spread by word of mouth alone or through delayed publication, how impotent they would be! The messages in themselves do not change—and yet without the Daily Newspapers, they are as nothing!

This powerful force of Daily Newspapers, at once world-wide and local, can sell merchandise—your merchandise. There is no comparable advertising medium.

*Invest in Newspaper Advertising*

### E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago  
Kansas City

New York

Atlanta  
San Francisco

*Welcome, visiting Britishers!*

*This advertisement is Number 71 in a Series to sell Newspapers as the primary and dominant advertising media.*

*From you, in whose country Newspaper circulations and advertising have reached such impressive volume, we have much to learn.*

*E. Katz Special Advertising Agency  
58 West 40th Street, New York City*

## "NAT" WRIGHT EXPIRES OF HEART DISEASE

Editorial Manager of the Toledo Blade Was Proudest of His Experience as Spanish War Correspondent

Nathaniel Curwin Wright, aged 53, editorial manager of the Toledo Blade and editor of the Newark (N. J.) Star-



NATHANIEL C. WRIGHT

Eagle, died in Toledo, May 13. Mr. Wright had been ill of heart disease two years. After treatment in a Toledo hospital, he apparently had recovered, but became ill in New York last fall. Most of the winter was spent in Arizona, but his gains there were only temporary. At his own request he was taken home for his last days.

Mr. Wright began his newspaper career in 1890 as a reporter for the Chicago Daily News. Before going to the Associated Press in 1893 he served as assistant city editor and editorial writer. He was with the Associated Press during its historic fight with the United Press, acting as night manager, day manager, and chief field correspondent. Of no experience was he more proud than that as a correspondent during the war in Cuba. He had charge of fitting out two different dispatch boats, and, during a race to a cable station, he wrote the Associated Press' account of the crushing of Admiral Cervera's fleet.

In 1900 Mr. Wright became managing editor of the Indianapolis Sentinel. After three years he took over the office of editor and publisher of the Indianapolis Journal. With the sale and liquidation of that property, he went to the Cleveland Leader as managing editor. After a year he was made editor-in-chief and in 1907 he assumed the presidency of the company, his partner being Harry S. Talmadge. With Mr. Talmadge he undertook the operation of the Toledo Blade, then suffering from the effects of the panic of 1907-08. The circulation has increased fivefold over that at the time he took charge. Again with Mr. Talmadge and others he bought the Newark Star-Eagle and later the Detroit Journal. The sale of the Journal last July was said to be at the highest price ever paid for the goodwill of a newspaper.

Mr. Wright had unusual aptness for making friends. His speech was characterized by illustrations that fitted exactly to whatever meaning he wished to convey. As an editorial writer he had a style commanding attention and influence. His courage was undaunted, bringing him the friendship of Theodore Roosevelt, which lasted to the hour of the ex-President's death.

Among many telegrams received by Mr. Wright's relatives and associates was one from President Harding, in which he said:

"Ohio loses an able and forceful citizen."

His widow, a sister, Miss Edith Wright, Toledo, and a nephew, Howard Wright, Newark, N. J., survive Mr. Wright.

### REV. DR. J. H. ODELL DIES

Former Editor Scranton Tribune-Republican, and Outlook Writer

The Rev. Dr. Joseph H. Odell, aged 76, for a time editor of the Scranton (Pa.) Tribune-Republican and late political editorial writer for the Philadelphia Public Ledger and Evening Ledger died May 15 in Birmingham, England.

For ten years he was chaplain of the Thirteenth Pennsylvania Infantry and during the World War was war cor-

respondent for the Outlook. At one time he held a pastorate in Troy, N. Y.

### GEORGE WURTS DEAD AT 94

Long Connection With Newark, Brooklyn and Paterson Newspapers

George Wurts, aged 94, for many years editor of the Paterson (N. J.) Press and associate editor of the Paterson Press-Guardian, died May 17.



GEORGE WURTS

Mr. Wurts began his newspaper work in 1861 with the old Newark Advertiser. He remained with that newspaper a little more than a year and then accepted a position with the Newark Mercury, of which he became editor a year later. Two years later, Mr. Wurts went to the Brooklyn Standard-Union as associate editor.

He then acquired a half interest in the Paterson Press and became editor of the Press, remaining until its consolidation with the Paterson Guardian, when he was made associate editor. In addition to his newspaper activities, Mr. Wurts served as secretary of the New Jersey Senate in 1880-1882. On November 4, he became state commissioner of banking and insurance and in 1897 was appointed secretary of state, serving five years in that office. In 1886 Mr. Wurts was president of the New Jersey Editorial Association. He was ill only a short time, attending to his editorial duties until a few weeks ago. He is survived by two sons, one of whom, William L. R. Wurts, is music editor of the Newark Star-Eagle.

## Obituary

DR. J. A. MACDONALD, formerly managing editor of the Toronto Globe, died May 14 after a long and painful illness. Originally a Presbyterian minister, Dr. Macdonald entered the field of letters as editor of the Westminster, a monthly magazine now defunct. When Sir John Willison resigned as editor of the Globe in 1903, Dr. Macdonald was selected to succeed him, remaining as editor until ill health compelled him first to relinquish editorial work entirely.

WILLIAM T. YOE, editor and publisher of the South Kansas Tribune, of Independence, died recently.

JUNIUS G. LUMPKIN, aged 62, editor of the Warrenton (Va.) Piedmont News, died May 10.

GEORGE E. GIBBARD, aged 72, editor and proprietor of the Canadian Pharmaceutical Journal, died at Lorne Park, Ontario, May 8.

J. W. SAMS, veteran printer of Texas, fell dead on the street at Coalgate, Okla.

## Baltimore Now Seventh City

Such has been its growth since 1920 that Baltimore is now rated as the seventh largest city of the country (recent Census Bureau announcement), with an estimated population of 773,850.

Most assuredly, here is a market of great fertility. When you are ready to try it out, remember that

Everything in Baltimore  
Revolves Around

THE  SUN  
Morning Evening Sunday

MRS. MYRTLE STEWART, aged 30, wife of Harry E. Stewart, of the Potts Turnbull Advertising Company, Kansas City, Mo., died last week.

MISS EDITH HEATHERLY, reporter for the Clovis (N. M.) Journal, died as the result of injuries received in an automobile accident.

HOWARD SANBY, aged 80, writer and lecturer and editor of Sanby's Magazine, Cincinnati, died suddenly May 2.

WILLIAM M. HALE, aged 74, senior partner of Hale Brothers, publishers of the Orilla (Ont.) Packet, died May 11.

JAMES W. GORE, aged 64, for 45 years connected with the Detroit Free Press, died at the University Hospital at Ann Arbor after a brief illness.

MARY ANN SCHWARZ, aged 22 months, daughter of Mr. and Mrs. Fred Schwarz, of Atlantic City, died May 12 of a heart ailment which had baffled physicians since her birth. Both parents are newspaper workers. Mrs. Schwarz is society editor of the Atlantic City Daily Press. Her husband is resort representative for the New York Times and Philadelphia North American.

E. J. TIPPETT, aged 71, president of the Toledo Typesetting Company, died May 12 in Niagara Falls, N. Y.

LUTHER E. MARTIN, president of the Advertising Club of Baltimore 1919-1920, died recently in that city. He was a member of the board of directors of the Vigilance Committee and the Better Business Bureau.

JOHN G. WARFEL, aged 62, one of the former proprietors of the Lancaster (Pa.) New Era, died May 16, following an acute attack of diabetes. He retired in 1920 from newspaper activities.

DANIEL J. SAUNDERS, aged 63, widely known sporting writer on the Boston Globe and authority on boxing, died May 5 at Forest Hills, Mass.

MISS DOROTHY N. CRAIG, aged 20, employed as a stenographer in the business office of the Boston American, fell dead on the street in Lynn, May 5.

CHARLES I. BROWN, for many years a telegraph operator in the Boston office of the United Press, died May 5 at Norwood, Mass.

MRS. BARBARA A. DOYLE, mother of Charles R. Doyle, news editor of the Boston Post, and State Commander William H. Doyle of the American Legion, died April 29 at Malden, Mass.

WILLIAM F. LONG, aged 35, president of the W. F. Long Company, Inc., Canadian publishers' representatives, New York, prior to the war, died in New York April 29.

JUDGE F. E. MULLEN, father of Frank E. Mullen, a former editor of the Sioux City (Ia.) Journal, died at Presho, S. D., May 1.

MRS. SOPHIA BEERS, aged 50, wife of Herman H. Beers, proofreader on the Chicago Tribune, died at a hospital last week of burns suffered when his clothing was ignited by an oil stove.

HENRY C. ("COL. HARRY") HOFFMAN, one of South Chicago's pioneer newspapermen and widely known in that vicinity, died suddenly last week.

CHARLES MADARY, aged 68, for many years identified with activities of the Old Time Printers' organization, was buried May 9 in Chicago. He died suddenly in Los Angeles.

HENRIETTE GUNDLACH, mother of E. T. Gundlach, of the Gundlach Advertising Company, Chicago, died this week.

MRS. NEVADA HESSE, aged 44, actress, translator of plays and playwright, and wife of Alfred A. Hesse, actor, died May 11 in New York City. For many years she was on the staffs of the San Francisco Examiner and Chronicle.

WILLIAM T. STEEL, aged 53, formerly secretary to George W. Childs and later business manager of the Philadelphia Public Ledger, died April 30 at Germantown, Philadelphia.

ARTHUR I. STREET, aged 54, former newspaper man and at one time editor of Colliers Weekly, died in San Francisco May 14, after a lingering illness.

The advertising barometer says:

## It Will Be a Wonderful Summer in Los Angeles, the ALL-YEAR MARKET!

THE growth of advertising in a community shows the atmospheric pressure of prosperity.

In April The Los Angeles Examiner scooped the morning field in advertising gains with a total climb above the same month in 1922, of 451,339 lines!

Enthusiasm, prosperity, circulation, co-operation and merchandising service did this.

In the first quarter of this year FOUR newspapers of Los Angeles gained 668,066 lines MORE advertising than the SEVENTEEN big newspapers of New York City. That's prosperity!

50,000 more people living in Los Angeles so far this year, and 25,000 more scheduled for summer vacations from which most of them will never go home!

Here's your ALL-YEAR market where there is NO dull summer and where good judgment says

ADVERTISE MORE IN JUNE, JULY AND AUGUST

325,000 families Sunday 150,000 families Daily

Los Angeles Examiner

11TH AND BROADWAY

Publishers of Orchard & Farm, 300,000 circulation.

Offices: New York, 1819 Broadway. Chicago, 915 Hearst Bldg.  
San Francisco, 571 Monadnock Bldg.



# Is Your Advertising Yours?

## A Brass Tacks Talk on Advertising

By Wm. H. Rankin

**D**OES your advertising represent you—or merely some vague shadow of you?

Is the individuality of your concern built into your advertising in the same way that it is built into your product?

Your product is you. You have put yourself into it. It is an embodiment of your ideas, beliefs and characteristics.

It has personality—your personality. Labelled or unlabelled, it could always be recognized as yours.

It represents you faithfully to the public. Every manufactured article does this. We talk of "letting the goods speak for themselves," but manufactured goods do more than speak for themselves. They reveal also the character of the manufacturer.

Knowing this, we would not dream of letting any goods go out in your name that were not properly representative of you.

What of your advertising? Is it also yours, in the same sense? Does your personality speak in it? Besides telling its own story does it also reflect the policies and character of your house? Without your name would it be recognized as yours?

Or is it merely a grouping of words and pictures—correct enough in themselves, but with no more individuality than a postage stamp?

### Importance of the Overtone

The value of any important advertisement lies as much in what it suggests as in what it says. It should, of course, present certain facts simply and well but it can—and should—do much more.

By the very manner of that presentation it should reflect the personality of the advertiser. It should breathe his very spirit and vibrate with his individuality.

Let us point our moral by the advertisement of any of our own clients. Look, for example, at the advertising of Goodrich Tires, Eveready Flashlight, Columbia Batteries, Diamond Tires, Haynes Automobiles, Scott's Mineralava, Hartman's Trunks, or any other on our list.

We hope that you will agree with us that these advertisements do more than merely present facts pleasantly. We believe that you can see in them also the personality of the concerns signing them. They are there, themselves, in print. If their advertisements impress you as sincere and reliable it is because the concerns themselves are sincere and reliable. There is nothing in the advertisement that isn't in the concern or the goods.

We write advertising—not fiction.

This means that we can accept only such clients whose personality and policy are worth portrayal. It is also why such clients have succeeded with us and why we have succeeded with them.

Advertising of this kind cannot be done in any haphazard, superficial way, nor can it be done by any ordinary staff. It needs really exceptional men, working in the closest possible contact with the client, and with conditions.

We have an exceptional staff and twenty-five years' experience has taught us how to be a part of the organization of the client. With Mr. Wilbur D. Nesbit and his associates in Chicago and Mr. Robert E. Rinehart and his writing-staff in New York we have a corps of which we can be proud. The art-work is in the hands of that master of advertising design, Mr. Myron C. Perley and his most capable assistants.

The work of these men is founded on and guided by the researches of a Merchandising Department, headed by Mr. H. A. Groth. Seven offices in as many principal cities and more than 1,000 representatives in as many smaller cities and towns give us—and our clients—close, continuous contact with every part of the United States and Canada.

\* \* \*

We are particularly anxious to secure as clients three or four British advertisers who desire to win the American market. We know it from A to Z—not alone through our own representatives above mentioned—but also through nearly ten thousand more workers on the Merchandising Departments of the leading daily and weekly newspapers. A quarter-century's successful experience with these publications enables us to be assured of their immediate interest in any new product we have to advertise. This applies as well to

the Agricultural Press, the Business Trade Papers, the Outdoor Sign people and the Street Railway Advertising Companies.

We have just issued the June number of our House Organ "Brass Tacks." It gives a fairly good insight into the scope and method of our work. We shall be glad to send it to any interested advertiser.

## Wm. H. Rankin Company

Established 1899

New York City  
Chicago

1 West 37th St.  
180 No. Wabash Ave.

With Branch or Affiliated Offices in Washington, D. C.; Akron, Ohio;  
San Francisco, Calif.; Toronto, Canada.



New York City Home of the Wm. H. Rankin Co.  
9th and 11th Floors of the McGibbon Bldg.,  
1 West 37th Street across from Tiffany's & Mark Cross.

*British Delegates to the 1923 Convention of the Associated Advertising Clubs of the World are cordially invited to visit and make use of the above offices during their stay in New York and receive a welcome worthy of their visit.*

## NEWSPAPER PUBLICITY STUNT GOES BIG

Washington Times and Herald Impress  
Baseball Audience With Excellence of News Service

By W. C. SHELTON,

Circulation Director, Washington Times and Herald

Newspaper publicity is probably harder to put over than any other form of advertising for the simple reason that newspapers are so busy grinding other people's axes that they very often neglect their own.

There is always a way to do this, but the way is not always clear. There is no stock mode of procedure because conditions vary in each locality, but examples are cropping up now and again, as witness a progressive bit of publicity staged by the Washington Times and Herald before an audience of 24,800 paid admissions to the opening American League baseball game this season. Two thousand other souls were deadheads, but deadheads read newspapers the same as cash customers. Everybody was immensely impressed.

First, let us introduce to you "Skillet" Finn, Esq.—a sporting page feature writer who is the counterpart in Washington of "Bugs" Baer in New York, and who is known in the Capital City almost as well as President Harding himself. Come to think of it, "Skillet" Finn, Esq., which is not the name under which he was christened, and "Bugs" Baer started their editorial careers together and are of the same humorous school of journalism. In their early days they lived and starved and raved together until "Bugs" got the call of the Big City, leaving "Skillet" the exclusive rights to Washington and all contiguous territory.

So, beginning on the theory that "Skillet" Finn, Esq., was the best or next-best known man in Washington, an acrostic contest—a letter arrangement competition planned in the circulation department—was conducted under "Skillet's" chaperonage, lasting six weeks, over which period he gave away a little over 150 baseball tickets for the opening game, or four tickets a day to successful writers of acrostics. The basis for each acrostic was the name of a player on the Washington American League team. There were three winners announced every day, and the first winner received two baseball tickets to the opening game, and the second and third winners, one ticket each. There was no entrance fee and only two rules, viz., the deadline for closing each successive acrostic name and the ironclad rule that the acrostics when completed must refer to baseball.

"Skillet" averaged 672 letters a day over a period of six weeks, the acrostics on the names of popular players like Walter Johnson, "Donie" Bush, Stanley Harris and Nick Altrock often soaring over the 1,000 mark. In the end he had something like 168 ticket winners, and during the course of the contest, "Skillet" invited suggestions from the winners as to how the opening baseball day might be turned into a circus or carnival for the lucky ticket winners, and also asking as many as possible to offer suggestions for stunts or acts which they would be willing to put on themselves. He got 16 first class stunts out of the winners; also a "Spark Plug" act and others representing comics in the Times and Herald put on by members of the circulation department.

Led by the Times-Herald Newsboys' Band, a circulation department organization, these acts occupied fully 20 minutes of the public's time immediately before President Harding threw out the first ball. Every act had been rehearsed and went off in professional fashion, and encores would have been taken time and again if it had not been approaching game time.

After the parade around the field and the stunts in back of home plate, the party filed into its allotted section where seats were grouped under a 60-foot sign which read "Skillet" Squirrel Section, the Washington Times and Herald." The Times-Herald Band played between in-

nings, being the only band in the throng and thereby calling repeated attention to the stunts which preceded.

That is not all.

Here is where the other departments of the paper functioned to make the biggest sporting event in Washington during the year a real Times-Herald day.

Pictures of the "Skillet" Finn, Esq., Squirrel Circus were taken under the direct supervision of Harry Coleman, head of the Hearst photographic and art departments in Washington, as were played during the first and second innings.

Before the seventh inning, a special edition of the Times, carrying a full front page of views of the crowd and plays of the early innings of the game, was on sale at the ball park. Photographs were developed, engravings made and transportation of the finished paper from the office to the ball park was completed in 70 minutes.

Five thousand of these newspapers were sold between the first half of the seventh inning and the end of the game, and a little girl dressed as "Miss Washington Times" in muslin which had been run through the newspaper presses, presented President Harding personally with copies of the edition.

At the moment the papers reached the park, the bugler from the Times-Herald band stood beneath the regular Times-Herald sign on the right field fence and announced "assembly." Immediately a canvas sign unrolled from the top of the fence announcing that copies of the Times—the afternoon medium—containing a full page of pictures of the game were then on sale in the park.

The public simply devoured those papers, and men and women in and out of the newspaper business declared it the greatest bit of journalistic enterprise they had ever witnessed. Lester Thompson of Barnum & Bailey's Circus declared that "Skillet" Finn's circus and pageant was a knockout, even from a professional eye.

The game was over at 5:47, and the crowd filed out of the park realizing that one of the greatest bits of advertising by a thoroughly up-to-the-minute newspaper had been successfully impressed on the minds of about 26,000 people.

As can be observed, the most minute co-operation between the photographic, engraving, editorial, composing, press and circulation departments, all under the supervision of G. Logan Payne, publisher, was necessary to carry out this feat.

The acrostic contest met with such wonderful success that the circulation department has again commandeered the services of "Skillet" Finn, Esq., from the editorial department in putting on a baseball picture puzzle and slogan contest, gaining the advantage of thousands of friends who have become followers of "Skillet" Finn, Esq., during his first contest.

## The Atlanta Journal ATLANTA, GA.

Over a Million  
Lines a Month

During 1922 carefully sifted  
advertising in The Atlanta  
Journal totaled over 12,000,  
000 lines.

Advertising in The  
Journal Sells the Goods

## MYTHICAL CLUB'S FEATURE

### National Organizations Inquire About Helena, Mont., Creation

When Helena, home city of the Montana State Fair, was asked to contribute \$2,500 in prizes for this year's fair, the Rowanis Club, a newspaper feature in the Record-Herald here, was the first to respond. The club, conducted by Ernest J. Immel, city editor, offered \$10 for the turkey with the best singing voice. A committee of musicians will do the judging.

The Rowanis club is 15 months old. For the first year Mr. Immel was recognized as its president, and as such he made two addresses at the Helena Kiwanis Club, explaining the purposes of his club. Rowanis meets each week for speeches and discussions. Its mythical nature, though apparent, has puzzled or fooled many people here.

A few days ago Kiwanis international headquarters wrote to the secretary in Helena, inquiring about Rowanis, of which it had been informed through a press clipping bureau. Last Summer there was correspondence between international officials of Rotary and Kiwanis concerning the upstart of Rowanis. Recently a Rowanerce Club, patterned on Rowanis, was formed by the Miles City (Mont.) Star.

## CIRCULATION NEWS AND VIEWS

JOHN MACDONALD of Valley City, N. D., has been made circulation manager of the Ann Arbor Times News.

The Baltimore Evening Sun Service Club, headed by the Evening Sun Newsboys' Band, inaugurated a six-weeks' campaign for 100 per cent service into the homes on the routes of its members by attending the Rivoli Theatre in a body, being given a reception by Victor Herbert, the composer.

J. Omansky, formerly country circulator and promotion man of the Cleveland Press, is now in charge of the Circulation department of the Cleveland Times and Commercial.

The Omaha Bee is issuing a pink supplement along with its night final.

The Ogdensburg (N. Y.) Daily News has launched a circulation campaign, which is being conducted by the Pultz Company of Reading, Pa., under supervision of Richard Kelly.

Mayor Schwab of Buffalo has intimated he will sign the New York Legislature's bill giving Buffalo City Council authority to license news stands. The stands were driven from the streets about three years ago through an action begun by the Buffalo Commercial.

"Where Prosperity Begins" is the new slogan selected for Springfield, O., following a contest conducted by the two local newspapers in co-operation with the Real Estate Board.

During "Boys' Week," May 14-20, the San Francisco Bulletin was conducted by boy editors. The boys had the proper newspaper office titles. The usual staff of the Bulletin, of course, kept tabs on the youngsters.

The Indianapolis Star is sponsoring the sale of lots in a newly created lake resort near Knightstown, Ind. Lots are sold at \$58.50 each with a first payment of \$8.50, with which the purchaser must subscribe for six months to the Star. The newspaper is directing the laying out of boulevards and erection of boat houses and other features.

The Omaha (Neb.) Bee staged its "Better Homes" exposition April 30 to May 5. Hunt Cook, lecturer and demonstrator on art in the home, in twelve portable rooms, plus furniture, demonstrated an ugly looking room, then, with the same furniture, created a beautiful room.

The American News Company, through various purchases, has assembled a plot of 26,000 square feet at Spring and Varick streets, New York City.

## High Pressure Gauges

WHEN a locomotive refuses to develop the speed it should, the engineer's first move is to look at its steam gauge.

And when a newspaper fails to gain the popularity and advertising patronage it should, its publisher's first move is to look at its steam gauge—classified advertising.

Display advertisers have their eyes on this sure measure of reader-interest and pulling-power. Wise publishers watch it even more closely, because they know that high classified "pressure" means growing circulation and greater local and foreign display patronage.

The National Standard methods of promotion build classified advertising that gauges a newspaper's producing power as it should be.

We are serving over one hundred newspapers in the United States and Canada. Our booklets "The Undiscovered Country" and "Architects of Classified Advertising," explain our service. Write for them.

THE BASIL L. SMITH SYSTEM, INC.  
International Classified Advertising Counsellors  
Otis Building Philadelphia, Pa.

# *A Great Force for International Accord*

**O**N the eve of the Disarmament Conference, The New York Herald sent Louis Seibold to study conditions in Japan and his articles were used as basic information in drawing up the Four-Power Treaty in Washington.

John McHugh Stuart, London correspondent of The Herald, was instrumental in bringing Lloyd George and De Valera together for the settlement from which grew the Irish Free State.

In a dispatch by Francis McCullagh The New York Herald gave the world the first news of Lenin's recession from Communism.

The New York Herald startled America with the first detailed story of the trial of the Roman Catholic prelates in Moscow, the execution of Mgr. Butchkavitch and the first comprehensive uncensored analysis of conditions in Russia today.

The first complete text of the Chester Grant by Turkey was published in The New York Herald. The Herald published an exclusive story telling the part of the German industrial leader Stinnes in causing the most recent large drop in German Exchange.

The New York Herald was the pioneer among American newspapers in establishing an extensive foreign news service and continues to promote international accord by bringing to the American people accurate and temperate news of European developments, reported from all sides of every question without the tincture of nationalistic propaganda.

Only through its superior international news connections including fully equipped Bureaus under the direction of competent correspondents in the important Capitals could The Herald have performed the recent feats of international journalism recorded here.

*Such achievements make The New York Herald essential to men of large affairs, who mold public opinion, and who with their families make up the high quality newspaper circulation sought by advertisers local, national and international, who wish to reach large numbers of prosperous and intelligent people.*

**THE NEW YORK HERALD**

**280 Broadway**

**New York City**

# A SERVICE THAT COVERS THE

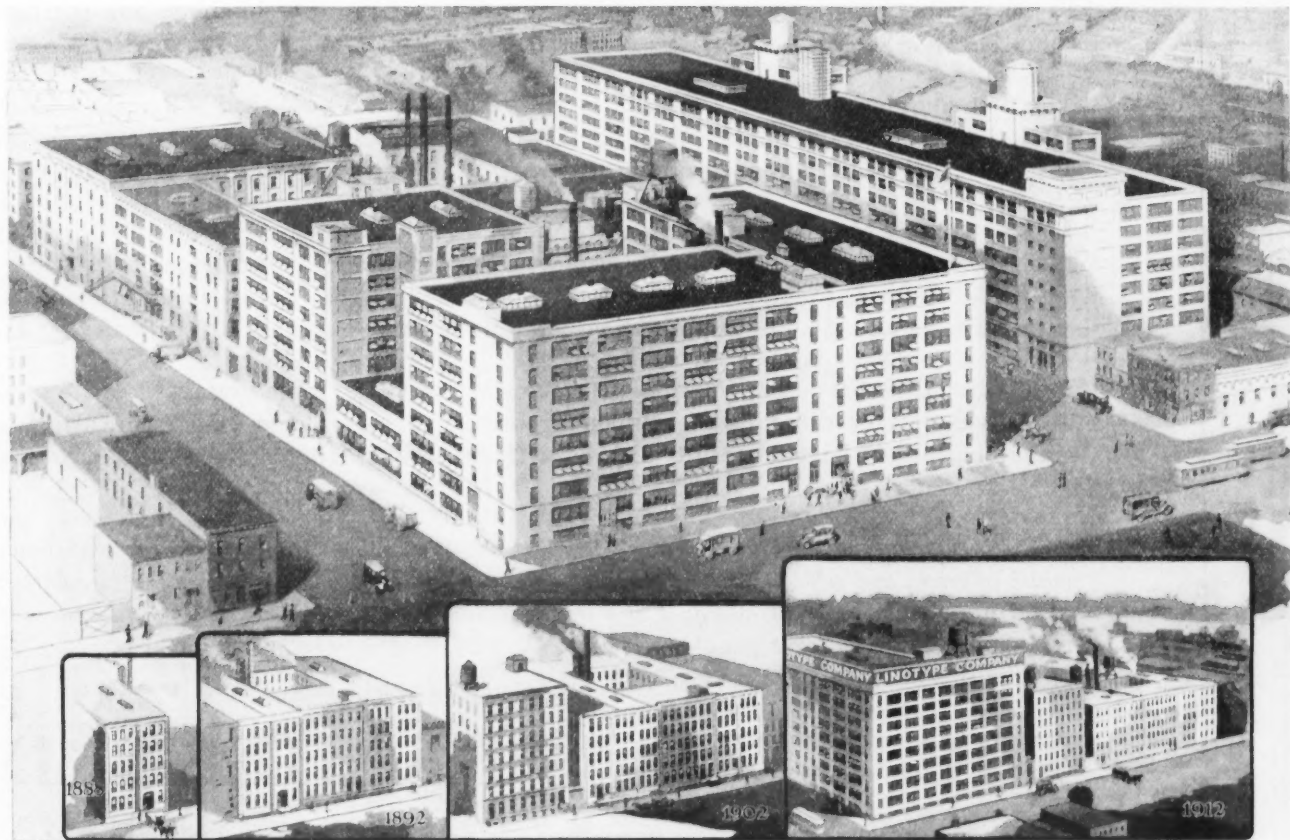
**T**HE fact that the Linotype "greet the sun in its course around the world" may not at first thought seem personally important to the Linotype-user in America or England. But it is. His own machine serves him so well because it has been made so simple and so sound that men in Iceland and Singapore, India, Africa, and the South Seas, far from

mechanical assistance, can operate it without trouble. The organization that keeps the distant machines supplied so that they never have to stop work is the same that is behind his Linotype, no matter where he is or what he may require. All over the world there are shops with huge "batteries" of Linotypes, and Linotype service is on a scale to meet their large

◉ TRADE **LINOTYPE** MARK ◉

## MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.



Composed entirely on the LINOTYPE in the Benedictine Series

# WORLD FOR LINOTYPE USERS

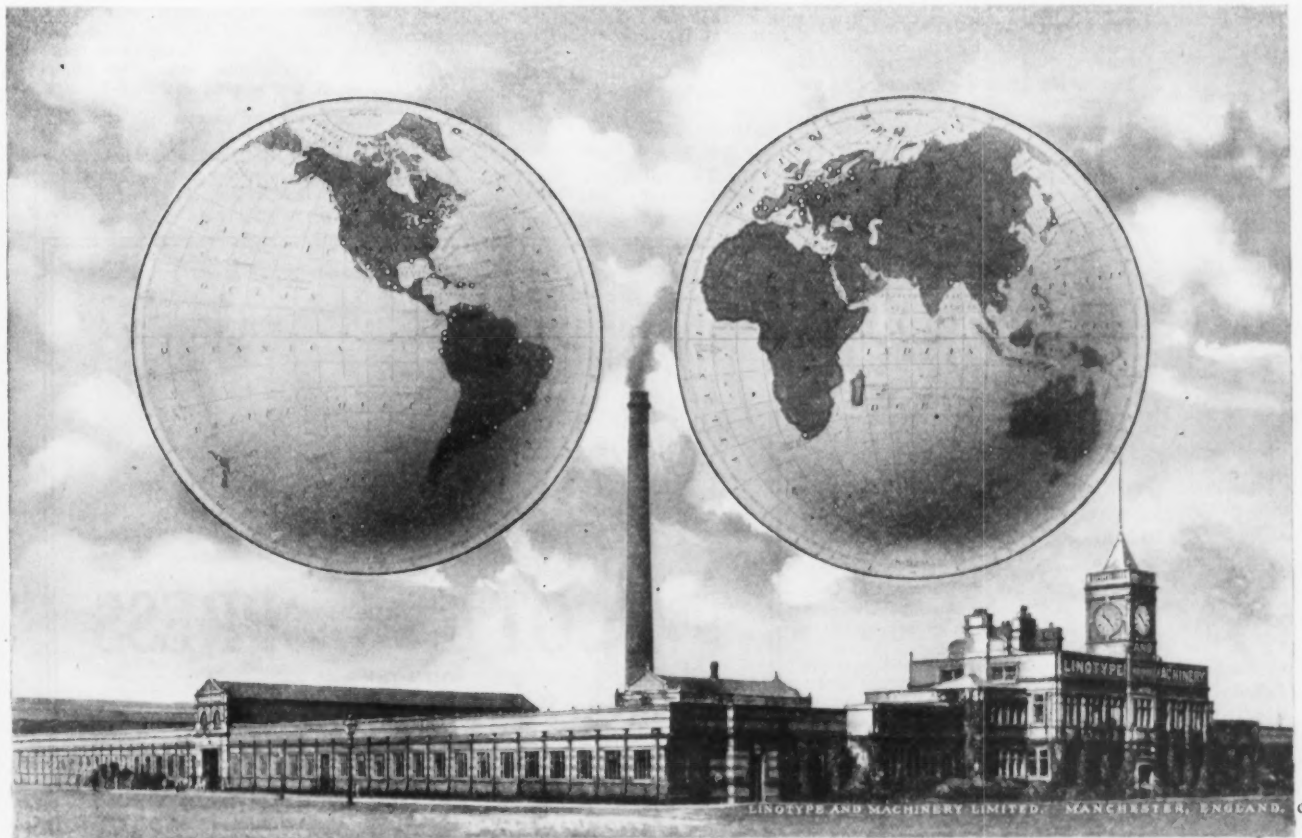
demands. But the Linotype principle today is what it was in the beginning, thirty-five years ago—the principle of looking after the single machine in the smallest shop. The Company does not sell a Linotype and forget it. Behind them all is an organization that anticipates the printing conditions of the future in order to keep every Linotype-user in the forefront of

business. The two hemispheres below show locations of the principal Linotype agencies. The factories in Manchester and in Brooklyn are equipped to supply every need of the more than 45,500 Linotypes now in use. The agencies throughout the world are prepared to deliver Linotype service to users wherever and whenever it is needed.



**LINOTYPE & MACHINERY LIMITED**

*9 Kingsway, London*



## JOURNALISM WEEK BIG AFFAIR IN MISSOURI

Newspaper Men and Women of Prominence in Nation and State to Attend University Doings  
May 21-25

Newspaper men and women of prominence throughout the Nation will be on the annual Journalism Week of the School of Journalism, University of Missouri, at Columbia, May 21-25.

Among the speakers are: Louis Dodge, Author; Miss Temple Bailey, St. Louis, author; E. Haldeman Julius, Girard, Kan., writer, editor and publisher; Frederick J. Haskin, Washington, head of the Haskin Service; James M. Thomson, publisher of the New Orleans Item and son-in-law of the late Champ Clark; Willis J. Abbott, editor of the Christian Science Monitor, Boston; Louis Wiley, publisher of the New York Times; and Richard Lloyd Jones, director of the Perry-Lloyd Jones newspapers.

The Missouri journalists include: Dwight P. Brown, Poplar Bluff, president Missouri Press Association; Miss Beatrice Winn, Maryville; L. H. Sommer, Tarkio Advance; Charles U. Becker, former publisher, now Secretary of State; Miss Florence Green, society editor Brookfield Daily Argus; Charles W. Fear, former publisher Labor Herald, Joplin, and president Ozark Press Association; Edgar C. Nelson, publisher Booneville Advertiser; Edward Felgate, editor Higginville Jeffersonian; Jesse W. Barrett, owner Canton Press, and Attorney General of Missouri; and J. S. Hubbard, executive secretary Missouri Press Association.

A feature of the week will be a reunion of M. U. Alumni who have had newspaper experience in foreign countries. They will include: James McClain, formerly in Japan and China, but now of New York; High J. Schuck, from Russia, and Frank P. Hedges, Peeking.

Another of the famous Journalism Week banquets will close the six days. It will be a "Made in Manchuria" affair, in which all the principal foods will be from that country, and served in Manchurian style.

### SCHOOL TO TEACH CANONS

#### "Ethics" to Supplement Journalists' Creed in Missouri "U"

The faculty of the School of Journalism of the University of Missouri has accepted the Canons of Journalism, recently adopted by the American Society of Newspaper Editors. They will form a part of the regular course of instruction.

"The canons will not take the place of the Journalists' Creed, which has been in use since the beginning of the School of Journalism, 15 years ago," Dean Walter Williams said. "It will supplement and amplify it and be of larger service in helping to mold the thought and life of the new generation of students."

### N. D. JOURNALISM COURSE

#### Full Department Leading to Bachelor of Arts Degree Established

A full department of journalism leading to the degree of bachelor of arts in journalism was established at the University of North Dakota, Grand Forks, recently.

The new course is an outgrowth of a journalism division offering a minor of sixteen credits which was established two years ago. Under the new organization a student must complete the required work of the regular four-year course, including at least twenty-four credits in journalism studies. A new requirement was added to those regularly imposed in the courses in journalism when a secondary regulation was passed making it necessary for the student in the course in journalism to take a minor in one of the social sciences, history, economics,

political science, or sociology. This ruling was made to insure the student a background for the interpretation of the news values most closely related to government and community welfare.

The journalism department is under the direction of Lawrence W. Murphy, a graduate of the course in journalism of the University of Wisconsin. The instruction offered includes reporting, editing, feature writing, editorial writing, history and ethics of journalism, practice journalism, survey of journalism, advertising, and illustration. The enrollment this year is 117.

### STUDENT EDITORS EXCEL

#### Syracuse Undergraduates Get Out Geneva Times on Time

Three 12-page editions of the Geneva (N. Y.) Times were issued complete and on time by students from the department of journalism at Syracuse University on May 9. This was the second annual experiment of taking over a newspaper for a day, and the successful way in which the students handled the editorial reins proved again that classroom work in the college can stand a severe test in the practical field of newspaper publishing.

The 54-mile trip to Geneva by auto from Syracuse started at 5 o'clock on the morning of May 9. The staff of twenty-two consisted of nine co-eds and thirteen young men. A few of the executives and feature writers went to Geneva the night before to outline the city beats and news sources. None of the students knew anything about the city to which they were assigned.

Freedom to change the make-up and style of the paper was granted by W. A. Gracey, president, and G. B. Williams, secretary. It resulted in changing the pages about and putting local stories on the front page.

The return trip took twenty-two tired but happy students back to Syracuse before 11:30 p. m.

The student staff was composed of the following:

Editor-in-chief, Mabel G. Parker, Catskill, N. Y.; Telegraph editor, Simon Kneller, Newark, N. J.; managing editor, Dorothy Whitnall, Syracuse; city editor, Samuel Cahon, Syracuse; social and personal, Jeanette Ross, Syracuse; dramatic and literary, Gertrude Greene, Pittsburgh; sports, Phillip Schwartz, Gloversville, N. Y.; Lawrence Robinson, Mechanicsville, N. Y.; finance and markets, Selwyn Kershaw, Sanford, Me.; correspondence, Kerinald F. Torrey, Syracuse; columnist, E. Rolfe Daniels, Watervliet, N. Y.; copy desk, Mildred Parker, Catskill, N. Y.; Ronald Jagger, Clark Mills, N. Y.; Margaret Lancer, Seneca Falls, N. Y.; reporters, William Clough, Manlius, N. Y.; Doris Stillman, Olean, N. Y.; William C. LaFevre, Beaver Falls, N. Y.; Wayne Thomas, Factoryville, Pa.; Walter McKenna, Syracuse, N. Y.; Ruth Sullivan, Gouvernour, N. Y.; Margaret Williams, Jersey City; Wilbur Saylor, Johnstown, Pa.; Rose Buck, Pittsburgh.

### KANSAS HIGH SCHOOL AWARDS

#### Best Examples of Reporter's Work Is on Pratt Mirror

The Department of Journalism, University of Kansas, has announced awards in its second annual high school paper contest as follows:

First Division—For the best example of a reporter's work: The Mirror, Pratt High School.

Second Division—For the best original editorial: The Herald, Howard High School.

Third Division—For the best record of service to a high school: The El Doradon, El Dorado High School.

Fourth Division—For the best record on methods of securing and handling advertising: The Pantograph, Kansas City High School.

### Students Get Out Daily

AUSTIN, May 1.—Journalism students of the University of Texas handled the news departments of the Austin Statesman and the Austin American today, gathering the news, editing, headwriting and making-up.

### WHAT OTHER JOURNALISM SCHOOLS ARE DOING

THE journalism students of Kansas State Agricultural College manned the Topeka Daily Capital news staff for one day recently, doing the work of the day side personnel.

Five hundred and forty students are now enrolled in the Department of Journalism at the University of Wisconsin. There are 300 students majoring in the four-year course.

An extension course in newswriting has been begun in Portland, Ore., under the direction of the University of Oregon, Eugene, Ore., by George Turnbull of the faculty. This is the first course in journalism to be offered by the university in Portland.

W. E. Drips, professor in the department of journalism at the Iowa State College, at Ames, has resigned.

Josef W. Hall, formerly a correspondent in China for the Ledger Syndicate and the Chicago Tribune and the New York Times, has joined the teaching staff of the University of Washington, School of Journalism. He will teach a class in the work of the foreign correspondent.

George A. Montgomery, former instructor in journalism at the Kansas State Agricultural College, has been chosen by the board of education to fill the vacancy of journalism instructor at the Kansas City Manual Training High School.

Students of the Medill School of Journalism of Northwestern University will this semester try their hands as reporters, copy readers and editors of a "Chicago daily newspaper." Although their journal, The Medillian, will never be published, it will be in the editorial department a complete reproduction of a metropolitan daily paper. Students will act in all the capacities of a metropolitan newspaper organization, from "covering" actual news events to making up the paper in "dummy" form. A large classroom in the downtown Northwestern building, 31 West Lake street, has been arranged as the Medillian's news room.

The Department of Journalism, New York University, has begun a series of lectures by Alexander Woolcott,

drama editor of the New York Herald, dealing with the principles of dramatic criticism. This department has added a course in practical publicity conducted by Edward Bernays.

Maxwell Aley, formerly managing editor of the Century Magazine, has joined the New York University Department of Journalism faculty.

The journalism course at Ohio State University has recently been made a four years' course instead of two years, by action of the board of trustees, upon the recommendation of administrative council of the university.

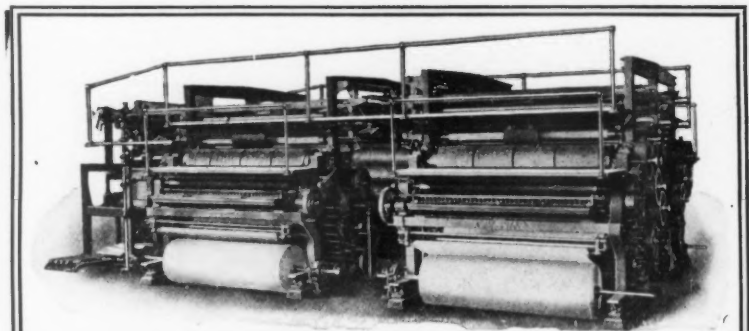
The University of Minnesota has established a news service which will supply news of accomplishment and discoveries of the faculty and students of the university.

Pei-Yy Chien of the School of Journalism at the University of Missouri has been awarded the prize of \$50 for an editorial essay on "China Should Be Included in Any Plan for World Financial Readjustment." This prize is offered twice a year by J. B. Powell, an alumnus of the School of Journalism, and publisher of the Weekly Review of the Far East at Shanghai, China. Abe Sweet was given honorable mention in the contest.

Students in journalism at the University of Minnesota have put out a practice newspaper called the Minnesota Cub. Copies of the seven-column, six-page sheet were distributed free to all the students and on the campus and the members of the faculty. The material was compiled and edited by 80 students under the direction of R. R. Bartlow, head of the department.

Members of the News Writing class, numbering 86, at the University of Nebraska, were organized by Prof. M. M. Fogg into a correspondence staff that sent "stories" aggregating over 12,000 words to Nebraska weekly newspapers on the work of their home-town teams in the 13th annual state high-school basketball tournament, March 8-10.

A movement to re-establish the Minnesota Daily, official daily newspaper of the University of Minnesota, is now under way. The paper was recently suspended owing to lack of support and the small number of subscribers.



## The SCOTT Multi-Unit PRESS

WITH THE

### New Scott Heavy Duty Folder

is really the only Multi-Unit Press that lends itself to expansion. All you need is the room and additional Units and Folders can be attached to meet new requirements.

### YOUR NEW PRESSROOM EQUIPMENT

should be built to handle any size paper that you may want to run five or ten years from now. The Scott "Multi-Unit" or "Straight-Unit" Press with the New Scott Heavy-Duty Folder is the best solution of this production problem.

## WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK

1457 BROADWAY, at 42nd ST.

CHICAGO

MONADNOCK BLOCK

# BATTEN



## Two Moves

This week, the home office of George Batten Company ceases to be at 381 Fourth Avenue, New York. We move to 383 Madison Avenue, at the corner of 46th Street.

A LITTLE over thirteen years ago, the offices of George Batten Company were in the Metropolitan Annex at 24th Street and Fourth Avenue.

In the early spring of 1910 we moved to 381 Fourth Avenue, in which building we had leased an entire floor.

When we look back thirteen years, as some of us can easily do, it is remarkable how distinctly we recall certain details of that move. But at the time, these were considered minor details, not worth remembering. It is much harder to recall vividly the emotional side of that experience.

One quickly forgets the fear of things that did not happen. For instance, we remember that when our people and their furniture were set down in their new quarters, it was necessary to set the desks wide apart in order to avoid great expanses of unused space.

Only vaguely can memory bring back the trepidation we felt at taking so much space, though at that time it was the chief thing in our minds.

The fact of our moving to so much larger quarters re-shaped the character and destiny of many of the people who were with us at that time. It was the physical manifestation of a business determined to grow,

rather than the actual expansion of a business that had grown.

A whole floor we took—nearly 10,000 square feet. The total number of our organization was then 92—men, women, boys and girls.

Well, we grew. The spread-apart desks were pushed closer together. The vacant spaces filled up.

Soon we were compelled to lease half of the floor above. A few years later we again overflowed, and shortly occupied the entire floor below. This week we are moving to an entirely new building.

\* \* \*

The George Batten Company that will have its home offices in the new building at 383 Madison Avenue numbers 246 people. We will occupy something more than 30,000 square feet all told, a floor and a half with private stairway connecting.

The differences between the new lease we are taking and the one we took thirteen years ago are many, but the greatest difference lies in this: Then we were doubtful. Now we are sure. Then we wondered. Now we know.

The new address is 383 Madison Avenue. The telephone number is Vanderbilt 6300.

## George Batten Company, Inc. Advertising

Boston  
10 State Street

383 Madison Avenue  
New York

Chicago  
McCormick Building

*Moulding favorable public opinion for articles or services that deserve it*

## TIPS FOR AD MANAGERS

**Amsterdam Agency**, 680 4th avenue, New York. Placing orders with newspapers for the State of Maine Publicity Bureau, Portland, Ore.

**Barker, Duff & Morris**, 323 4th avenue, Pittsburgh, Pa. Reported will shortly place orders for Ruud Mfg. Company, heaters, Pittsburgh.

**Besack-Sands Advertising Company**, Gumbel Bldg., Kansas City. Using 14 lines, once for Leon Lambert (radio).

**Blackett & Sample**, 58 East Washington street, Chicago. Placing orders for Van Ess Laboratories, shaving cream, Chicago, and Wander Company, food products, Chicago.

**Arthur T. Bond**, 20 Central street, Boston. Placing orders with some Pennsylvania newspapers for Dwinell-Wright Company, "White House" coffee and teas, Boston, Mass.

**Brendt Advertising Agency**, Tribune Building, 7 South Dearborn street, Chicago. Starting a big newspaper campaign on Boncilla in Cincinnati this week. This agency is also preparing copy of W. E. Callane Manufacturing Company, and will start a small newspaper campaign soon on this.

**Brennan-Eley Company**, Republic Bldg., Chicago. Reported to be placing the following accounts: Beneke & Kropf Manufacturing Company, "Rayfield" carburetor, Chicago; Hanson Bros. Scale Company, Chicago; New Way Motor Company, Lansing, Mich.; Magnetic Manufacturing Company, Minneapolis, and Matinello Co., beauty cream, Chicago.

**Emil Brisacher & Staff**, Flood Bldg., San Francisco. Reported to be handling account for Durable Roofing Company, Portland, Ore.

**John Buchanan Advertising Agency**, Globe Bldg., Boston. Again placing copy with newspapers in selected sections for Bangor & Aroostook R. R., Bangor, Me.

**Calkins & Holden**, 250 5th avenue, New York. Placing account for Black, Starr & Frost, jewelers, New York.

**Nelson Chesman & Co.**, 1127 Pine street, St. Louis. Making 3,000-line contracts for the Marmola Company; making contracts for the Chattanooga Medicine Company.

**Nelson Chesman & Co.**, 120 West 42d street, New York. Placing orders with newspapers in the vicinity of New York for the Whiteland Manufacturing Corporation, radio, Washington avenue, Long Island City.

**W. P. Colton Company**, 165 Broadway, New York. Placing copy with newspapers in towns along the Hudson River for the Hudson River Day Line, Desbrosses Street Pier, New York.

**Arthur M. Crumrine Company**, 43 West Long street, Columbus, Ohio, and 245 West 55th street, New York. Making contracts with newspapers in various sections for Pure Oil Company, "Parol" gasoline and "Tiolene" motor oil, Columbus, Ohio, and 74 Broadway, New York.

**Donahue Advertising Agency**, Woolworth Bldg., New York. Placing orders with newspapers in cities, where they have distribution for Snyder Hats, 133 West 21st street, New York, N. Y.

**Erwin, Wasey & Co.**, 58 East Washington street, Chicago. Making 3,000-line contracts for the Marquette Cement, Inc.; making 3,000-line contracts for the Carnation Milk Products; preparing list of newspapers for Aluminum Goods Manufacturing Company, Manitowoc, Wis.

**Ferry-Hanly Company**, 6 North Michigan avenue, Chicago. Will place in future advertising of Western Tablet & Stationer Company.

**Richard A. Foley Advertising Agency**, 219 North Broad street, Philadelphia. Placing account for William H. Luden, Reading, "Luden's" menthol cough drops.

**Albert Frank & Co.**, 332 South La Salle street, Chicago. Reported will shortly place account for the Golfers' Magazine, Chicago.

**Freeman Advertising Agency**, Mutual Bldg., Richmond, Va. Making contracts with Southern newspapers for the W. H. Miles Shoe Company.

**Charles Daniel Frey**, 104 North Michigan avenue, Chicago. Handling account of the Moline Plow Company, Moline.

**L. S. Gilham Company**, Atlas Bldg., Salt Lake City. Reported will use newspapers in Mountain States and in the Northwest for the National Packing Corp., "Blue Bunny" food products, Ogden, Utah.

**Charles C. Green Advertising Agency**, 15 West 37th street, New York. Placing orders with newspapers in selected sections for United Sales Company, "Ice Mint," Elmira, N. Y.

**H. B. Green Company, Inc. (Green-Lucas Company)**, South & Lombard streets, Baltimore. Placing orders with newspapers in selected sections for Townsend Grace Company, straw hats, Baltimore, Md.

**Green, Fulton-Cunningham**, 38 East Jackson boulevard, Chicago. Sending out orders and contracts on Nash Motors to Kentucky newspapers.

**Guenther-Bradford Company**, Tribune Bldg., Chicago. Issuing one time orders on International Heating Company, St. Louis, as well as orders and contracts on George H. Mayr Co., Chicago, in western territory.

**Gundlach Advertising Company**, 400 North Michigan avenue, Chicago. Placing account of Straus & Schram, Inc., Chicago.

**Hanf-Metzger, Inc.**, 95 Madison avenue, New York. Making 2,800-line contracts for the Whistle Company of America.

**Hanser Agency**, 601 Broad street, Newark, N. J. Reported will shortly place orders with newspapers in selected sections for Pompeian Romanza Corp., "Pompeian Olive Oil," Baltimore.

**E. W. Hellwig Company**, 299 Madison avenue, New York. Making 10,000-line contracts for the Corn Products Refining Company.

**Hicks Advertising Agency**, 52 Vanderbilt avenue, New York. Using 14-line, 8 times, for Hotel Aspinwall, Lenox, Mass.; placing orders with newspapers in selected sections for Ayvad Manufacturing Company, "Ayvad's Water Wings," 1103 Grand street, Hoboken, N. Y.

**B. W. Hicks Agency**, 1303 Main street, Wheeling, W. Va. Placing orders with newspapers for Earl Chemical Company.

**Honig-Cooper Company**, 74 New Montgomery street, San Francisco. Placing account for California Prune & Apricot Growers, San Jose; Pack Advertising Agency, 6 East 39th street, New York; has secured the following accounts: Colonial Ice Cream Company of Philadelphia; Winkelman's New York Shoe Store; William Davies & Co., New York, specialty shop; Charles Askin & Co., New York, wearing apparel chain stores.

**Hoyt's Service**, 116 West 32d street, New York. Planning advertising campaign for Penn Tobacco Company, "Honey Moon Chewing Tobacco," Wilkes-Barre, Pa.

**H. B. Humphrey Company**, 581 Boylston street, Boston. Making 3,000-line contracts for George Frost Company, "Boston Garter" and "Velvet Garter."

**Wylie B. Jones Advertising Agency**, 107 Chenango street, Binghamton, N. Y. Making yearly contracts for the Akron Trust Company.

**H. W. Kastor & Sons' Advertising Company**, Lytton Bldg., Chicago. Again making contracts with newspapers in various sections for the Hygienic Laboratories, hair preparation, 68 West Washington street, Chicago; issuing contracts and orders in Southwest Territory on Wabash railway.

**Martin V. Kelley Company**, Second Nat. Bank Bldg., Toledo, and 19 West 44th street, New York. Placing orders with newspapers in various sections for the Fisk Tire Company, Chicopee Falls, N. Y.

**Frank Kiernan & Co.**, 135 Broadway, New York. Making 1,000-line contracts for L. L. Winkelman & Co.

**Kling-Gibson Company**, 220 South State street, Chicago. Preparing a list on Royal Easy Chair, Sturgis, Mich.; issuing contracts on Wizard Products Company (mops), Chicago.

**Larchar-Horton Company**, Monks Bldg., Boston. Sending out orders for the Goudey Gum Company, "Goudey's Super Lemolyne."

**Lord & Thomas, Corporation Bldg.**, Los Angeles. Placing orders with newspapers in various sections for the "All-Year Club of Southern California."

**Lord & Thomas, Wrigley Bldg.**, Chicago. Placing orders with newspapers in selected sections for West Indies Fruit Importing Co., pineapples, 236 North Clark street, Chicago.

**Lord & Thomas**, 366 Madison avenue, New York. Placing orders with newspapers in various sections for American Tobacco Company, "Blue Boar" tobacco, 111 5th avenue, New York.

**Theodore F. MacManus, Inc.**, 82 Hancock avenue, East Detroit. Making 2,800-line contracts for the Packard Motor Car Company; placing orders with newspapers in various sections for Champion Spark Plug Co., Toledo, Ohio.

**Harry C. Maley Company**, 155 East Superior street, Chicago. Placing account of the Wolverine Climax Company, of Delaware, Ohio, and Detroit, manufacturers of the Dimpled Tube.

**Matteson-Fogarty-Jordan Company**, 215 North Michigan avenue, Chicago. Will use metropolitan papers on advertising for Sani Products Company (sanitary dish washer).

**McCutcheon-Gerson Company**, 64 West Randolph street, Chicago. Issuing orders and contracts on Steger Piano Company.

**McJunkin Advertising Company**, 5 South Wabash avenue, Chicago. Sending out orders and contracts in West Virginia on Allied Packers Association of Chicago, and in Colorado Springs on Good Grape Company.

**Harry C. Michaels Company**, 113 Lexington avenue, New York. Making 3,780-line contracts for Devco & Reynolds, paints, New York.

**Mitchell-Faust Advertising Company**, 7 South Dearborn street, Chicago. Making 5,000-line contracts for the Pennsylvania Sugar Company.

**P. F. O'Keefe Advertising Agency**, 45 Bromfield street, Boston. Placing account for Stanley Insulating Corp., "Stanley Vacuum Bottle," Great Barrington, Mass., and 200 5th avenue, New York.

**Osten Advertising Agency**, 25 East Jackson Blvd., Chicago. Making contracts with newspapers in various sections for the Schoenhofen Company, beverages, Chicago.

**Harry C. Phibbs**, 440 South Dearborn street, Chicago. Preparing copy on the Burdick Cabinet Company, manufacturers of light therapy equipment, of Milton, Wis.; also sending out copy on Alfano Chemical Products Company, Chicago and Milwaukee.

**Frank Presbrey Company**, 456 4th avenue, New York. Now placing account of the Kny-Scheerer Corporation of America, makers of surgical instruments.

**Russel M. Seeds Company, Inc.**, Consolidated Building, Indianapolis. Handling account of E. C. Atkins & Company, Indianapolis, manufacturers, saws, saw tools and machine knives.

**Sehl Advertising Agency**, City Hall Square Bldg., Chicago. Reported to be placing account for D. B. Scully Syrup Company, "Skookum Syrup," Chicago.

**Sherman & Lehair**, 116 West 32d street, New York. Making 1,600-line contracts for B. V. D. Company, Inc.

**Smith & Ferris Advertising Service**, Pacific Finance Bldg., Los Angeles. Reported to be planning campaign for Pioneer Paper Company, Los Angeles, to advertise its composition in shingles.

**Snitzler-Warner Company**, 225 North Michigan Blvd., Chicago. Reported to be placing account for Republic Food Products Co., "Red Seal" meats, Chicago; will do a little newspaper advertising for Glacier Clay, a facial preparation, made by the Glacier Laboratories, Springfield, Minn.

**Stevens & Wallis**, 45 West on South Temple, Salt Lake City. Reported to be preparing plans for a newspaper campaign in some Western cities for John Snowcraft & Sons Company, "Never-Rip" overalls, Ogden, Utah.

**J. Walter Thompson Company**, 14 East Jackson boulevard, Chicago. Issuing orders and contracts in Arkansas on Horlick's Malted Milk Company, Racine, Wis.

**Tracy-Parry Company**, Lafayette Bldg., Philadelphia. Making 5,000-line contracts for the International Proprietaries, Inc.

**Tucker Advertising Agency**, 303 5th avenue, New York. Sending out 8-time orders for Wm. Peterman, Inc.

**Williams & Cunningham Company**, 6 North Michigan avenue, Chicago. Preparing a list of 27 towns mostly in the South to be used on advertising of Morris & Co.

## \$47,500 to Boost State

A one-day campaign was conducted April 19 by the Minneapolis Publicity Bureau to raise \$47,500 for use in 1923 to advertise Minneapolis and Minnesota. The purposes for which this money is to be expended includes a conservative newspaper display advertising campaign in territory contiguous to Minneapolis; to establish welcome bureaus in railway stations, to obtain necessary material for publicity in 1923, primarily photographs and data recognizing Minnesota's resources for the enjoyment of tourists and to co-operate with the Minneapolis Tourist Welcome Bureau, the Minneapolis Journal Travel and Resort Bureau and various trail associations.

## \$100,000 to Make Texas Known

The Texas Chamber of Commerce has appropriated \$100,000 as a special advertising fund. Display ads will be placed in all the leading daily newspapers and other periodicals throughout the country. A special drive will be made to interest the textile mill owners of the East and North in the possibilities of Texas as a cotton mill center.

## Ocean City to "Tell the U. S."

Mayor Joseph G. Champion of Ocean City, N. J., has announced that this New Jersey resort has appropriated \$12,000 to be used in advertising in newspapers throughout the United States this summer.

## Will Advertise Minnesota

A State-wide campaign to induce settlers to go to Minnesota has been organized by a group of Ortonville business men. The sum of \$2,000 has been raised to be used in the advertising.



For Happy Days by the Sea  
HOSPITABLE, HOMELIKE  
**CHALFONTE-HADDON HALL**  
ATLANTIC CITY

American Plan Only  
Always Open  
Write for illustrated folder and rates

For more than fifty years these two hotels, now combined in ownership and management, have been the choice of cultivated, interesting people—bent on happy, health-giving days by the sea.

LEEDS and LIPPINCOTT COMPANY



# WHY THE SUN NEVER SETS ON KING FEATURES

## KING FEATURES SYNDICATE, INC.

acts as selling agents for:

International Feature Service  
Newspaper Feature Service  
International News Service  
Universal Service  
Cosmopolitan News Service  
Star Aircraft Service

Follows a partial list of the world's leading newspaper features sold by the King Features Syndicate.

### Sunday Comics

Bringing Up Father—by McManus.  
Katzenjammer Kids—by Knerr.  
Happy Hooligan—by Opper.  
Little Jimmy—by Swinnerton.  
Eddie's Friends—by Knott.  
Jerry on the Job—by Hoban.  
Able the Agent—by Hershfield.  
For Better or Worse—by Tad.  
Krazy Kat—by Herriman.  
Polly and Her Pals—by Cliff Sterrett.  
Buster Brown—by R. F. Outcault.  
Just Boy—by A. C. Fera.  
Barney Google—by Billy DeBeck.  
Toots and Casper—by J. E. Murphy.  
The Katzies—by Rudolph Dirks.  
Titlie the Toller—by Russ Westover.  
Stumble Inn—by Herriman.  
Boob McNutt—by Goldberg.

### Daily Comics

Bringing Up Father—by McManus.  
Krazy Kat—by Herriman.  
Able the Agent—by Hershfield.  
Jerry on the Job—by Hoban.  
How Do They Do It?—by Arnot.  
Indoor Sports—by Tad.  
Katie's friends—by Knott.  
Just Like a Man—by Knott.  
Little Jimmy—by Swinnerton.  
Us boys—by McManus.  
Heipuu Henry—by Arnot.  
Then the Fun began—by Faber.  
The Kaubbe Kadaret—by Hershfield.  
Polly and Her Pals—by Cliff Sterrett.  
Barney Google—by Billy DeBeck.  
Toots and Casper—by J. E. Murphy.  
Timmie Theatre—by Segar.  
Guss-Luck Club—by "Doc" Willard.  
The Five-Fifteen—by Segar.  
Titlie the Toller—by Westover.  
Lughouse Fables—by DeBeck.  
Let the Wedding Bells Ring Out.  
"Hattie"—by Jack Callahan.  
Entouraging Moments—by Charles Dunn.  
My Boss—by Charles Dunn.  
Frenchie—by Jack Callahan.  
So This is Married Life—by Zere.

### Sunday Magazine Pages

Front Page, four colors or black, painted by famous artists.  
Paris Fashion Page, three colors or black.  
Lounge page special feature.  
Health, Heart and Home Page.  
Four pages of miscellaneous semi-news illustrated features.  
Short Story Page—by Jack Lait, illustrated by Henry Butt.  
Two Pages of Serial Fiction.  
Sunday Feature Front Page with drawing by Dan Smith, in four colors or black.  
Fashion Page—by Madame Frances.  
Three General Sunday Features Pages.  
Popular Science Page.  
Physical Culture Page.  
Household Page.

### Daily Magazine Features

Romantic Cartoons—by Nell Brinkley.  
Beatrice Fairfax Articles and "Advice to the Love-lorn."  
Bobbie and His Pa—by William F. Kirk.  
The Rhyming Optimist (verses in prose)—by Althea Michaelis.  
Daily Short Stories by Miscellaneous Authors.  
News and Human Interest Cartoons—by Hal Coffman.

**M**ORE than two thousand newspapers published in every language of the world delight their readers every day with one or many of the famous features which have made King Features Syndicate a name to reckon with in every land where newspapers circulate.

You can travel from Nome to the Argentine, from Vladivostock to Cape Town,—in every country everywhere you will find King Features as popular with newspaper readers as their own local politics and market reports.

Translated into every tongue but not otherwise changed from the original creations of the artists and writers who produce them, King Features have won their way round the globe because they have the living quality that makes the whole world kin.

Brisbane, George McManus, Elinor Glyn, W. L. George, A. S. M. Hutchinson, Hall Caine, B. C. Forbes, Jack Dempsey, Billy DeBeck, Dr. Royal S. Copeland, Nell Brinkley, F. Opper, Herbert Kaufman—these with a score of the other stars whose work has been made familiar to all peoples through King Features Syndicate are as much household names with the newspaper readers of Japan, China, South Africa, South America, Australia, New Zealand and Alaska, as with those who regularly see the great dailies of London, Paris, and New York.

## Daily Magazine Features Continued

Daily Fashions—by Marle Belmont.  
Serial Stories by Virginia Terhune Van de Water.  
Strolls Through Sportville—by William F. Kirk.  
Once Overs (brief editorials)—by J. J. Mundy.  
Popular Science Articles—by Garrett P. Serviss.  
Child Training—by William McKeever.  
Domestic Science—by Loretto Lynch.  
Popular Health and Hygiene—by Price Belden, M.D.  
Home Dressmaking—by Rita Stuyvesant.  
Daily Magazine Page, made up of above features.  
Romantic Cartoons—by Joanita Hamel.  
"Feminisms" and "Her Problems" Cartoons—by Annette Bradshaw.  
"Your Health"—by Royal S. Copeland, M.D., Fellow of the American College of Surgeons, Commissioner of Health, New York City, U. S. Senator-Elect from New York State.  
"My Marriage Problems"—by Adele Garrison.  
Inspirational Talks—by Wilfred Black.  
"Good Night Stories"—by Branche Silver.  
"Today's Fashion"—by Vera Winston.  
"Diary of a Fashion Model"—by Grace Thorncliffe.  
Fashion Dressing and Articles—by Annette Bradshaw.  
"The Home Kitchen"—by Jeanette Young Norton.  
"Home-Making Hints"—by Wanda Barton.  
Beauty Advice—by Lucezia Borl.  
"Advice to Girls"—by Annie Laurie.  
Horoscope—by Genevieve Kenzie.  
"Heroes of History"—by Mark Stuyvesant.  
"Three-Minute Journeys"—by Tempie Manning.  
"Odd Facts" and "Words of Wise Men"—Shorts.

## MISCELLANEOUS FEATURES

### Daily

Poems by Angela Morgan.  
"Our Marriage Adventure"—by Aon Lisle.  
Sporting Articles by Frank G. Menke.  
Financial Articles—by B. C. Forbes.  
Pure Food Articles—by Dr. Copeland.  
"Your Food and Your Health"—by Daniel Russell Hodgson.  
Signed stories by Jack Dempsey, World's Heavyweight Champion.  
Inspirational Essays—by Dr. Charles Fleischer.  
Inspirational Articles—by Rita Weiman.  
Something to Think About—by Bruno Lessing.  
"Your Dreams"—by James Oppenheim.  
Inspirational Chats—by Lucy Lowell.  
Weekly Business Review by Wilfred S. Cousins.  
Daily Editorial—by Herbert Kaufman.  
Medbury's daily humorous articles.  
The Play Wizard—by Dr. Emmett D. Angell.  
Romantic Cartoons—by Poplin.  
Romantic Cartoons—by Peggy Prentice.  
Weekly Financial Review—by B. C. Forbes.

### Sunday

Automobile Letter by Barney Oldfield.  
Mutter and Mumble, humorous article, by John P. Medbury.  
Sunday Inspirational Editorial—by Herbert Kaufman; half page.  
Weekly Sports Letter by James J. Corbett.  
Weekly Sermon by Reverend Thomas B. Gregory.  
Full page inspirational Editorial by Arthur Brisbane, with cartoon, generally by Winsor McCay.  
A. Mugg sketches—by Damon Runyon.  
Full Page Topical Cartoon—by Joe McGurk.

### Daily Cartoons

Cartoons by Winsor McCay.  
Cartoons by Tom Powers.  
Cartoons by F. Opper.  
Cartoons by Harry Murphy.  
Cartoons by O. P. Williams.  
Cartoons by Joe McGurk.

### Daily Editorial and Literary Features

Today—Arthur Brisbane's daily editorial column.  
Discourses of a Scientist—by Edna Lucien Larkin.  
Daily Humorous Sport Column by "Bugs" Baer.  
Ye Towne Gossip—by K. C. B.  
More Truth Than Poetry—by S. E. Kiser.  
Daily Paris Fashions.  
Humorous Cartoons and Sketches—by Fay King.  
Henry Smith Williams—Sketches Articles.

**KING FEATURES SYNDICATE, Inc.**  
M. KOENIGSBERG, President NEW YORK, N. Y., U. S. A.

## EDITORS OF 2 STATES BUY MOBILE TICKETS

Joint Meeting of Mississippi and  
Alabama Press Associations to  
Be Held in that City  
May 24-25

Everything is in readiness for the joint meeting of the Mississippi and Alabama Press Associations in Mobile May 24-25. Former United States Senator John Sharp Williams, of Mississippi, and Walter Williams, dean of the Missouri School of Journalism and president of the World Press Conference, will be prominent out-of-State speakers.

A trip through Baldwin county is scheduled for May 26.

The program is as follows:

### THURSDAY MORNING

Convention called to order by the president, Captain W. T. Sheehan, editor of the Montgomery Advertiser.

Invocation.  
Address of welcome by Mayor R. V. Taylor, of Mobile.

Response by Hon. Frank N. Fulian, publisher of the Sheffield Standard and Insurance Commission of Alabama.

Annual address and announcements by President Sheehan.

Address by Victor H. Hanson, publisher, of the Birmingham News and the Montgomery Advertiser.

Address: "The Foreign Advertising Outlook," by John Sparrow, of the Sparrow Advertising Agency, Birmingham.

Address: "Value of the Port of Mobile to the State," by Sidney J. Bowie, member Alabama State Harbor Commission.

### LUNCHEON 1 P. M.

Mobile Rotary Club, songs and welcome, John T. Cochrane, presiding; short talks.

Mobile Port's message of appreciation, by R. A. Christian, member Alabama State Harbor Commission.

### AFTERNOON SESSION

First executive meeting of the Alabama Press Association, 2 p. m., in Parlor A, Battle House, Col. Ed. Day, editor and publisher The Lafayette Sun, presiding; none but members will attend.

### THURSDAY NIGHT JOINT SESSION

Mississippi and Alabama Press Associations will assemble in a joint meeting at the Battle House auditorium, at 8:30 p. m.

Edgar G. Harris and Capt. William T. Sheehan presiding.

Invocation.  
Address by Gov. William W. Brandon, of Alabama.

Address by Aaron Sapiro, of California, organizer of cooperative marketing.

Address by former Senator John Sharp Williams, of Mississippi.

Address by Walter Williams, dean of the Missouri School of Journalism and president of the World Press Congress.

### FRIDAY MORNING SESSION ALABAMA PRESS

Called to order by President W. T. Sheehan.  
Address, "Early Type Faces and Their Influence on Those of Today," F. W. Bott, of New Orleans.

Address, "The Industrial Development of Alabama," Col. R. A. Mitchell, of Birmingham.

Address, "New Developments in Printing Machinery," representative of Dodson's Printers Supply Company.

Annual poem, Miss Mabel Yerby, Greenboro Watchman.

Reports of committees and election of officers.

### AUTOMOBILE TOUR

A ride through the satsuma orange groves of Mobile County, to the Hunting and Fishing club, where an informal luncheon will be served.

Returning, the motorcycle will stop at the

residence of Dr. Erwin Craighead, where a reception will be held, beginning at 6:30 p. m.

Address by F. I. Thompson, publisher, Mobile Register, Birmingham Age-Herald and Montgomery Journal, and member of United States Shipping Board.

Friday night the ladies of both associations will be entertained by the Mobile branch, League of American Pen Women.

### TOUR OF BALDWIN

Saturday a tour of Baldwin County will be made by both associations.

### MISSISSIPPI'S PROGRAM

Thursday, May 24, Morning—Mississippi press special train leaves New Albany over the Gulf, Mobile and Northern Railroad.

Luncheon at Newton, compliments of Newton Chamber of Commerce.

### THURSDAY AFTERNOON

(Aboard special train between Newton and Mobile.)

Convention called to order at 2 o'clock p. m. by President Edgar G. Harris, Laurel Leader.

Invocation, Chaplain J. G. McGuire.

Roll call, payment of dues, distribution of badges.

Appointment of committees.

Annual address, President Edgar G. Harris.

Laurel (stop 20 minutes), refreshments.

Address, "Mississippi Development," J. B. Haman.

General discussion, "For the Good of the Order," led by O. F. Lawrence, Grenada Sentinel.

General discussion, "The State Printing Law," led by Walker Wood, Winona Times.

Address, "Making Farm Life More Attractive," Dennis Murphree.

### FRIDAY MORNING

9:30 a. m., Mississippi Association convenes at Battle House, President Harris presiding.

Invocation.

Address of welcome, Mayor Taylor, of Mobile.

Response, Clayton Rand, Philadelphia Democrat.

Annual poem, Mrs. W. C. Hight, Louisville Journal.

Report of committee.

Report of governing board, by Walker Wood, chairman, Winona Times.

### SATURDAY AFTERNOON

2:00 p. m., final business session at Magnolia Springs.

Report of committee on resolutions.

Selection of next place of meeting.

Election and installation of officers.

### HARRISON ILLINOIS CHIEF

#### Press Association Favors Short Course in Journalism for Editors

John H. Harrison, editor of the Danville (Ill.) Commercial-News was elected president of the Illinois Press Association in the closing session of the annual meeting which was held at the University of Illinois, Urbana, May 10, 11 and 12. Other officers who were elected at the same time were A. G. Gravenhurst, first vice-president, Effingham Review; Irl H. Marshall, Mendota Sun-Bulletin, second vice-president; Miss Katherine McLain, LaSalle Post, third vice-president; H. L. Williamson, Illinois Publisher, Springfield, secretary; and E. H. Childres, Fairfield Press, treasurer.

A motion to establish a spring short course in journalism at the University of Illinois was adopted. Resolutions thanking the University and the cities of Champaign and Urbana for their hospitality, approving the school of journalism at the University and favoring the development of foreign advertising in daily newspapers were adopted. The informative advertising campaign already under way by the Illinois Central Railroad and

other railway systems was mentioned as deserving of serious consideration and the officers were instructed to investigate it and take such action as they deem necessary.

### Eastern College Editors Meet

Forty college newspapermen, members of the Eastern Intercollegiate Newspaper Association, held their annual convention at Harvard University and Massachusetts Institute of Technology, Cambridge, May 11-12. Student newspapers at Yale, Amherst, Williams, Middlebury, Wesleyan, University of Pennsylvania, Pennsylvania State College, Rhode Island State College, Colgate and Massachusetts Institute of Technology were represented. Officers for this year are president, W. G. Peirce, Jr., M. I. T.; vice-president, O. P. Williams, Cornell Daily Sun; secretary-treasurer, H. N. Pratt, Harvard Crimson.

### Oakland Press Club Formed

The Press Club of Oakland has been organized and is now firmly established in a specially constructed building in the heart of the California city. Eighty editors and reporters comprise the active membership. Roy H. Danforth, city editor of the Oakland Tribune, heads the organization, and William H. Mason, of the Oakland office of the San Francisco Chronicle, is secretary. Other officers and directors are: T. A. Goldstein, Chronicle; E. S. Pladwell, Tribune; A. L. Clark, San Francisco Examiner; J. A. Cook, Examiner; T. D. Foster, Oakland Post-Enquirer; Wood Soanes, Tribune, and J. C. Whitnah, Chronicle.

### SUN ALUMNI ELECT

#### Dr. Talcott Williams Chosen Head at New York Dinner

Dr. Talcott Williams, director emeritus School of Journalism, Columbia University, was elected president of the Sun Alumni Association, New York, at its annual dinner at the Manhattan Club. Other officers chosen were: Vice-president, Stephen T. Mather (retiring as president); secretary-treasurer, Willis Hollis (re-elected); chairman executive committee, Collin Armstrong (re-elected).

Those present were Edward G. Riggs, Louis Wiley, Mark G. DuBois, Martin Egan, Paul Drane, Joseph I. C. Clarke, Horace W. Foster, Stephen T. Mather (toastmaster), F. H. Fayant, Garrett P. Serviss, Ernest K. Coulter, George Bendelari, George F. Lyon, Dr. Talcott Williams, Collin Armstrong, Willis Holly, F. W. Spicer, Don C. Buell, C. F. Fitzgerald, Dan Quinn, Edward W. Townsend, J. M. Wood, John G. Dater, C. F. Sherman, D. A. Curtis and L. A. Coolidge.

### TO FETE CANADIAN EDITORS

#### Prince Edward Island Government and Trade Bodies Lay Plans

Arrangements to entertain the Canadian Press Association in June were made at a meeting of delegates from the Boards of Trade of Summerside and Charlottetown and Premier Bell and Cabinet of Prince Edward Island.

A. R. Brennan, of the Summerside Journal, explained that the aim of that body was "a more unified Canada."

## Use More Italic Beautifies Advertising Display

**I**TALIC is needed in almost every lay-out. It emphasizes by contrast and relieves monotony. You have not used it much because, in single types, the kerns break off. In machine composition all italic is distorted and badly fitted.

The beautiful, full-flowing Ludlow italic, in sizes up to 48 point, is close-fitting and non-breakable.

Hundreds of newspapers are now using the Ludlow system for display, getting new type on slugs for every advertisement and doing away with single types and distribution of dead forms.

There is a big swing to italic wherever the Ludlow comes into use. It makes your space more valuable.

*The Ludlows have helped by giving us an unlimited supply of new type. The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process.—Topeka State Journal.*



## THE LUDLOW

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

## The St. Regis Paper Company

and the

Hanna Paper Corporation

## NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago

Pittsburgh

620-621 McCormick Bldg.

1117 Farmers Bank Bldg.

# GREAT BRITAIN, AUSTRALASIA, FRANCE, ITALY, JAPAN and CUBA

Join the United States and Canada in Conceding the SUPREMACY OF THE HOE PATENTED AUTOMATIC PUMP SYSTEM OF INK DISTRIBUTION

That this typical Hoe development is the greatest advance made in newspaper press construction since the introduction by R. Hoe & Co. of the Triangular Former Folder, is proved by the following list of representative newspapers throughout the world which are now using it with unqualified success or have placed orders for ink-pump-equipped presses:

*Newspapers which have placed repeat orders for presses equipped with ink pumps (indicated in italics)*

## UNITED STATES

<i>Philadelphia Bulletin</i> .....	9 Decuples	Atlanta Constitution .....	1 Octuple
<i>Philadelphia Bulletin</i> .....	9 Sextuples	Binghamton Press .....	1 Octuple
<i>Philadelphia Public Ledger</i> .....	12 Sextuples	Bronx Home News .....	1 Octuple
<i>Philadelphia Public Ledger</i> .....	4 Octuples	Des Moines Register .....	1 Octuple
Hearst Publications .....	6 Double Sextuples	Knoxville Sentinel .....	1 Octuple
<i>The New York Times</i> .....	6 Double Sextuples	Lincoln Star .....	1 Octuple
<i>Baltimore Sun</i> .....	3 Double Sextuples	Newark Star Eagle .....	1 Octuple
<i>Baltimore Sun</i> .....	2 7-Unit Machines	New Bedford Standard .....	1 Octuple
<i>The New York Herald</i> .....	8 Octuples	Portland Press-Herald .....	1 Octuple
<i>Cleveland Plain Dealer</i> .....	5 Decuples	Richmond Times-Dispatch .....	1 Octuple
<i>Philadelphia Inquirer</i> .....	8 Sextuples	Rochester Democrat & Chronicle .....	1 Octuple
<i>New York Tribune</i> .....	4 Octuples	St. Paul Dispatch .....	1 Octuple
<i>San Francisco Chronicle</i> .....	14 16-Page Units	Seattle Times .....	1 Octuple
<i>Minneapolis Tribune</i> .....	4 Sextuples	Spokane Spokesman-Review .....	1 Octuple
<i>Pittsburgh Post</i> .....	3 Octuples	Utica Observer-Dispatch .....	1 Octuple
<i>Los Angeles Times-Mirror</i> .....	1 Octuple	Utica Press .....	1 Octuple
<i>Los Angeles Times-Mirror</i> .....	1 7-Roll Press	Washington Star .....	1 Octuple
<i>Boston Globe</i> .....	1 Octuple	Wilkes-Barre Leader .....	1 Octuple
<i>Boston Globe</i> .....	2 Sextuples	Brooklyn Times .....	1 Sextuple
<i>Kansas City Journal-Post</i> .....	10 16-Page Units	Charlotte Observer .....	1 Sextuple
<i>Brooklyn Eagle</i> .....	3 Sextuples	Huntington Advertiser .....	1 Sextuple
<i>The Dayton News</i> .....	1 Double Octuple	Indianapolis Star .....	1 Sextuple
<i>New Orleans Times-Picayune</i> .....	2 Octuples	New York Forward .....	1 Sextuple
<i>The New York Telegram</i> .....	2 Octuples	Pittsfield Eagle .....	1 Sextuple
<i>Richmond News-Leader</i> .....	2 Octuples	Raleigh News & Observer .....	1 Sextuple
<i>Trenton Times</i> .....	1 Double Sextuple	Wilmington Journal .....	1 Sextuple
<i>Atlanta Journal</i> .....	1 Decuple	Boston Transcript .....	1 Quadruple

## BRITISH ISLES

E. Hulston & Co. ....	6 Octuples	Glasgow Herald .....	2 Octuples
<i>Manchester Daily Mail</i> .....	1 Octuple	Cumberland News .....	1 4-Roll Machine
<i>Manchester Daily Mail</i> .....	1 Double Sextuple	Yorkshire Post .....	1 Octuple
<i>London Daily Mail</i> .....	2 Octuples	St. Clements Press .....	1 Sextuple
<i>Belfast Telegraph</i> .....	2 4-Roll Machines		

## CANADA

<i>Toronto Telegram</i> .....	3 Sextuples	Montreal Gazette .....	2 Sextuples
<i>Toronto Telegram</i> .....	1 Octuple	Ottawa Citizen .....	1 Octuple
<i>Toronto Star</i> .....	4 Sextuples	Ottawa Journal .....	1 Octuple
<i>Hamilton Spectator</i> .....	1 Double Sextuple	Toronto Globe .....	1 Octuple

## AUSTRALASIA

Melbourne Argus .....	1 Octuple
<i>Smiths' Weekly</i> .....	2 Quadruples
Sydney Evening News .....	1 Octuple
Sydney Times .....	1 Octuple
Christchurch Sun .....	1 Quadruple

## FRANCE

Le Petit Parisien, Paris .....	1 Double Sextuple
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## JAPAN

<i>Osaka Daily News</i> .....	2 Sextuples
Osaka Asahi Shimbun .....	1 Octuple

## CUBA

Diario de la Marina, Havana .....	1 Octuple
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## ITALY

Corriere Delle Sera, Milan .....	1 Quadruple
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Making a total of over 700 sixteen-page units equipped with the Hoe Patented Automatic Pump System.

**EVENTUALLY YOU, TOO, WILL ADOPT THIS IMPROVED SYSTEM OF INK DISTRIBUTION**

# R. HOE & CO.

504-520 Grand Street, New York City

7 Water Street  
Boston, Mass.

109-112 Borough Rd.  
London, S.E.1, Eng.

827 Tribune Bldg.  
Chicago, Ill.

# Providence AND Rhode Island

Complete coverage at  
one cost

The all-day service of

## The Providence Journal

AND

## The Evening Bulletin

at one rate offers the complete coverage so necessary for the success of any national advertising campaign.

# 93,369

net paid circulation—

## 21½c a line flat

Within a fifteen-mile radius from City Hall the Journal and Evening Bulletin have a concentrated city and suburban circulation of 86,796 net paid copies daily.

The Providence Journal or The Evening Bulletin reaches practically every worthwhile home in Providence and Rhode Island.

### Providence Journal Co.

Providence, R. I.

#### CHAS. H. EDDY CO.

National Advertising Representative

BOSTON

NEW YORK

CHICAGO

#### R. J. BIDWELL CO.

Pacific Coast Representative

San Francisco

Los Angeles

### NEWS OF ASSOCIATIONS AND CLUBS

JAY IGLAUER, secretary and treasurer of the Halle Bros. Co., and Frank M. Strock, of Van Aiken & Strock, have been elected directors of the Cleveland Advertising Club, filling vacancies caused by the resignations of Lynn E. Ellis and Lincoln G. Dickey. Ray H. Finger, secretary-treasurer, was re-elected.

The Missouri Interscholastic Press Association was formed at Columbia with representatives of eleven preparatory schools where journalism is taught. Annual meetings will be held in Columbia. Officers for 1923 and 1924 are as follows: President, Bernard Van Horn, Purple and Gold, Columbia High School; vice-president, Morris S. Harless, Manualite, Kansas City, Mo., High School; secretary-treasurer, T. T. Johnson, Jr., M. M. A. Eagle, Missouri Military Academy, Mexico, Mo.

W. F. Cochran, of the advertising department of the Rorabaugh Dry Goods store, was chosen president of the Wichita Ad Club at its annual meeting. Dean S. Truex, Truex Optical Company, was elected vice-president, and Frank F. Galle, Wichita Eagle, was re-elected secretary-treasurer for his fourth term. Directors include H. B. Damon, H. H. Hurst, H. R. Horner, J. M. Vandusen and Herbert Jones.

The May meeting of the Michigan League of Home Dailies was held at the Hotel Pantlind, Petoskey, May 17-18.

Harold F. O'Keefe, advertising director of the Portland (Me.) Press-Herald, the Waterville Sentinel and the Maine Farmer, has been elected president of the Portland Ad Club.

B. A. Davey was elected president and Thad Hold was elected secretary-treasurer of the Birmingham Advertising Club last week. Fourteen directors were named as follows: Newspaper advertising, Maurice Lackey; retail advertising, Fred Holberg; direct-by-mail, H. D. Cullen; advertising agency, John Sparrow; advertising art, Paul Pim; advertising specialties, M. H. Friedman; printers, Robert Trochsel; membership-at-large, E. I. Leighton, Charles B. Marsh, George N. Alsop, L. A. Niven, R. B. Chandler, Will Howell, George Kelley and Herbert J. Baum.

Frederick W. Bliss has been elected the Chief Crier of the Town Criers in Providence. Other new officers are: First Deputy Chief Crier, H. Harold Price; second, Gardner T. Swartz, Jr.; scrivener, Silas T. Leaming; Funds, holder, H. Raymond Fox; trumpeter, Howard E. Branch; bellman, Daniel S. Mahoney; chairman luncheon board, Charles H. Graves; chairman national advertising committee, John E. Bullard; chairman retail advertising committee, Walter P. Misch.

Owing to the death of William G. Evans, an active member of the Pittsburgh Advertising Club, the annual election was postponed from May 15 until May 22. Mr. Evans, who was reported in the lead of the candidates for president, died about eight hours before the election was to have been held. Mr. Evans was 37 years of age and was assistant to the president and director of the Harris Pump and Supply Company of Pittsburgh.

The annual convention of the Michigan Woman's Press Association, of which Dr. Emma E. Bower, of Port Huron, is president, will convene in Kalamazoo with the Michigan Typothetae Federation June 14-16. George Barnes of Flint is the president of the latter.

Don V. Moore, secretary of the Interstate Fair Association, has been elected president of the Sioux City Advertising Club, succeeding H. R. Stephenson. Other officers elected are: J. N. Sullivan, vice president; B. J. Abram, of the United Advertising Agency, secretary, and P. W. Lampertine, treasurer.

The Advertising Club of Allentown, Pa., elected the following officers: President, Peter W. Leisenring; vice-presi-

dent, J. C. Strauss; secretary, Eugene Hazard; treasurer, J. Ward Grandshaw.

Burt Whitman, sporting editor of the Boston Herald, has been elected president of the Boston Newspapermen's Golf Association, to succeed William E. Soule of the Boston Globe. J. B. Forsyth of the Boston Post is secretary, and Henry T. Claus of the Boston Transcript, treasurer. Daily practice of the team starts May 21 in preparation for the EDITOR & PUBLISHER contest, and the club expects to be represented at the Inter-City matches next September at Washington.

Mrs. Annie Judson Hanningan was elected president of the New England Woman's Press Association at the annual meeting in Boston. Other officers chosen were: Mrs. Norah Johnson Barbour and Miss Grace M. Burt, vice-presidents; Miss A. Louise Gillette, recording secretary; Miss Luella Conkling Sidney, corresponding secretary; Mrs. Jessie L. Leonard, treasurer; Mrs. Wegia Hope Hall Tracy, auditor; trustees of journalist fund, Mrs. Lulu S. Upham and Mrs. Katherine L. Wright.

At the tenth annual meeting of the Johnstown Ad-Press Club May 7 it was voted to change the name to the Advertising Club of Johnstown. Officers were elected as follows: President, Harry D. Corbin, Penn Traffic Company; first vice-president, Tom Nokes, Johnstown Poster Advertising Company; second vice-president, Harry Hesselbein, the Ledger; treasurer, Herman Roth, Valley Engraving Company; secretary, Kenneth P. Ripple, Johnstown Poster Advertising Company; directors, C. C. Ashcom, Johnstown Automobile Company; George Figg, Wolf & Reynolds, and Frank R. Geis, the Geis Store.

The Wisconsin Press Association will hold its 1923 summer automobile tour on July 6 to 10, inclusive, through the famous Door County cherry country. Members of the party will congregate at Fond du Lac, whence the start will be made. The principal stops will be at Chilton and Manitowoc on July 7; Keweenaw and Algoma and thence through to Sturgeon Bay, the following day; cherry orchards and other points of interest around the Bay on July 9 and from there to the home of the association's president, John A. Kuypers, at DePere on the 10th.

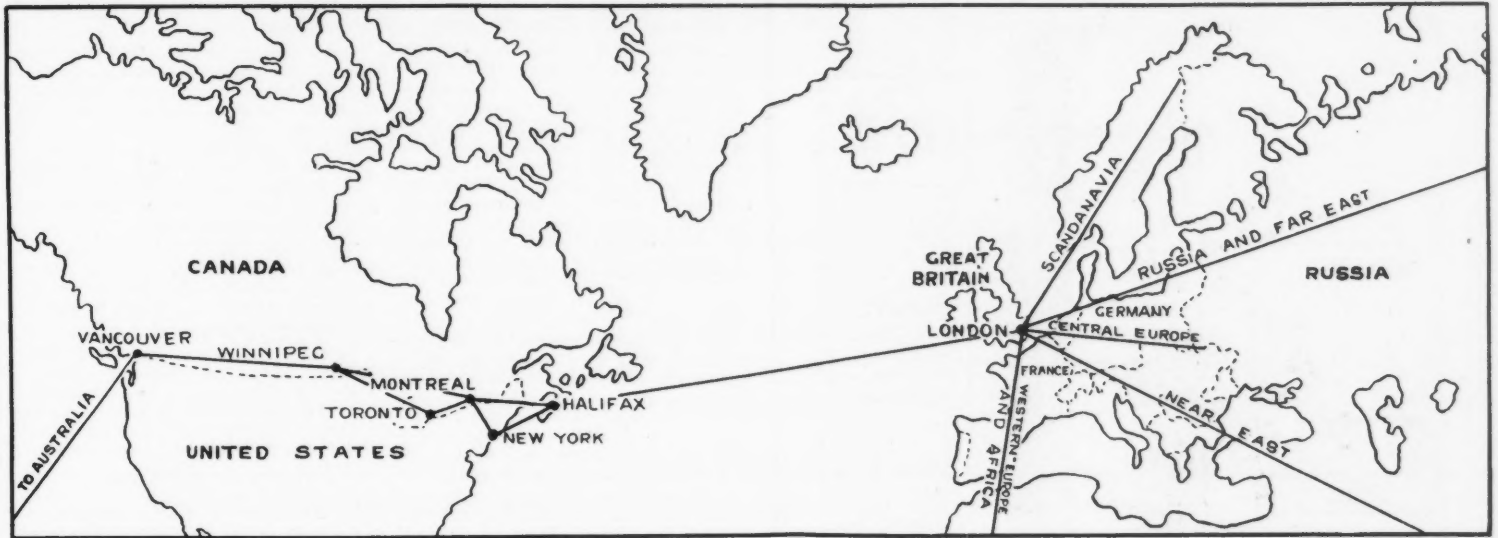
The Medill Journalists gave the "Medill May Mixer" a Spring party in Chicago. In a contest, Miss Bonnie Murray and Walter A. Washburne, city editor of the Chicago Evening Post and an instructor in the school, won the prizes. The Daily Medillion, Medill School of Journalism newspaper, got out a special edition in recognition of the event. H. F. Harrington, dean of the school, and Mrs. Harrington were chaperons. Oscar M. Taylor was elected president and Ollie M. Croucher, treasurer.

The thirty-fourth annual convention of the Virginia Press Association will be held in Newport News in July on the Thursday, Friday and Saturday previous to the meeting of the Southern Newspaper Publishers' Association at White Sulphur Springs.

H. P. Comestock has been elected president of the Kansas City (Mo.) Advertising Club, defeating L. E. Rudd. Other officers elected were: First vice-president, W. W. Wechtel, who defeated F. J. Gabel; second vice-president, Mrs. Frances M. Connolly, who defeated Mrs. Henrietta DeWalt; treasurer, W. R. Snodgrass, who defeated George H. Buecking; secretary, George M. Husser, re-elected without opposition.

The Pioneer Writers' Guild of America, 9 Charles street, New York City, will award prizes amounting to \$600 to writers and artists whose work has never been published. The award will be divided as follows: Four prizes of \$150 each for the best short story, poem, play and cartoon. This contest closes June 30, 1923. For rules, address the Guild.

# The All-Red News Service



WORLD NEWS, COMPLETE,  
 ACCURATE, TERSE, SWIFT,  
 AND WITH THE HUMAN  
 TOUCH. GATHERED AND  
 DISTRIBUTED FOR THE  
 BRITISH AND DOMINION  
 PRESS. . . . .

## BRITISH UNITED PRESS, LIMITED

C. F. CRANDALL, President,  
 171 St. James Street,  
 Montreal.

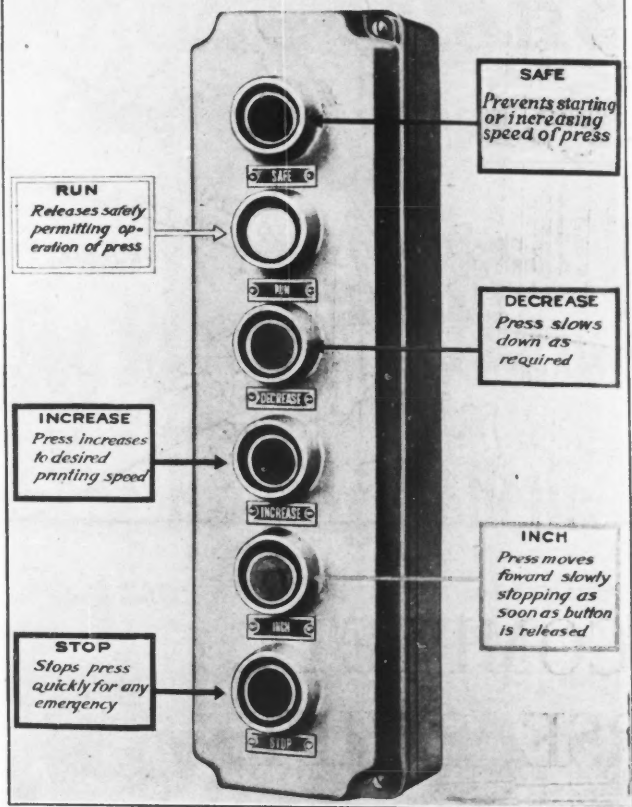
H. N. MOORE, London Manager,  
 181, Temple Chambers,  
 London, E. C. 4.

Cable Address:  
 "BRITUNIPRESS, Montreal"

Cable Address:  
 "BRITUNIPRESS, Fleet, London"

SPECIAL PAGE AND EDITION IDEAS

# The Boss of The Press



Control Station of the

## Cline System

Push Button Rotary Press Control  
SOME OF OUR USERS

- |                           |                            |                              |
|---------------------------|----------------------------|------------------------------|
| Chicago Tribune           | Nashville Banner           | Newark Advocate              |
| New York Times            | Daily Oklahoman            | New Britain Herald           |
| New York Daily News       | Davenport Times            | Long Beach Press             |
| Buffalo News              | Davenport Democrat         | Greensboro News              |
| Buffalo Times             | Portland Journal           | Clinton Herald               |
| Los Angeles Herald        | Omaha Bee                  | Paducah Sun                  |
| Los Angeles Times Mirror  | St. Joseph News Press      | Owensboro Enquirer           |
| San Francisco Chronicle   | Houston Chronicle          | Decatur Review               |
| San Francisco Call        | Illinois State Journal     | Norristown Herald            |
| Seattle Times             | Raleigh Times              | Roanoke Times                |
| Kansas City Star          | LaFayette Journal          | Sydney Sun                   |
| St. Louis Globe Democrat  | Warren Tribune             | Hutchinson News              |
| St. Louis Star            | Fresno Republican          | New Castle News              |
| Denver Post               | Wisconsin State Journal    | Erie Times                   |
| Memphis Commercial Appeal | Stockton Record            | Raleigh News                 |
| Des Moines Capital        | Washington Observer        | Flint Journal                |
| Dayton News               | Hamilton Journal           | Miami Herald                 |
| Dayton Journal            | New Britain Herald         | Englewood Times              |
| Columbus Dispatch         | Olean Times                | Fairmont Times               |
| Ohio State Journal        | Danville Commercial News   | Columbus (Ga.) Ledger        |
| Akron Press               | Johnstown Tribune          | Aurora (Ill.) Beacon         |
| Akron Beacon Journal      | Middletown Journal         | News                         |
| Akron Times               | Kalamazoo Gazette          | Joliet Herald                |
| Grand Rapids Press        | Tulsa World                | St. Paul Dispatch            |
| Harrisburg Patriot        | Rockford Register          | Ottawa Journal               |
| Minneapolis Journal       | Jackford Register Gazette  | La Vanguardia (Manila P. I.) |
| Wilmington Evening        | Green Bay Gazette          | Hazelton Standard Sentinel   |
| Dallas News               | Hazelton Standard Sentinel | La Janardo (Spain)           |



## Cline Electric Mfg. Co.

Fisher Bldg.  
CHICAGO

Marbridge Bldg.  
NEW YORK

THE Marysville (Cal.) Democrat put over a "Call of the Open Road" page of small ads in its issue of May 4.

The Jackson (Miss.) Daily News had a four-page ad of the Kennington department store May 9. The first page of the section contained the pictures of 88 employees of the store.

The Newton Falls (O.) Herald on May 10 published an extra historical section of 12 pages, profusely illustrated.

The Ogdensburg (N. Y.) Advance and St. Lawrence Weekly Democrat blossomed May 10 into what is conceded to be the largest and most pretentious weekly newspaper ever published in Ogdensburg. It was an industrial, financial and commercial edition, commemorating the sixty-fifth anniversary of the Advance, and comprising a volume of 32 pages, divided into sections of eight pages each. Congratulations on the edition were received by George F. Darrow, owner and editor, from Governor Smith.

The Herrin (Ill.) News, weekly, published on May 3 an automobile edition with 1,928 inches of advertising, on the 23rd anniversary week of the paper's birth. The issue contained twenty-eight pages. E. J. Strattan is advertising manager and plant superintendent. Hal W. Trovillion is owner and manager.

A Central Eastern Indiana edition of 52 pages was issued by the Muncie (Ind.) Evening Press April 27. One, two and sometimes three pages of advertising and local feature stories were devoted to each of a dozen towns within the radius of the Press. The edition was profusely illustrated, and was also the occasion for several full-page Press promotion advertisements. A pictorial map of the district, showing the various manufacturing and agricultural points embraced, was an interesting page feature.

As a part of its 72-page paper April 29, the South Bend (Ind.) Tribune published a 24-page Own-Your-Home section. Left hand pages were features on home building and home-making. Right hand pages were nearly 100 per cent advertising.

The Rochester (Minn.) Daily Post and Record got out a special Odd Fellow edition of twenty-four pages on April 27 in honor of the sixty-second anniversary of the organization of the local lodge.

The Lincoln (Neb.) State Journal announces its better Homes exposition for May 14-15-16-17-18.

The Kentucky Jockey Club for the second season purchased eight pages of rotogravure advertising in the May 6 issue of the Courier-Journal.

The Windsor (Ont.) Border Cities Star on April 28 issued an Amalgamation Number of 58 pages, with a front page red ink-headlined editorial urging the cause of amalgamation of the border cities on the Canadian line. Views of the mayors of Ford City, Sandwich, Ojibway, Walkerville and Riverside are published, along with pro and con opinions of other leaders of public opinion.

The Good Roads Issue of the Sumter (S. C.) Daily Item, issued April 27, sold for five cents. It included a history of Sumter County, and was a creditable brief throughout for the need of road building.

The Saskatoon (Sask.) Phoenix issued a respectable Made-in-Canada Section May 2, with historical news matter and plenty of advertising support.

The Sunday (April 15) edition of the Honolulu Advertiser contained 52 pages of interesting news matter of the Territory, together with a well-balanced layout of advertising. A noticeable feature of the first page is that the "ears" are given over to dates of (left to right) incoming and outgoing mails.

The Richmond (Ind.) Item put out on April 18, a 28-page section filled with cuts of the homes to which the Item is distributed. It is a very graphic presentation of circulation statistics. The

section was issued on the tenth anniversary of the present ownership. The circulation is now 12,399. In 1913 it was 4,818.

The South Omaha Sun celebrated its second birthday April 20 with a ten-page special edition. The first page was filled with greetings from friends of the paper.

The Ogden (Neb.) Reporter celebrated fifty years of existence April 19 with a 24-page "Anniversary and Community" edition. During those fifty years six editors have been at the wheel of the Reporter. E. A. Adams launched the ship in 1873. Then came Earl Billings, Edgar Williams and Carl Lund, W. D. Miller, A. V. Williams, and Carl Lund, present editor.

The Rome (Ga.) News issued a very attractive industrial development edition recently, featuring the commercial and industrial activities of Rome in articles and half-tone cuts.

In connection with a conference of the Rotary Clubs the Gulfport (Miss.) Daily Herald issued a special number wherein a welcome was extended to the visiting Rotarians and the history of Rotary, its activities, etc., were shown.

In an attempt to combat mail order inroads, Quebec merchants have launched a "Buy-At-Home" campaign. Members of the Quebec Retail Merchants Association have devoted special advertising in the newspapers to this idea. Special "Buy-At-Home" Editions were published by Le Soleil, the Telegraph and L'Evenement on April 14, and by the Chronicle and L'Action Catholique on April 21.

The Albert Lea (Minn.) Evening Tribune got out a 24-page "Made in Albert Lea Week" edition on the occasion of a special exhibition by merchants and manufacturers.

The Ypsilanti (Mich.) Daily Ypsilantian-Press got out a 32-page edition recently for a Dollar Day among the merchants. A record for local advertising was made with 4,017 inches, and at that it was necessary to cut down some advertisements and reject others altogether. Owing to illnesses, T. O. Huckle, business manager, personally solicited all this copy and wrote more than a third of it.

In connection with the annual convention of the American Foundry Equipment Supply Association at Cleveland during the week ended May 6, attended by industrial newspaper owners and writers from all over the country, the Penton Press issued a 12-page daily newspaper called "The Foundry." Penton's also utilized several pages of a special section in the Cleveland Plain Dealer, April 29, in exploiting the new \$1,000,000 home of their publishing business. The Times and Commercial celebrated the foundrymen's meeting by issuing a special section April 30.

The Oregon Daily Statesman of Salem recently marked the close of its 72d year of publication by putting out an edition of 42 pages devoted to its campaign for a greater Salem. The Statesman was first printed as a weekly in 1851. It was established as a daily in 1861.

The Albion (Neb.) News issued a 24-page American Legion edition during the first week of April.

On the occasion of the opening of a new building of the Passaic National Bank & Trust Co., the Passaic (N. J.) Daily Herald issued a special edition on April 2 in which 10 extra pages were carried, devoted to the bank and advertising of firms interested in construction of the building or having quarters in it.

In connection with Home Furnishings Week, the St. Thomas (Ont.) Times-Journal on April 7 issued a special section of twelve pages devoted exclusively to advertising the goods handled by one firm, Baldwin Robinson, Limited.

The Gulfport and Biloxi Daily Herald recently issued a Mississippi Coast Rotary number containing 48 pages.

# Tribune City

## *A Community of Better Homes*

Within the city of New York there is another city of more than 130,000 homes populated by readers of the New York Tribune.

A newspaper with an intelligent, vigorous, healthy-minded method of presenting the news naturally appeals to the prosperous, wholesome, cultured element of the community. It is a matter of natural selection—like attracting like.

Every test proves conclusively that The Tribune has a strong influence with people who prefer the better things of life.

### *For Example:*

*For the past two years, The Tribune was the most quoted newspaper by the Literary Digest.*

*13,225 people in 1922 asked The Tribune's advice on investing their surplus funds. These inquiries concerned investments ranging from \$100 to more than \$100,000.*

*The senior students of Yale and Princeton universities voted The Tribune their favorite newspaper in 1922.*

*The Business Research Bureau of the New York University asked 2,000 business and professional people what New York newspapers they read and The Tribune stood a close second.*

*In a consensus of judgment of well-known advertising agencies as to the relative values of New York newspapers, The Tribune ranked first on the following counts:—(A) Strength in the home and with the family. (B) Subscribers on merit and as a newspaper, independent of special inducements. (C) Cleanliness of advertising columns. (D) Service to advertisers. (E) Appearance in typography, make-up, etc.*

### *The Better the Neighborhood— The Bigger The Tribune's Circulation*

You can reach *some* Tribune readers through other newspapers, but you can only reach *all* Tribune readers through the New York Tribune.

# New York Tribune

*First to Last—the Truth: News — Editorials — Advertisements*

## Complete Coverage of a Prosperous Market

Bridgeport, Connecticut, was never more prosperous except during the abnormal war years. Today her factories are humming and her manufacturers are making strenuous efforts to get more help.

Merchandise is moving fast from the retailers' shelves. It is a good time to advertise your product in Bridgeport.

### The Bridgeport Telegram

Morning

### The Bridgeport Post

Evening

### The Bridgeport Sunday Post

Only A. B. C. papers in Bridgeport.

cover the Bridgeport market with a thoroughness and lack of waste that is surprising.

The population of Bridgeport and suburbs is 236,975. The circulation of the Post-Telegram is now 46,438, a paper for every family. Ninety-eight per cent of this circulation is within 10 miles of the business center of the city. It gives thorough coverage of a definite market at one low cost.

#### POST PUBLISHING COMPANY

Bridgeport, Connecticut

I. A. KLEIN

50 E. 42nd St.  
New York

76 W. Monroe St.  
Chicago

## RED PUBLICITY SWAMPS LABOR PRESS

Radicals Under Identity-Hiding Names,  
Pour Reams of Prepared "News"  
Into Union Organs, Says  
A. F. L. Chief

WASHINGTON, May 17.—The trade union press of the United States, consisting of more than 300 weekly labor newspapers and official trade union monthly journals, is swamped with propaganda of every description, Samuel Gompers, president of the American Federation of Labor recently informed the executive council of the Federation. Mr. Gompers' assertions were based upon a report made by the information and publicity service of the federation after an exhaustive survey of the propaganda and press agency efforts directed toward the labor press.

Needless to say, Mr. Gompers remarked, little of the propaganda is successful with the labor editors and strange to say only a small part of it comes from employers. According to the report, the bulk of the press agent and publicity material which finds its way to the labor press comes from "a certain class of pseudo-liberal periodical publications, communist, pro-Soviet and parlor pink organizations."

"The Federated Press," says the report, "might easily enough be classified as a propaganda organization, but, inasmuch as an official investigation of the Federated Press has been ordered by the American Federation of Labor, a detailed study of its work may be left for discussion when report is made following the investigation."

Discussing the kind of propaganda which pours upon the labor editors in a steady stream and the manner in which the press agents seek to put over their stuff the report says:

"The labor papers of the country receive about 25 installments of propaganda each per month. Most of it is distinctly pro-Soviet in character, from such organizations as the Friends of Soviet Russia; the Workers' Party, the American Civil Liberties Union; the National Labor Alliance for Trade Relations and Recognition of Russia; the so-called Trade Union Educational League and various so-called labor defense organizations.

"Practically all the pro-Soviet propaganda material reaches labor editors in the form of mimeographed and form of printed articles. Practically all of the propaganda organizations, seeking to reach the labor publications, have learned to imitate news style in preparation of their material and seek to give their propaganda the semblance of real news.

"Among a few publications material that is clearly propaganda and intended for no other purpose, finds generous use, but so far as the great majority of trade union newspapers and magazines is concerned, the enormous flood of propaganda material represents nothing but a profligate waste of money and effort. If there is any danger, it is that the persistence of the propagandists may ultimately achieve a larger measure of success."

The conclusions to be drawn from the investigation, the report says, are obvious. "A considerable effort is being made to use the bonafide trade union publications for a propaganda that is hostile to the trade union movement and there is no indication that this propaganda will diminish in volume. It certainly will not diminish in volume as long as somebody can be found to pay the bills.

"Employer propaganda has not been developed to any considerable extent perhaps because employer propaganda is more readily distinguished and more summarily rejected by labor editors. Most subtle of all propaganda which seeks entry into the labor press is the propaganda of the so-called liberals who lean toward or sympathize with revolutionary movements. The Red propaganda would be almost entirely without chance of success anywhere if it was issued under names which properly described the organizations backing the propaganda."

How the propaganda organizations disguise their true identity is set forth in the report as follows:

"The International Press Correspondence, containing lengthy discussions of all international and labor questions from the Communist standpoint, being the official press service of the Communist Internationale, might under its camouflage name persuade labor editors of more or less 'advanced' view to use its material. The same is true of the press service issued by the so-called Workers' Party of America, the new name for one of the two co-operating communist parties. The Communist Labor Union International is represented in this country by the so-called Trade Union Educational League organized by W. Z. Foster. If it were called by its right name, 'the American Branch of the Communist Labor Union International,' it would receive scantier attention. Its publication, instead of being called the Communist Herald, is called the Labor Herald."

## RHODES SCHOLARS HAVE CALL

Baltimore Suns Have Three Who Claim  
Oxford as Alma Mater

The Baltimore Sun and the Evening Sun have shown an affinity for Rhodes scholars from Maryland. The latest acquisition is Francis F. Beirne who has joined the force of editorial writers, having left the Baltimore News. He was elected from Virginia in 1911. He was on the staff of the Sun some years ago and was a first lieutenant of infantry in France during the war.

Felix Morley, who has been on the editorial staff of the Sun for some months, was elected a Rhodes scholar while serving in the ambulance service in France in 1916. He took up his residence at Oxford in 1919. He has been associated with the Philadelphia Public Ledger, with the United Press and with the Philadelphia North American.

Percy Maddox, who was a member of the local staff of the Evening Sun last summer, was elected last year and is now at Oxford.

## Doll Show Makes a Hit

The Paducah (Ky.) Sun, of which Edwin J. Paxton is president, recently conducted a doll show which was announced for one day, but could just as well have been carried for a week, such a hit did it make. According to Mr. Paxton a doll show makes an appeal to every little girl in the country, who brings along father and mother. The Sun's show was handled by the women employees of the Sun, who featured it in news articles. Dolls were loaned or donated, spring flowers were used for color, and a number of features were introduced to help popularize the stunt. Mr. Paxton is now planning a marble tournament and will follow it with a strawberry show for growers and eaters.

## Resort Photo Contest

The Minneapolis Tribune is awarding twelve cash prizes for photos that will strikingly tell of the vacation wonders of Minnesota, Wisconsin and Upper Michigan. The pictures will be published in the Tribune's second annual outing number to appear soon. This will be mailed to thousands of persons in other States as a means of attracting visitors.

## Less Cussing Now, Maybe

Officials of the Tri-State Telephone & Telegraph Company in St. Paul explained and demonstrated the intricacies of the telephone system for the benefit of about 100 employes of the Dispatch-Pioneer Press.

## Paper Adds Photographer

The Wilmington (Del.) Evening has added a staff photographer, E. P. Dechert, being the first Delaware paper to do so.





*Albert Frank Building  
Fourteen Stone Street  
New York City*

## New York's Oldest Advertising Agency

*Welcomes the British Delegates*

THE London office, The Central News, Ltd., the New York office and the Chicago office of Albert Frank & Company unite in extending to British delegates attending the A. A. C. W. Convention a cordial invitation to call upon them either in New York or Chicago.

In Chicago, after more than twenty years of increasing influence in western business, we have moved to larger and finer quarters at 134 South La Salle Street.

In New York, after fifty-one years of consistent service to an increasing number of commercial, steamship and financial clients, we offer for inspection our own six-story building and any courtesy we may be privileged to extend.



ESTABLISHED 1872

# ALBERT FRANK & COMPANY

*Fourteen Stone Street  
New York City*

134 South La Salle Street  
CHICAGO

5 New Bridge Street  
LONDON, E. C., 4

# Who is Swift & Company -

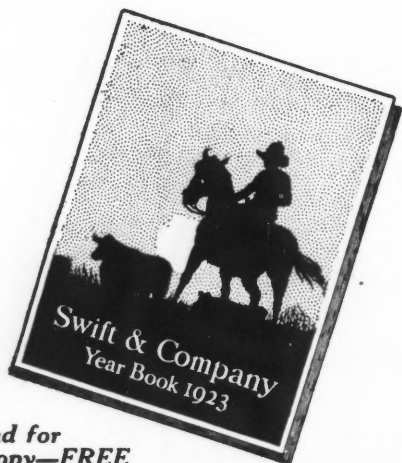
You may think of Swift & Company as a one family affair. Many do.

It really consists of about 100,000 people, working together with a common aim.

45,000 of these own shares in the business. Over 50,000 of them are workers in Swift & Company. 16,000 of the workers are shareholders.

Pages 19, 20 and 21 of our 1923 year book, just published, bring out who and what Swift & Company is, in a way that helps you to understand all industry—how it operates, why it has to operate in just that way.

And it tells of the organization that has made Swift's Premium Ham and Bacon, Brookfield Butter and Eggs, and Brookfield Sausage, —household words for excellence.



Send for a copy—FREE

**Swift & Company 1923 Year Book**

Address: Swift & Company,  
Public Relations Dept.

U. S. Yards, - - - Chicago

**Swift & Company,**  
U. S. A.

A nation-wide organization owned by more than 45,000 shareholders



122 A

## ADVERTISING STABILIZES MARKETS, U. S. FINDS

**Government Experts Find It a Powerful Factor for Preventing Gluts and Local Food Stuffs Shortages After Exhaustive Survey**

The influence of advertising on agriculture and how advertising can be made a valuable economic force in stabilizing foodstuffs both to consumer and farmer is the purpose of an exhaustive survey now being made by experts of the Department of Agriculture.

What part advertising on a national or local scale can have on preventing market gluts of food products or obviating intermittent shortages the experts have not determined fully, but the preliminary studies have convinced them that advertising can be a distinct stabilizing influence and have proved so on various instances in addition to recognized advertising function of increasing the consumption and sale of commodities.

Heretofore most of the studies of advertising in its relation to farm products have been made in connection with its effect on the sale of specific goods and in a general way it has been thoroughly established that systematic advertising can "make" a farm product or increase its sale tremendously. What has been done with the grapefruit by the Florida Citrus Exchange, with oranges by the Citrus Growers' Federation of California are proof of that phase of the problem.

The federal experts also point out that approximately \$7,500,000 has been spent in the past nine years in advertising "Sun-Maid" raisins. That the growers have found that "it pays to advertise" is shown by the fact that advertising expenditures of co-operative marketing organizations were increased from \$120,803.74 in 1914 to \$2,260,000 in 1922.

But the main question with which the Department of Agriculture is concerned is the economic significance of advertising on agriculture. Some people argue that there is no use in advertising farm products, that if one kind of agricultural product is advertised the people swing to it and away from something else. The experts have set out to find out the truth or fallacy of this statement. A particularly good opportunity was afforded to start the investigation in this respect by the milk situation in Boston. How the experts of the department studied the question in connection with milk in Boston, as told by Will P. Kennedy, of the Washington Star, is as follows:

"A great deal of advertising was done to increase the consumption of milk among Boston school children. Small bottles of milk were distributed in the schools, each supplied with a straw, because the children were more interested in drinking milk that way. The widespread advertising campaign was largely in the newspapers. The studies of the Department of Agriculture experts were of various groups of people to see what form of advertising influenced the people to drink more milk, what was the most effective form of selling talk, whether the appeal of health, cheapness, cleanliness, etc. Then the agents of the federal government made a study as to whether the increased consumption continued after the campaign was over.

"The result of the preliminary survey has not been published, because the experts have been using it to develop a method of checking up. But the survey did disclose that officials can get an accurate scientific check on the value of advertising. It also was proved that milk consumption increased permanently without cutting down the consumption of other food."

The department also is studying the effect of advertising in another way, as a means of getting people to eat the right things at the right time. For example, strawberries begin to move from the South in January and in February and March they are on the Northern market at prices only a little higher than they

## LEHRBAS WAS I. N. S. CORRESPONDENT

First detailed descriptions of the capture of Americans in the hold-up and wreck of Peking express by Chinese bandits were sent to the United States by Lloyd Lehrbas through the International News Service. By a regrettable error, it was stated in EDITOR & PUBLISHER last week that Mr. Lehrbas was a correspondent of the Chicago Tribune, with which he had formerly been associated.

would be at the strawberry peak in May or June, but people shy at them because they are a luxury, whereas used for dessert they would be just about as cheap as pudding, pie or cake.

Briefly, what the department is striving to measure is: First, whether advertising shifts the demand or increases the total consumption; secondly, whether it can induce the people to swing from some food that is scarce to one that is plentiful; thirdly, whether advertising can shift consumption from one period to another in a particular year when the crop is most plentiful on the market, and, fourthly, whether advertising can be employed as a means of encouraging consumption of balanced rations, which will mean the maximum amount of all foods available.

## PROHIBITION ADVERTISED

**Anti-Saloon League Carries Out Campaign in Iowa**

The Anti-Saloon League has carried out an advertising campaign in the four Des Moines papers and in several other leading Iowa dailies, pointing out the advantages of Prohibition. The fact that paid space is being used has attracted favorable attention. It is said by the Anti-Saloon League to be the first time that the organization has used display advertising to tell about the benefits of Prohibition.

Eight advertisements, in two column 19-inch space, were placed at weekly intervals for a two months' period. The campaign is now being taken up in Fort Smith, Ark., and is being considered in other States where the Anti-Saloon League feels there is a need for it. One ad portrays Prohibition as the "friend of the working man."

## AD CAMPAIGN FOR TANNERS

**\$1,250,000 to Be Spent in National Publicity Drive**

A nation-wide advertising campaign, to cost \$1,250,000 in three years, was decided upon May 3 by the Tanners Council of America, meeting in New York. For the purpose of the campaign, the American Sole & Belting Leather Tanners has been formed, with Thomas R. Elcock in charge of offices at 17 Battery Place.

"Nothing takes the place of leather" will be blazoned on billboards from coast to coast, and will appear in display type in newspaper, magazine and theatre program advertisements. The idea is to show that the tanner is not responsible for the high price of shoes.

## NEW STYLE IN BOND ADS

**It Is Demanded by Changing Market, Says Dealer**

"A shifting in the market for bonds during the last few years is bringing about the necessity for a change in the methods of advertising such securities," A. E. Bryson of Halsey, Stuart & Co., Chicago security dealers, told the Financial Advertising Club of Cleveland.

"The surtax," he added, "is cutting down our market for bonds, and to create a new market it is necessary to go into the class drawing from \$2,000 to \$10,000 a year. This will necessitate adoption of a new kind of advertising, for the old style does not appeal to the new market."

**R**ead in five of  
each six Toronto  
homes daily  
—carrying more  
classified, more local  
display and more  
foreign display ad-  
vertising than any  
other Toronto paper  
—such is *The*  
Evening Telegram

---

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**THE EVENING TELEGRAM**

TORONTO, CANADA

N. T. BOWMAN, Advertising Mgr.

Montreal—JOHN C. HOGAN

UNITED STATES REPRESENTATIVES:

VERREE & CONKLIN

NEW YORK—300 MADISON AVENUE

CHICAGO—STEGEER BUILDING

DETROIT—117 LAFAYETTE BOULEVARD

SAN FRANCISCO—MONADNOCK BUILDING

**PRESS CODE PLANNED BY COLLEGE WOMEN**

**Sophie Kerr Made Honorary Chairman of Committee of Theta Sigma Phi; Ruth Hale Is Elected a Member**

A central council consisting of representatives of national organizations of journalists was called for in a resolution passed by Theta Sigma Phi, national honorary and professional fraternity for women in journalism, in convention at Norman, Okla.

A standing committee on professional standards was organized with instructions to initiate the organization of this central council, and to draw up a code of professional ethics, which will take into consideration all the relationships of the newspapers, particularly its relations to its readers, to its news sources, to its competitors, and to its advertisers.

This code is to deal not only with the ethical aspects of news gathering and writing, but also the intellectual and the esthetic considerations essential to the best reporting and editing.

Sophie Kerr, novelist, former newspaper woman, and magazine editor, who is an honorary member of the fraternity, is honorary chairman of the committee. Ruby A. Black, instructor in journalism in the University of Wisconsin at Madison, is active chairman, and other members are Edith Abbott, Kansas State Agricultural College; Grace E. Ray, University of Oklahoma; and Marjorie Ruff, University of Wisconsin.

The convention provided for an extension of the membership of the fraternity into the women who are leaders in newspaper work in their cities or states.

The expansion of the Woman's National Journalistic Register, Chicago, which the fraternity founded in 1920 to investigate the opportunities for women in journalism, and to secure jobs for women on newspapers and magazines, and in advertising, was provided for by the

convention. The fraternity will continue to pay for the surveys made in the investigations as to what women are actually doing in journalism, and the commissions will pay for the placements of women, as the bureau is a non-profit corporation.

The Matrix, a magazine which the fraternity publishes for women in journalism, was broadened into a magazine for all women in the profession, and will hereafter be issued six times a year instead of quarterly. It is hoped to publish it monthly later.

Ruth Hale, New York newspaper woman and president of the Lucy Stone League, was given honorary membership, the only woman ever to be elected by unanimous convention vote. She is sponsored by Syracuse University Chapter.

Sophie Kerr urged that the girls still in college consider the opportunities for women on the small city and town papers.

"Tolerance," she said, "is a much neglected virtue today, and you who will have a part in making the press of today and tomorrow must help eradicate the growing intolerance which mars our newspapers and our public life today."

Ruth Hale urged women to refuse to do the so-called "woman's feature," and to demand that they be considered on their own merits regardless of their sex when they ask for newspaper jobs.

"There is absolutely nothing that has anything to do with putting out a good newspaper which women cannot do, and are not doing, somewhere," she said. "Work is human, not male or female. Newspaper work is not like having a baby. The work does not have to be divided along lines of sex."

"You who are now in college will see the time when women will no longer be strange in newspaper offices, and positions will be given solely on the qualifications of the applicant, regardless of sex."

Officers elected were: Mary M. Kinavey, Chicago, national president; Harriett E. Daily, Columbus, O., national vice-president; Muriel Fairbanks Steward, Minneapolis Journal, national secretary; Muriel Kelly, Appleton (Wis.)

Post-Crescent, national treasurer; Grace Edgington, University of Oregon, national organizer; Ruby A. Black, University of Wisconsin, editor of the Matrix.

The next convention will be held on the Pacific Coast.

Other newspaper women on the program were: Vina Lindsay, Kansas City Journal; Nora Cole Skinner, Dallas News; Mrs. T. B. Ferguson, who owns and edits her own paper; Lena Osborne, Osborne Advertising Agency, Oklahoma City; Edith C. Johnson, Daily Oklahoman.

**KANSAS GOLF TOURNEY**

**Editorial Association to Compete on Topeka Links May 28-29**

Plans have been completed for the fifth annual Spring golf tournament of the Kansas Editorial Association at the Topeka Country Club May 28-29. Between 50 and 100 are expected to participate. Twelve silver loving cups are offered as prizes.

Officers of the association are H. L. Harris, Herington, president, and Griffith Bonner, Topeka, secretary-treasurer. Fred B. Cooper, of the Topeka Construction News, is the present champion.

**Ad Golf Tournament Dates**

The Metropolitan Advertising Golf Association tournament will be held as follows: May 24, Engineers' Club; June 12, Westchester Hills Club; June 17, Englewood Golf Club; September 13, Westchester-Biltmore Golf Club. The officers of the association are: President, Rodney E. Boone; vice-president, Charles G. Wright; secretary, H. B. Fenn; treasurer, R. P. Clayberger.

**Curry Triumphs on Links**

E. M. Curry was the winner of the first monthly tournament of the New York Newspaper Golf Club, with a net score of 67. Harry Solomons and Chandos Sweet were tied for second.

**HARDING TO DRIVE FIRST BALL**

**Washington Press Tourney on New Rock Creek Links May 22**

The Rock Creek Park golf course, latest addition to Washington's string of municipal links, will be formally opened Tuesday, May 22, when Warren G. Harding, editor of the Marion Star, drives the first ball in the annual spring tournament of the Washington Newspaper Golf Club of which the President is a participating member.

The tournament, in which nearly 100 Washington newspaper men will take part, will be more than golf play, for the ceremony of turning over the new links to the Washington playground system will be participated in by public officials representing the federal government and the District of Columbia. Edward T. Sanford, associate justice of the Supreme Court; Speaker Gillett, and Edgar T. Markham, Washington correspondent of the St. Paul Dispatch and president of the Newspaper Golf Club, will make up the President's foursome.

Washington's new golf course, laid out from a virgin section of the famous Rock Creek Park, promises with the improvements which will be added within the next year to be one of the sportiest in the country, particularly in the way of natural hazard of forest, stream and hill. The narrow fairways, cut through woods, place a premium on a straight ball and are expected to cause many a newspaper golfer to falter before the 18-hole medal play contest for the spring tournament cup presented by Edward Beale McLean of the Washington Post, is concluded.

**Urges Page Church Ads**

Co-operative newspaper advertising by churches, in which full page display advertisements, signed by all churches, shall supplant small ads now used, was advocated May 7 at a meeting of Baptist ministers in Chicago by W. F. McClure, president of the Chicago Advertising Council.

**Pawtucket (R. I.) IS Prosperous**

During the past six months \$685,000 has been raised for charitable purposes in Pawtucket and Central Falls. Practically every family in Pawtucket and Central Falls (combined population 92,000) contributed from their prosperity to these funds:

Salvation Army .....	\$13,000
Near East Relief .....	9,000
Red Cross .....	23,583
Pawtucket Boys Club .....	91,254
Notre Dame Hospital .....	125,000
The Memorial Hospital .....	422,190
	<b>\$684,027</b>

Mills are working overtime in Pawtucket and Central Falls. Wages are back to their highest level in the history of this section.

**The Pawtucket Times**

Average Net Paid **24,704** April Circulation

goes into every home in these prosperous cities. The trading territory includes the towns of Lincoln and Cumberland in Rhode Island, the city of Attleboro and the towns of No. Attleboro, Plainville and Wrentham in Massachusetts and has a population of 50,000.

**Total Population, 145,000—Total Circulation, 24,704**

**Special Representatives—GILMAN, NICOLL & RUTHMAN**

342 Madison Ave.  
New York, N. Y.

Tribune Bldg.  
Chicago, Ill.

1024 Tremont Bldg.  
Boston, Mass.

Monadnock Bldg.  
San Francisco, Cal.

16 LARGE PAGES

# Daily Mail

OVER 1,800,000 NET SALE  
MONDAY, FEBRUARY 13, 1922

ONE PENNY

Printed in Great Britain

Daily Mail  
AXE STORM  
BREWING  
IN  
PARLIAMENT

LONDON MANCHESTER PARIS NO. 8,000 FURTHER REDUCED FOR

WALL  
TWEB  
PUR  
TY  
54-58 in  
Maker's Price  
MANUFACTURER  
Slur Taper  
Checks, knicker  
ful colourings.  
Extra  
Maker  
WRI  
Order  
Under 1  
THREE B  
PURE WO  
at one-half  
PURE WOOL  
This is a special  
made for the  
Shawl. Save  
A NEW BO  
Great Coat  
A VERY FINE  
WOOL COA  
DRESS RO  
Thos.  
HOLBO

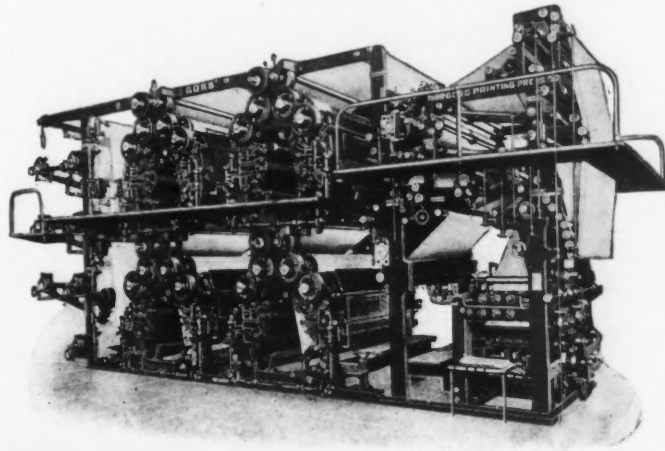
FOR  
4/6  
7/6  
6d.  
1/6  
one 1/6  
FERS  
ORDERS  
POST  
STRICT  
STATION  
having advised.  
69/6  
49/6  
INS  
21/-

## The London Daily Mail

So well pleased were they with their Goss Super-Unit Octuples installed last summer that they ordered *three more*, which are now being built.

### Fastest Presses in Europe

The crews are so proud of their Goss Super-Unit Octuples they named one the "Handley-Page," after the speediest British aeroplane; and another "Grenalla" after the winner of the Derby. No other presses in Great Britain or the continent approach them for per-hour output.



# GOSS in the British Empire

WHY IS IT that great publishers in London, England, paid a higher price for Goss Presses than it would have cost them to buy London-built machines?

Why is it that the Goss business is growing by leaps and bounds in Great Britain, Australia, New Zealand, Canada—all through the empire?

Fifteen out of the sixteen newspaper presses recently ordered by the great London dailies were GOSS Presses. Goss equipment in London includes:

- The Mirror, 13 Presses
- The Express, 9 Presses
- The Mail, 8 Presses
- News of the World, 6 Presses
- The Times, 5 Presses
- Messrs. Hulton, 4 Presses

Goss High-Speed Sextuple and Octuple Presses win re-orders wherever they go. Hence price-inducements had no temptation for the London publishers who gave us fifteen out of sixteen, as above.

Send for list of Goss installations in the United States, Canada, Great Britain, and the rest of the world.

## THE GOSS PRINTING PRESS CO.

1535 South Paulina Street, Chicago, Illinois  
The Goss Printing Press Co. of England Ltd., London



Less at  
EYES  
NEWSTEAD  
BEAN DESIGN  
AT WHITELEYS

WHITE SALE  
Be ins TO-DAY!  
12/11  
5/-  
59/6  
29/6  
PETER JONES, LTD.  
POINTINGS, KENSINGTON HIGH ST. LONDON, W.8.  
WM. WHITELEY LTD., Queens Road, LONDON, W.2.

## GEORGIA HAS NEW PEST HUNT

### Press Agent Added to Boll Weevil in Extermination Program

The Georgia Press Association has started a campaign to discourage the free space seeker. At the midwinter meeting of the Association in Savannah, the president was authorized by resolution to take such methods as he thought best to combat this situation. He named the following committee to take the problem in hand: Milton Fleetwood, Cartersville Tribune-News, chairman; Louie Morris, Hartwell Sun, and Charlie Brown, Cordele Dispatch. The committee has just made an appeal for co-operation of editors in letting those who "pay the freight" for this free space stuff know where most of it goes, in the following letter:

"CARTERSVILLE, Ga., May 9, 1923.

"This letter pertains to your 'meat and bread'—read it.

"You have heard so much about the boll weevil lately you possible know, by heart, just how to advise folks to get rid of this pest.

"Well, there's another pest we want you to join us in fighting, and that pest is none other than the Space-Grafter, the leech who is literally sucking thousands of dollars' worth of business into his own coffers, that should come through the legitimate channels of your own business office.

"Are you willing to do your part? Yes? Well, here's how you can stamp him out:

"Every time you get a piece of press-agent dope of any kind or description, lay it to one side until you get several pieces, and mail the lot to any one of the undersigned or mail it as it comes in, just as you find most convenient.

"We hope to get a lot of this BUNK, and send it direct to the advertiser, himself, showing him the press agent is not 'putting it over,' as he claims he is doing.

"You can readily see that if you were an advertiser, and were paying some space-grafter to 'get it over' in the news columns of Georgia papers, and had it returned to you in big doses at a time, you would soon wake up, stop the pay of the space-grafter, begin to realize the newspapers meant business, go to them with a business proposition and offer to pay them their rates for your propaganda.

"It's up to Georgia publishers—if you will

only co-operate with your committee, we promise you to do our best; if you, and all other publishers do not see fit to co-operate, this effort will end in a fizzle, and bring joy and delight to the hearts of all space-grafters.

"For once, let's show 'em we mean business.  
"Yours for business,  
"MILTO FLEETWOOD, Cartersville.  
"LOUIE MORRIS, Hartwell.  
"CHARLIE BROWN, Cordele."

## HOME FOR AGED WORKERS

### Journalist Club Takes Option on Property in Colorado

To provide a home for men and women who have grown old in journalism and are incapacitated for further work is the chief aim of the American Journalist Club, recently formed in Denver, with an executive committee composed of former Governor Elias M. Ammons, Halsted L. Ritter and John Brisben Walker, formerly publisher of the Cosmopolitan Magazine.

The club has taken an option on property in the foothills near Morrison, and including large stone building with 43 bedrooms, a separate dining room, a kitchen capable of serving 200 guests, and separate servants' quarters of eight rooms. There is also a 100-foot outdoor swimming pool.

Two hundred of America's leading writers and publishers will be brought to inspect this mountain camp next July. The committee is working toward a goal of fifty paid-up memberships at \$1,000 each. If these memberships are obtained, the home will be opened to guests this summer.

Each membership entitles the subscriber to send one guest to the home, where he or she will have a room free of charge and will be given meals at cost.

### Mexican Newspaper Sanitarium

A sanitarium and hospital has just been inaugurated in Mexico City for the exclusive use of those engaged in any branch of the publishing industry. Sub-

scriptions were received for 2,000 memberships placed through the country, and three of the four units are in operation. Membership extends all privileges of the hospital to members of families of the subscribers.

### New Printers' Home Hospital

Plans for the erection of a new hospital building at the Union Printers' Home at Colorado Springs were to be approved at a meeting of the finance committee May 18. The present hospital building is to be moved to a new location adjoining the main building. The new structure will cost approximately \$150,000.

### MEMORIAL DAY PLEDGE

#### Campaign for Observance Launched by Boston Traveler

The Boston Traveler started, five weeks in advance, a campaign for the strengthening of Memorial Day observance.

The Traveler has been printing a coupon, to be filled out by readers and mailed to the Allegiance editor. It reads as follows:

"On May 30, Decoration (Memorial) Day, I shall at noon, wherever I may be, or at any time designated in a public gathering, repeat, either by myself or with others, this Oath of Allegiance:

"I pledge allegiance to my flag and to the Republic for which it stands; one nation, indivisible, with liberty and justice for all."

"These 23 words I have already memorized."

### Prints Architectural Survey

A great book, containing more than 600 pages, embodying all designs submitted in the Chicago Tribune's architectural competition, is being prepared by the newspaper's business survey department.

## RECENT NEWSPAPER SALES

THE Penn Yan (N. Y.) Express, for more than 50 years edited by the late Reuben A. Scofield, has been sold to a stock company headed by O. J. Townsend and Charles W. Reagan, proprietors of the Print Craft Shop, Penn Yan. They will incorporate the company for \$25,000, retaining \$17,000 of the issue and placing the rest on the market. The Express will be removed to the Masonic building, Penn Yan.

The Kansas Printing Company, through its business manager, J. C. Mack, has bought the job printing plant of Bert Fanchier at Newton. This purchase will give the Newton Evening Republican a large job printing equipment.

J. L. Papes has bought the Caney (Kan.) Daily Chronicle from the Lindsay brothers. Papes formerly published the Wichita Daily Star.

W. L. Chambers, who established the Stockton (Kan.) Record 40 years ago, has sold the paper to Harry L. Covert, publisher of the Stockton Review, and is planning to retire from the newspaper business.

E. P. Barnhill, who recently sold a half interest in the Marshall (Mo.) Democrat-News and the Booneville Advertiser, has purchased the Lathrop (Mo.) Weekly Optimist from Mack Stanton.

The Montezuma (Kan.) Press was sold recently to Jay B. Baugh of Kinsley, Kansas.

The Milan (Kan.) Mirror has been sold to Hammond & Son, owners of the Caldwell (Kas.) Daily Messenger. Hammond & Son also have bought the Hunnewell (Kan.) Herald, and consolidated it with the Caldwell Daily messenger. The name of the Mirror will be changed to the Sumner Country Mirror, and it will be published as a weekly from Caldwell.

# One Merchandise Department That Has Made Good

With the Rochester Times-Union a

## PROMISE IS A PROMISE

Here is one office where things are actually done. The Merchandising Department of this newspaper takes itself seriously. Its object is to build future business for both the advertiser and itself.

### We Dig in Here and Know the Facts—Real Business Getting Facts

It frequently happens that we tell an advertiser not to come into Rochester at all—keep out—as it will never pay to enter this field.

The Times-Union can almost invariably tell with remarkable accuracy just how successful an advertised product will be in this city of wealth and continuous prosperity.

## THIS SERVICE IS WITHOUT COST

It has taken years and real money to secure this information

BUT when the Times-Union makes a statement its truth cannot be questioned.

Your marketing problem may *not* be solved by this department but we will go a long ways toward finding out what resistance you have and what sales potentiality you have in Rochester.

DROP US A LINE ANYWAY.

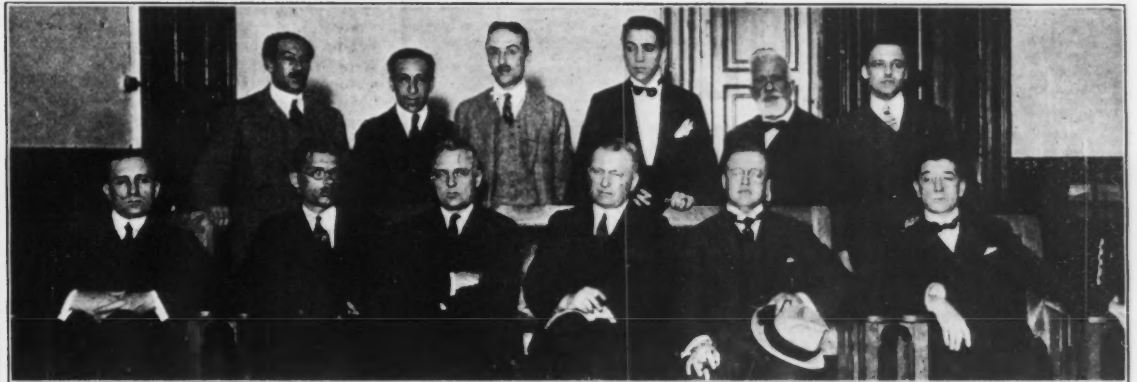
F. A. WOOD  
Adv. Mgr.

J. P. McKINNEY & SON, Spec. Reps.  
New York—Chicago—Los Angeles

# THEY ARE ALL IN THE DAY'S NEWS



Bringing in the sheaves. That's what comes of sticking and digging with a definite purpose in view. Pulitzer prizes for the year announced this week by the School of Journalism of Columbia University go to the Memphis Commercial Appeal, of which C. P. J. Mooney (left) is editor, for the most distinguished public service rendered by any American newspaper during the year, for its courageous attitude in handling news of the Ku Klux Klan. William Allen White, second from the left, who signs W. A. in Emporia and is generally called Bill, won the prize for the best editorial with his message "To An Anxious Friend." Not strangely, but good enough, the prize for the novel which best presented the "wholesome atmosphere of American life and the highest standard of American manners and manhood," was won by the author of "One of Ours." Willa Sibert Cather (above), a former newspaper woman. She once reached the important position of telegraph editor of the Pittsburgh Leader. Alva Johnston (right), who is now a reporter on the New York Herald, won the prize for the best piece of reporting as a result of his stories in the New York Times on the convention of the American Association for the Advancement of Science.

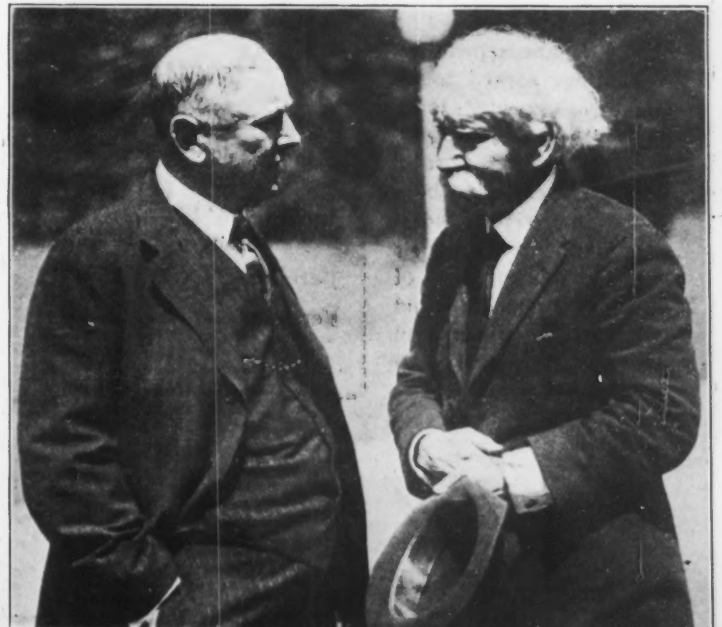
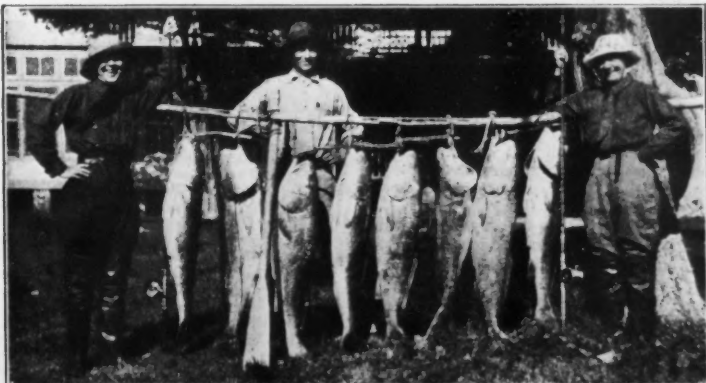


Some party. W. W. Davies, New York correspondent of La Nacion of Buenos Aires, and the Santiago El Mercurio, is talking about the Press Congress of the World on his present tour of South America, and newspaper men are listening to him. In the group above, seated in the office of El Mercurio, we have: J. Miller, Detroit Daily News; M. Stiles, Associated Press; Mr. Davies; Dr. A. Bunge, Professor of Economics, Buenos Aires University. Standing: J. Hinman (right suit), Universal Service; and members of El Mercurio Staff.

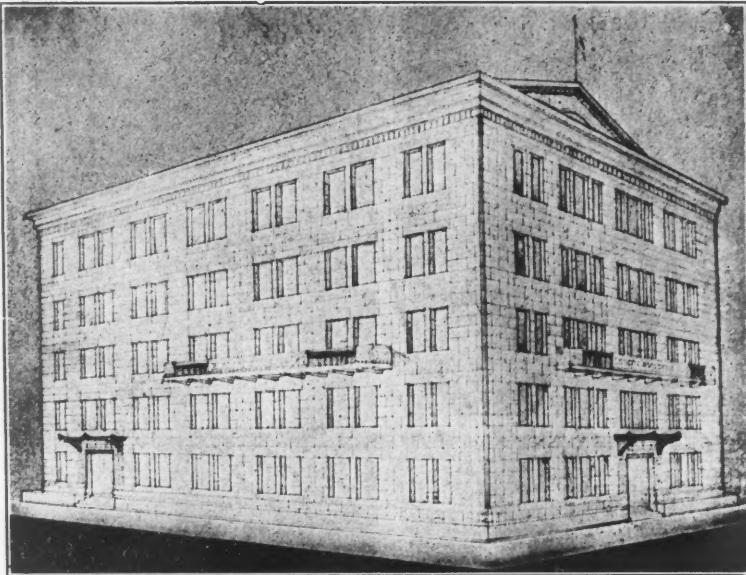


Oldest of the corps. Mathew Tige, Universal Service (right), holds that honor in Washington. He knows everybody and everybody knows him. Here we have him interviewing Attorney General Daugherty.

Practicing what he preaches. Vivian B. Gray (center), rod and gun editor of the Cleveland Plain Dealer, proves it with the "catch" shown below. However, Mrs. V. B. G. also shines. She is shown at the right and claims the honor of having done the major part of the work in landing the 279 pounds of fish shown here.



# 報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

## THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper  
With Large Morning Edition

**TOTAL PAID CIRCULATION LARGEST IN TOKYO**

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

Advertising Rates	
Per line.....Y	1.25
Per Column...Y	170.00
Per inch.....Y	12.50
Per page.....Y	2,000.00

*The Hochi Shimbun*  
TOKYO, JAPAN

### TRIBUNE LOOP OFFICE NOW PERMANENT

**Downtown Service Bureau Has a Staff of Seven to Take Care of Chicago Public's Interests**

The Chicago Tribune is attracting much attention through the development of its public service department. The bureau at 11 South Dearborn street is a direct outgrowth of the old "Loop editorial office," created as a connecting link between the Tribune readers and editors at the time the editorial rooms proper were taken out of the loop and moved to the plant at 431 North Michigan avenue. That was in November, 1921.

Parke Brown, now political editor of the Tribune, and at that time a recently returned foreign correspondent for the paper, established the first office occupying space in the rear of the business office at Madison and Dearborn streets. From the first crowds streamed into the rooms daily to take advantage of the free service.

Brown, taken over as a special writer on the editorial staff, was followed by John Channing Watts, who acted as "Loop city editor" for a year. Emma Jean Drymiller assisted. Later, Miss Drymiller took charge of the office. The income tax department then began to take care of record crowds. A beauty picture contest and Doris Blake horoscopes brought in large numbers.

Later the establishment of an employment bureau for ex-service men brought another group of thousands into the "Loop editorial" boundaries and finally came the greatest of all—the bonus bureau for ex-soldiers.

Over night the Loop office was practically wiped off the map. Partitions were torn down, counters installed, and a force of thirty persons put to work. "Miss Marriott Smith," the Tribune's "Friend of the Ex-Service Man," took up the bonus work. The first two weeks cared for 35,000 men in this department alone.

Joseph Medill Patterson, co-editor, then conceived the idea of establishing a recognized and organized service bureau.

The bureau was founded in an office where the city editor's representative shares quarters with the automobile editor's "downtown" representative, where the bonus bureau serves ex-service men, where resort, school and travel literature is furnished the public, where auto license blanks are distributed, where tickets are sold for Tribune boxing matches, and where an average of 3,000 persons are accommodated daily.

There is also an efficient information bureau. Baseball scores are posted in season.

James E. Cleary, promotion manager of the Tribune, has charge of the bureau. The personnel includes Emma Jean Drymiller, city editor's representative and bonus service; Nina E. Baker, touring bureau and automobile information; Hugh Donaldson, Charles Cleary, Walter Neilson, and John Boughman, all of the service bureau.

The Tribune recently opened a similar bureau at 1, Rue Scribe, Paris, France.

### OKLAHOMA WANTS N. E. A.

**Ingram Elected President—1924 Meeting in Sulphur Springs**

Sulphur Springs was chosen as the 1924 meeting place of the Oklahoma Editorial Association at the annual meeting last week in Duncan. Ed Ingram, Kingfisher, was elected president and E. S. Bronson, El Reno, vice-president and secretary-treasurer.

Other officials were: E. A. Gaston, Okemah Ledger, second vice-president; Clyde E. Muchmore, Ponca City News, third vice-president; Mrs. Elmer V. Jessee, Mangum Star, fourth vice-president.

Resolutions passed included an appreciation of E. S. Bronson for his offer of

\$10,000 and an Indian collection to the State provided it would appropriate \$75,000 for a journalism building at the University of Oklahoma, Norman. In view of the fact that the Governor vetoed the appropriation, the association pledged itself to work for the journalism building in the next legislature. The editors passed a resolution of appreciation to H. H. Herbert, director of the University of Oklahoma School of Journalism, for his work in training young men and women in newspaper work.

In another resolution, the association endorsed Country Newspapers, Inc., a co-operative association, to represent country newspapers in the national advertising field. Another resolution favored home printing of publications, pointing out that the publication of the Cotton Growers' Association is being printed outside of the state.

Following the business sessions Friday and Saturday the 200 editors and their wives were guests of Congressman-elect Elmer Thomas and Mrs. Thomas, of Medicine Park.

H. C. Hotaling, secretary of the National Editorial Association, urged the Oklahoma association to go in full force to New York this summer to secure the next year's N. E. A. Convention for Oklahoma.

Following this talk, fifty new N. E. A. memberships from Oklahoma editors were added to the list the State already had. If the convention comes to Oklahoma, a trip to Mexico probably would be taken.

E. A. Gaston, Okemah Ledger, challenged any editor in the State to present a better kept print shop in a town of 5,000 people.

The report of the legislative committee showed that no legislation unfavorable to the press was passed during the past session, despite the notorious licensing bill and stringent libel laws introduced.

### N. E. A. SCHEDULE REVISED

**July 15 at Lake Placid and July 18-19 at Saratoga**

President John C. Brimblecom and Vice-president Wallace Odell of the National Editorial Association visited Lake Placid and Saratoga, N. Y., over the last week-end to arrange for the National Editorial Association convention and tour in New York State in July. At Lake Placid they met Dr. Melville Dewey, of the Lake Placid Club, who urged a change in plans so that the N. E. A. party could stay at Lake Placid over Sunday, July 15. This was agreed to. The Lake Placid country is the garden spot of the Adirondacks, and the club is one of its most attractive features.

As the result of the rearrangement, the tour schedule has been revised as follows:

- July 8—Leave Chicago on special train.
- July 9—Arrive in Buffalo. Visit Roycroft shops at East Aurora.
- July 10—Visit Niagara Falls and leave by special steamer from Lewistown for Alexandria Bay.
- July 11—First day's convention at Alexandria Bay.
- July 12—Leave Alexandria Bay for Watertown.
- July 13—Leave Watertown on special train for Malone.
- July 14—Leave Malone for Lake Placid.
- July 15—Lake Placid.
- July 16—Leave Lake Placid for Ausable Chasm and then by special train to Saratoga.
- July 17—Trip to Lake George.
- July 18-19—Convention at Saratoga.
- July 20—Leave Saratoga for Albany. Sail down Hudson to West Point, drive over new Storm King Highway to Newburgh, where late boat will be boarded for New York.
- July 21—Guests Jersey City newspaper publishers and of U. S. Shipping board; dinner on the S. S. George Washington.
- July 22, 23, 24, 25—Program being arranged by New York Committee, consisting of James Wright Brown, editor of Editor & Publisher, and John Clyde Oswald, editor of the American Printer. Details will be announced in Editor & Publisher as soon as completed.
- July 26—Trip to Westchester County, ending with banquet at the Westchester-Biltmore.



**THE  
ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**

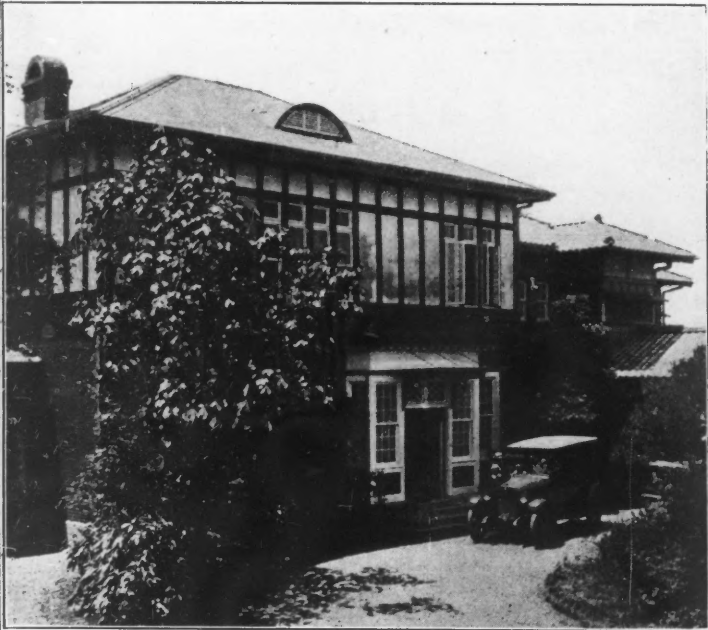


*If you want to know about our work, watch  
the advertising of the following products:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
WELLSWORTH GLASSES  
McCUTCHEON LINENS  
PETER SCHUYLER CIGARS  
TARVIA  
WALLACE SILVER  
ENCORE PICTURES  
NEW-SKIN  
WESTINGHOUSE AIR SPRINGS  
"QUEEN-MAKE" WASH DRESSES  
BARRETT ROOFINGS

*What we've done for others we can do for you.*

## In Homes Like This



Where Japanese culture is blended with the customs and habits of America.

## THE JIJI SHIMPO

# 時事新報

is the favorite newspaper. The Jiji commands the respect and holds the confidence of the Nation's men of affairs. It fills an important place in their lives which only a great newspaper can take.

**The JIJI'S Circulation**  
**248,877 copies: June 1, 1922**

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

That is why the Jiji's readers are the best customers of imported goods in Japan.

For reliable market information address:

**FOREIGN SERVICE BUREAU**

## THE JIJI SHIMPO

Cables:  
"Jiji Tokyo," Tokyo, Japan  
Bentley Code

Morning  
and Evening  
Editions

**AMERICAN HEADQUARTERS**  
Canadian Pacific Building, 342 Madison Ave., New York  
Joseph P. Barry, Representative

*"In Japan, the Buyers Read THE JIJI"*

## 40 YEARS OF PULITZER OWNERSHIP

**New York World Veterans Celebrate Event—One Hundred Eighty Men and Women in Service for More Than Quarter Century**

The New York World celebrated forty years of publication under the Pulitzer family, May 10, when the Quarter Century Association, composed of 180 men and women associated with the newspaper twenty-five years or more, held its thirteenth annual dinner. The following officers were re-elected: Isaac D. White, president; Daniel J. Collins, first vice - president; Henry Jenkins, second vice-president; Frank McCabe, secretary, and William J. Shimer, treasurer. Thirty new members qualified for membership. They are:

John L. Heaton, William Mason, Albert E. Wood, William W. Gay and Charles Menzies, of the editorial department.

Edward C. Sanborn, George W. Miller, Timothy Gorman of the advertising department.

Leonce Levy, George R. Wagner, Harry W. Tupper, Isaac Marks, Patrick J. Quigley, John J. Lambert, Charles L. Harrington and John J. Farrell, of the composing room.

James J. Williams, stereotyper. Samuel E. Speare, Peter Connors, Max Becker and James Cogan, of the press room.

Vincent Morello, William Willis, John Scherein, George H. Price, Thomas L. Wallace and Barney D. Samuels, of the circulation department.

Miss Jane M. Fleury, of the auditor's staff.

Joseph P. Crynes and Ben Jacobs, of the publication office.

Charles L. Huson, of the Brooklyn office.

Norris A. Clowes, retired.

Ten active members of the association were present when Mr. Pulitzer took over the World forty years ago and thirty-eight served in old Pulitzer Building in 1889, when the new building was begun.

President White recalled the spirit put into the World by Joseph Pulitzer when he purchased it from Jay Gould and converted it "to the cause of the people rather than that of purse potentates," in the following address:

"Forty years ago today Joseph Pulitzer, having purchased the World from Jay Gould, assumed control of its columns. He was then thirty-six years old. The leading editorial on the following morning announced the new ownership, and made it plain that under an entirely new management everything was to be different. Mr. Pulitzer's idea of what the World ought to be was set forth in the editorial as follows:

"There is room in this great and growing city for a journal that is not only cheap but bright, not only bright but large, not only large but truly democratic—dedicated to the cause of the people rather than that of purse-potentates—devoted more to the news of the New than the Old World—that will expose all fraud and sham, fight all public evils and abuses—that will serve and battle for the people with earnest sincerity.

"In that cause and for that end solely the new World is hereby enlisted and committed to the attention of the intelligent public."

"By referring to your membership lists you will see that there are ten men still active on the World who have been here during the entire forty year period. There are thirty-eight of us in the association who were in the old World building on Park Row in 1889, when the cornerstone of the new building was laid, and the success of Mr. Pulitzer's newspaper principles had been demonstrated.

"The new structure, as you will doubtless recall, was only half the size of the present

building. Mr. Pulitzer was confined to a sick bed in Wiesbaden at the time, but he sent a cable message that was read at the dedication. I will not quote the message in full, but you will get the spirit of it from the following paragraph:

"God grant that the world may forever strive toward the highest ideals—be both a daily schoolhouse and a daily forum, both a daily teacher and a daily tribune, an instrument of justice, a terror to crime, an aid to education, an exponent of true Americanism.

"Let it ever be remembered that this edifice owes its existence to the public; that its architect is popular favor; that its corner stone is liberty and justice; that its very stone comes from the people and represents public approval for public services rendered."

"The first time I ever heard Ralph Pulitzer speak publicly was when we dedicated the enlarged World building on May 10, 1908. There were a number of distinguished guests present in the Morning World editorial rooms on this occasion, which I always looked upon as one of the high spots in the World's history. The elder Pulitzer was kept away by illness and Ralph presided and spoke for him. One paragraph only I will quote to recall the spirit of the occasion to those of you who were present:

"As to the World's higher achievement, surely there can be no more eloquent tribute to that than the cordial gathering in its honor of such men as are here tonight.

"But gentlemen, there is one thing of which I am not too modest to boast—that the World has never achieved one jot of its success under false pretenses, but solely by making its performances square with its pledges. It has served the people always according to its lights, fighting for them when it believed them to be right, fighting against them when it believed them to be wrong. By both kinds of fighting it has earned their confidence and their respect. And it is their confidence alone which has made possible its twenty-five years of success."

"Mr. Pulitzer died October 29, 1911, in his 65th year, on his yacht Liberty, lying in the harbor of Charleston. It is seldom that a man is accorded the high tribute that was paid him. Men prominent in affairs and the press of the world united in proclaiming him one of the greatest men of his generation; the creator of a new journalism which has made the newspaper a more potent factor than ever before in our civilization. In one of the codicils of his will appears the following:

"I particularly enjoin upon my sons and my descendants the duty of preserving, perfecting and perpetuating the World newspaper to the maintenance and publishing of which I have sacrificed my health and strength, in the same spirit in which I have striven to create and conduct it as a public institution, from motives higher than mere gain, it having been my desire that it should be at all times conducted in a spirit of independence and with a view to inculcating high standards and public spirit among the people and their official representatives, and it is my earnest wish that said newspaper shall hereafter be conducted upon the same principles."

"For more than dozen years now the sons of Joseph Pulitzer have been living up to the wishes expressed so pathetically and so forcefully in his will. In the World of November 6, 1911, they announced editorially that the policy of the World during Joseph Pulitzer's life time would remain the policy of the World. And on this day and every day since then, this policy has been stated at the head of the editorial page in an extract from a cable message sent by Joseph Pulitzer to the editors of the World on his 60th birthday—

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

Howard Connolly, superintendent of second class mail at the City Hall Post Office; John L. Heaton, Frank McCabe and James McKernan were speakers.

Gov. Smith, Ralph Pulitzer, Joseph Pulitzer and F. D. White, general manager of the World, sent messages of congratulation.

### Redwood City's New Daily Husky

The first issue of the Redwood City (Cal.) Tribune, which has just been granted the Associated Press service, appeared May 1 with a development number of 16 pages. George F. Morrell is publisher, Sam H. Winklebleck manager, and John G. Robinson editor. Redwood City, observes the Tribune, was one of two county seats in California having a population in excess of 2,300 which had no daily paper.

# Baltimore

## is eagerly looking forward to the day

when our distinguished friends,—the British delegates to the A. A. C. of W. Convention at Atlantic City—will visit this city.

Justly proud of being the fastest growing seaport in the United States, Baltimore realizes what great advantages her facilities for international commerce offer, and is anxious to have our London friends realize it too.

Fifty-five overseas steamship services reaching one hundred foreign ports make Baltimore a strong commercial influence in the great markets of the world.

Eighteen coastwise steamship lines link Baltimore with Southern and Pacific ports, affording a concentration of rail and water transportation at the most strategic point on the Atlantic coast; in fact, recent census figures show that forty-three per cent of the manufactured products of the United States are located in states connected with

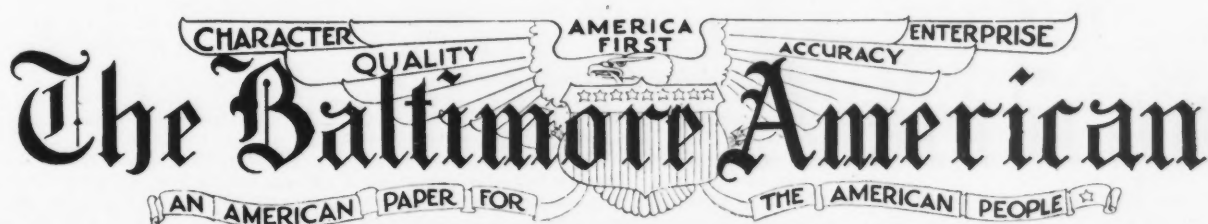
Baltimore by rail routes that are shorter than to any other ports—a big item in estimating freight rates.

Closely allied with the mighty forward strides that Baltimore is making, are The News and The American, Baltimore's two pioneer papers in their respective fields. These papers, going into practically every buying home in Baltimore and close vicinity, are strongholds of power and influence in promoting the best interests of city and state.

In welcoming our distinguished London guests to America, The News and The American urge heartily—visit **Baltimore!** Not only will our welcome be cordial and sincere, but the vision which these "Men of Vision" will get of still stronger commercial relationships with America which Baltimore as the logical point of contact can provide, offers prospect of undreamed-of possibilities for the business future both of their country and of ours.

## THE BALTIMORE NEWS

*Published every afternoon, including Sunday*



*Published every morning, including Sunday*

# EDITORIAL



## ON TO LONDON

**G**REAT BRITAIN compels attention. Never in the history of the Associated Advertising Clubs of the World has such a determined effort been made to secure its meetings as is evidenced in the British, Irish and Ulster messages and advertising in this issue of **EDITOR & PUBLISHER**. Their invitation to the Associated Advertising Clubs, presented on behalf of London's Thirty Club at Milwaukee last year by Sir Charles Higham and given emphasis by his second visit, is backed by the advertisers of the United Kingdom with a force that should be irresistible.

These people do not merely buy and sell advertising space. They use it when they have something big to be done. So thoroughly do they believe in their cause, and in the efficacy of advertising as its missionary, that their expenditure in this issue of **EDITOR & PUBLISHER** alone runs well into five figures of American dollars.

It is a magnificent herald's trumpet blast for the delegation from England, the Irish Free State and Ulster that will take the central place in Atlantic City two weeks from now. It is also an unsurpassed display of British advertising technic in an American publication. It is the forerunner of that exchange of views and ideas that will be afforded with untold benefits to all participating both in Atlantic City and in London.

It is unnecessary to state that the visitors from the United Kingdom will be cordially and enthusiastically welcomed wherever they go on North American soil. They can rest assured of attentive and unprejudiced hearers at Atlantic City. Those hearers can also be assured that they will listen only to the soundest of arguments, based on the highest aims of humanity and business. The decision seems foregone, in view of the vote for London at Milwaukee last year and the repeated expressions of the advertising leaders of America since then.

Great Britain wants and needs the shoulder-to-shoulder contact that London and Atlantic City can give, but she doesn't need it one whit more than American advertising and business need contact with the nation whose trade has circled the globe for years, with honest goods, fair prices and consideration for the other fellow as its guiding principles. That creed is also America's. Its world-wide application will be forwarded by the closer understanding and removal of friction that the A. A. C. W. can accomplish by making its 1924 slogan "On to London."

Writing the word "World" into the title of the Associated Advertising Clubs should be made something more than a gesture.

## NEBRASKA SHOWS THE WAY

**T**HE State of Nebraska has at last taken a very definite step toward curbing landscape disfigurement along public highways by the erection of unsightly billboards.

Under the bill passed by the legislature, the Department of Public Works is made the guardian of the state's beauty spots. The bill not only provides for a permit fee, but also empowers the department to remove any sign it pleases without giving cause.

Billboards give all American towns a sameness when viewed from a railroad train that does not differ much from coast to coast, but that will no longer apply in Nebraska, for that state's new bill prohibits the painting or attaching of any advertising matter on bridges or within 300 feet of railroad or highway crossings.

Nebraska is setting a fine example for the rest of the country.

**T**HE case of the City of Chicago, or Mayor Thompson, against the Chicago Tribune for libel estimated at \$1,000,000 is officially closed by Corporation Counsel Busch who says that he will not seek a rehearing in the interest of a client that has discarded its First-Citizen-of-Yesterday. Even we have a hard time in trying to recall the instigator of the suit but the Tribune is still the Tribune and the only regret of newspaper men will naturally be that such a low value was placed on helpful and constructive criticism.

## Day of Pentecost

Compiled by CHARLES W. MILLER,  
Vicksburg (Miss.) Herald

**A**ND when the day of Pentecost was fully come, they were all with one accord in one place.

And suddenly there came a sound from heaven as of a rushing mighty wind, and it filled all the house where they were sitting. And there appeared unto them cloven tongues like as of fire, and it sat upon each of them. And they were all filled with the Holy Ghost, and began to speak with other tongues, as the Spirit gave them utterance. And there were dwelling at Jerusalem Jews, devout men, out of every nation under Heaven. Now when this was noised abroad, the multitude came together, and were confounded, because that every man heard them speak in his own language. And they were all amazed and marvelled, saying one to another, Behold, are not all these which speak Galileans? And how hear we every man in our own tongue? But this is that which was spoken by the prophet Joel: And it shall come to pass in the last days, saith God, I will pour out of My Spirit upon all flesh: and your sons and your daughters shall prophesy, and your young men shall see visions, and your old men shall dream dreams. Then Peter said unto them, Repent, and be baptized every one of you in the name of Jesus Christ for the remission of sins, and ye shall receive the gift of the Holy Ghost. For the promise is unto you, and to your children, and to all that are afar off, even as many as the Lord our God shall call. And with many other words did he testify and exhort, saying, Save yourselves from this untoward generation. Then they that gladly received His word were baptized: and the same day there were added unto them about three thousand souls. And they continued steadfastly in the apostles' doctrine and fellowship, and in breaking of bread, and in prayers. And fear came upon every soul: and many wonders and signs were done by the apostles. And all that believed were together, and had all things common: And sold their possessions and goods, and parted them to all men as every man had need. And they, continuing daily with one accord in the temple, and breaking bread from house to house, did eat their meat with gladness and singleness of heart, praising God, and having favour with all the people. And the Lord added to the church daily such as should be saved.—(Acts ii:1-8, 16, 17, 38-47.)

And the multitude of them that believed were of one heart and of one soul: neither said any of them that ought of the things which he possessed his own; but they had all things common. And with great power gave the apostles witness of the resurrection of the Lord Jesus: and great grace was upon them all. Neither was there any among them that lacked: for as many as were possessors of lands or houses sold them, and brought the prices of the things that were sold. And laid them down at the apostles' feet: and distribution was made unto every man according as he had need. And Joses, who by the apostles was surnamed Barnabas, (which is, being interpreted, The son of consolation), a Levite, and of the country of Cyprus, having land, sold it, and brought the money, and laid it at the apostles' feet.—(Acts iv:32-37.)

And be sure your sin will find you out.—(Nu. xxxii:23). What doth it profit, my brethren, though a man say he hath faith, and have not works? Can faith save him? If a brother or sister be naked, and destitute of daily food. And one of you say unto them, Depart in peace, be ye warmed and filled: notwithstanding ye give them not those things which are needful to the body, what doth it profit? Even so faith, if it hath not works, is dead, being alone.—(Jas. ii:14-17). Be not deceived: God is not mocked: for whatsoever a man soweth, that shall he also reap.—(Gal. vi:7.)

## THE PULITZER AWARDS

**T**HE most disappointing thing about the annual announcement of the Pulitzer Awards in journalism is the lack of controversy aroused. The newspaper business of this country will be in a much healthier condition professionally when each award becomes the subject of heated debate wherever newspaper men gather.

We do not mean to imply that any one of the awards made this year was not merited. Rather we are amazed that the service rendered should have been so completely in accord with the highest ideals of journalism.

**EDITOR & PUBLISHER** had already selected William Allen White's editorial as an outstanding expression of the rights of true journalism and reprinted it for the guidance of others. The Memphis Commercial Appeal, edited in the heart of the Klan country, has performed an unusual public service in its fearless campaign against religious partisanship and masked government. Alva Johnson is a reporter who did his work carefully and well.

But there is something missing in the way these awards have been received.

Are not the newspaper men of America proud of the things they are doing today that they do not defend them and acclaim them?

It certainly seems remarkable that a business that boasts of the millions that it pays to its cartoonists annually could not produce a single artist's conception during the year of 1922 that was worthy of the Pulitzer Award. Nevertheless this seems to be the truth, for no prize was announced in that class.

It is to be hoped that the American Society of Newspaper Editors will be able to stimulate wider interest in these annual awards.

What greater honor can any newspaper strive for than a gold medal for the greatest public service within a stated period?

## FOOD FOR THOUGHT

**N**EWSPAPER owners and executives whose daily newspaper is their life-work can find much to think about in the news that the New York World Quarter Century Club last week held its annual dinner with 180 members of the organization at table.

All of them had been in the World's service for twenty-five years before admission to the circle. That is a long association with any organization. It is unusually long in the newspaper business, which often thinks of labor turnover as necessary as print paper. That thought is not found in the World's departments, as the existence of the Quarter Century Club evidences. The paper is known among editorial men as one which affords unusually pleasant, unhampered, and well rewarded employment. It has the reputation of treating its men in all departments honestly and with consideration for their needs and frailties. Its staff is carefully selected, not primarily to fill a desk that the day finds vacant but to make and keep strong the organization that knows what it stands for and believes in it. There is no magic in the formula.

The World and the hundreds of other newspapers who consider their staffs as families have found it in demanding and justly rewarding honest, honorable and competent workers, and keeping above reproach the standards of individual and organization conduct.

**T**HE most important message contained in the address of B. G. Koether, director of sales service and advertising of the General Motors Corporation, before the Association of National Advertisers is that Capital with a capital "C" is sold on advertising. His paper as a whole was interesting and raises many questions of conduct on the part of advertising men that demand attention and solution but after all are they not the fundamental rules that it is necessary to follow in every calling that is dependent upon public response for success. Understanding is a natural necessity that can only come from contact but the big thing is honesty and applies as well between employe and employer as between employer and his public. Mr. Koether drove home facts in convincing manner and is certain to be listened to.

**PERSONALS**

**GILBERT M. HITCHCOCK**, publisher of the Omaha World-Herald, and former United States Senator, was tendered a luncheon at the Omaha Chamber of Commerce May 12 on the occasion of his home-coming.

C. S. Jackson, publisher of the Oregon Journal, has returned to Portland, after spending nearly a year in Virginia.

Louis Wiley, business manager of the New York Times, will sail for Europe on the maiden trip of the "Leviathan," July 4, returning on the same ship August 28. He will visit England, France and Italy.

Thomas J. Blain, publisher of the Port Chester (N. Y.) Daily Item, is ill with pneumonia.

Charles B. Driscoll, editor of the Wichita (Kan.) Eagle, has been made first vice-president of the Community Theatre of Wichita.

John M. Imrie, managing director of the Edmonton (Alta.) Journal and vice-president of the Canadian Daily Newspaper Association, headed a delegation representing the City Council and the Board of Trade of Edmonton which on May 8 waited on Premier King and the Dominion Government to ask for development of grain routes from the prairie provinces to the Pacific Coast.

Henry D. Bradley, for 16 years an employee of the Toledo Blade, has accepted an offer to join the executive staff of the London Daily Express, and sailed from New York May 13.

Fremont W. Spicer, until recently vice-president of the Fourth Estate, is now associated with the Blue Book of the New York Commercial.

John Argens, staff artist of the Oakland (Cal.) Post-Enquirer, was notified by Guy Richardson, editor of Our Dumb Animals, published in Boston, that his cartoon had been awarded the prize in a national contest of newspaper cartoonists during the special week of the American Humane Educational Society.

W. J. Parrott, business manager of the Danville (Ill.) Commercial-News, has just completed 25 years' service there. Two other men, John H. Harbison, editor, and Fred Krueger, linotype operator, are older in service than Mr. Parrott.

Ralph Beaver Strassburger, owner of the Norristown (Pa.) Times-Herald, David Prince and Harold I. Smith of the New York City News Association, with Mrs. Smith were passengers on the "Berengaria," which sailed from New York May 15.

Victor F. Ridder, publisher of the New York Staats Zeitung-Herald, has been elected vice-president of the New York State Board of Charities, on which he has served several years as a commissioner.

Dr. John H. Finley, associate editor of the New York Times, sailed on the "Stavangerford" May 16 for Scandinavian countries, where he will deliver several lectures under the auspices of the Scandinavian-American Foundation.

Glen Griswold, editor, and K. L. Ames, publisher, of the Chicago Journal of Commerce, who have been on a fishing trip in Florida, were visiting in New York this week on their way home.

George D. Lindsay, editor and publisher of the Marion (Ind.) Chronicle, has returned from three months vacation in the south.

W. G. Johnson, manager and treasurer of the Chattanooga News and secretary-treasurer of the Southern Publishers' Association for the last seven years, was a recent guest of the Miami (Fla.) Rotary Club at a luncheon.

W. A. Grozier, business manager of the Boston Post, sailed May 11 on the "President Wilson" for Naples. He will tour the Continent and England, returning in the early fall accompanied by Mrs. Grozier, who is convalescing from a severe illness.

Lafayette Young, Sr., publisher of the Des Moines (Iowa) Capital, has been elected a member of the board of directors of the Iowa Press and Authors' Club. Fifty old friends of Senator Young attended a dinner at the Des Moines Club last Thursday in honor of his seventy-fifth birthday on May 11.

Merton E. Burke, formerly managing editor of the New York Daily News, who has been associated with the Baltimore Sunpapers for several months, has been placed in charge of all features and syndicate matter and also of all promotion work. He will have charge of advertisements, wagon and window posters and all promotion plans. He has been serving in an advisory capacity in connection with editorial department features.

Edward J. Stackpole entertained the members of the Harrisburg (Pa.) Telegraph editorial staff at a chicken and waffle dinner May 11. The party was one of a number of departmental social gatherings of the Telegraph "family."

P. Y. Chien, who graduated from the School of Journalism at Columbia, Mo., the latter part of April, sailed on the "Empress of Russia," from Vancouver, May 17, returning to China, after 18 months in this country. Mr. Chien attended the World Press Congress held in Honolulu in October, 1921, later going to the world conference at Washington, D. C. Mr. Chien will resume newspaper work in China and expects to attend the next World Press Congress in Europe.

Louis Wiley, business manager of the New York Times, will address the Advertising Club of St. Louis on the night of May 22 on his way to address the Missouri School of Journalism at Columbia May 24.

**IN THE EDITORIAL ROOMS**

**C. H. J. SNIDER**, one of the editors of the Toronto Telegram, who has made a specialty of writing sailing articles and stories, is accompanying the yacht Haswell, recently sold to Aemilius Jarvis, well-known Toronto yachtsman, to parties in Honolulu, from Toronto to New York, via the Erie Canal, and thence by the Panama Canal across the Pacific. He will write his experiences for the Telegram.

Donald E. Carr has resigned from the staff of the Portland Oregonian and returned to Los Angeles. He is the son of Harry Carr of the Los Angeles Times.

H. Campbell-Duncan, recently of the Toronto Globe editorial staff, has plans for founding a Canadian national theatre for production of work of Canadian playwrights.

John J. Weisberger, New York newspaper man, has joined the reportorial staff of the Baltimore American.

A. L. Bostwick, formerly on the staff of the Albany (Ore.) Herald, has purchased a half-interest in the Lebanon (Ore.) Criterion from Glenn W. Loomis.

A. Kandel, New York short story writer, is with the Baltimore American writing special features.

Clinton L. Chalfant, of Springfield, Mo., has joined the staff of the Sioux Falls (S. D.) Argus-Leader.

J. A. Morrow, executive city editor of the Baltimore American, has been appointed advertising manager. He is succeeded by Charles Williams.

E. H. Kemmel, formerly owner of a chain of newspapers in Kansas, has sold out his interest and now lives in Wichita. Until recently he was city editor of the Wichita Eagle.

Innis P. Lyon of the Syracuse Telegram has been transferred by the Hearst organization to the Baltimore American.

Jesse Linthicum, formerly night news editor of the Baltimore Sun, has been made night city editor. David Gibson is the day city editor.

Herbert Dugan, staff cartoonist of the Boston Globe, has sailed for Ireland.

Joe Toye, feature writer of the Boston Traveler, sailed on the Laconia for Ireland to get first-hand information for the Traveler.

**FOLKS WORTH KNOWING**

**TOM WALLACE**, newly appointed chief of the Louisville Times' editorial staff, is a native Kentuckian. He began newspaper work on the Louisville Times, writing as a cub reporter, a feature headed "Little Dramas of the Police Court," which resulted, after six weeks, in his being called to a better position on the Louisville Dispatch, with which he remained until it suspended publication. He succeeded Irvin S. Cobb as staff correspondent of the Louisville Post at the trials of the Goebel murder conspiracy cases at Frankfort and Georgetown, and as legislative correspondent. Later he was with the Post as financial editor, a member of the St. Louis Republic reportorial staff during the Louisiana Purchase Exposition, served as staff correspondent for the Louisville Herald during the Hargis-Cockerell feud in Breathitt County and murder trials growing out of the feud, before going to St. Louis, and was assistant city editor of the Louisville Herald after the feud trials.



TOM WALLACE

Returning from St. Louis to write editorials for the Times, Mr. Wallace went to Washington to serve the Times in the Press Gallery. Then he returned to the Courier-Journal to write editorials, remaining steadily at that job, and serving also as dramatic critic for about twelve years, along with editorial writing. He received one indefinite furlough to make a trip around the world writing on political and social conditions in the Oriental countries for an American syndicate and another when the Portuguese ousted King Manuel and overthrew the Braganza dynasty. On that trip he wrote articles from Spain and Portugal for a syndicate, and then visited France and England doing some work for the Courier-Journal.

Since that time Mr. Wallace has been engaged in editorial writing, making an occasional trip to Washington, or roving about Kentucky as a staff correspondent, to freshen up upon Kentucky problems.

J. C. Kerrison, of the Boston Post auto department, has gone on a six weeks' trip through the automobile and tire factories. He will cover for the

Post the races at the Indianapolis speedway on May 30.

Alfred J. L. Ford, attached to the Boston Traveler staff, has been promoted to lieutenant-colonel of the reserve corps, and assistant chief of staff on the 94th division.

Ivan Beede, of the Boston Post staff, is taking his second trip since the armistice through England, France and Germany.

Harold E. Van Deventer, of the Boston Post, is taking a trip through the Middle West with his wife.

Bruce L. Graham, a reporter for the Des Moines (Iowa) Register, has been appointed to enter the United States Military Academy.

Ivan L. ReVeal is the new sporting editor of the Danville (Ill.) Commercial-News. He succeeds Gene Kessler, who has gone to the Washington (D. C.) News.

David T. Jones, formerly assistant managing editor of the Pittsburgh Leader, is now publisher of the Chartiers Valley Life, a weekly at Crafton, near Pittsburgh.

A. Vaughn Weidel, night commercial reporter of the Sioux City (Iowa) Tribune, has fully recovered from a recent illness.

Merle M. Moone, of the Sioux City (Iowa) Tribune new staff, has been made assistant day city editor.

Dennis O'Leary, editor of the Sioux Falls (S. D.) Press, has resigned and is now doing special editorial work for the Sioux City (Iowa) Tribune, covering Iowa, Nebraska and South Dakota politics.

Walter W. White, formerly of the Topeka Capital, has been appointed to a court reporter's position in Minnesota by Gov. J. A. O. Preus.

O. L. Brownlee, formerly day telegraph editor of the Sioux City (Iowa) Tribune, has purchased the Diamond Chemical company at Springfield, Mo.

John Casey of Knoxville, Iowa, has just returned to this country after a two-year-trip about the world reporting for various American newspapers. A part of this time Casey spent as a reporter of the Japan Advertiser. He is a son of W. J. Casey, publisher of the Knoxville Express.

Major Robert A. Allen, who with his wife and young son were held captive several days by Chinese bandits, was formerly city editor of the Sioux City Journal.

Anthony H. Hankey, scribe of the "Day by Day" column of the Hagerstown (Md.) Daily Mail, has resigned to become a member of the staff of the maga-

# HASKIN

zine published in Baltimore for the Third Army Corps.

Leon F. Roberts, telegraph editor of the Jamestown (N. Y.) Morning Post, was given a farewell dinner by his associates prior to leaving on a trip which he hopes will restore his health.

Guilbert W. Jarvis has resigned as a reporter on the St. Cloud (Minn.) Daily Times, and will spend the Summer on the Kanabec County Forum, published at Mora, Minn., his home town. He has been in failing health.

Max Hahn, managing editor of the Canandaigua (N. Y.) Daily Messenger, has resigned to join the staff of the Toledo Blade. H. R. Easton, vice-president of the Ontario Press, Inc., which publishes the Messenger, will succeed Hahn.

Orlin Folwick, on the State House run for the Minneapolis Daily Star, was a recent bridegroom.

Miss Dorothy Cleveland, New York newspaper woman, has resigned as assistant to Miss Ruth Osborne Ewan, editor of the Atlantic City Illustrated Boardwalk News.

Miles E. Canady, for nearly a year on the reportorial staff of the Toledo Blade, has resigned and returned to his home in Chicago.

Miss Edna Bisalski, society editor of the Lancaster (Pa.) News Journal, has announced her engagement to Lowell F. Halligan, editor of the Garden Spot News, official organ of the Lancaster County Farm Bureau.

Lin Bonner is back on the job as head of the New York American copy desk after a serious illness.

Miss Catherine Moore, a recent graduate of Missouri State University School of Journalism at Columbia, has joined the staff of the Wichita (Kan.) Eagle.

Miss Maud O. Thomas, editor of the Herald (Okla.) Beaver, was made an honorary member of Zeta Chapter Theta Sigma Phi of the University of Oklahoma at Guthrie. She has been in newspaper work 21 years.

Claire Hare, connected with the sports department of the Philadelphia Inquirer, has resigned to join the sports staff of the Evening Public Ledger.

Charles Cantwell has succeeded Joseph Fountain as telegraph editor of the Ogdensburg (N. Y.) Republican-Journal. Fountain left Sunday for Boston en route to Norfolk, Va., where he will be associate editor of the Virginian Pilot.

Mrs. Louise Pfouts Seaman, of Atlantic City, has been named club editor of the Atlantic City Daily Press.

Bernard K. Sandwell, at various times on the staff of the Toronto News, Montreal Herald, Montreal Financial Times and other Canadian publications and recently an associate of Prof. Stephen Leacock at McGill University, Montreal, has been appointed professor of English literature at Queen's University, Kingston, Ont.

Roger Orr has returned to Ogdensburg, N. Y., from Syracuse to resume his former job as telegraph editor of the Ogdensburg News. He had been in a similar position on the Syracuse Post-Standard.

Miss Helen Y. Smyth, formerly society editor of the Atlantic City Gazette Review and the Sunday Gazette, has returned to the advertising game, opening up her own offices at Atlantic City.

Herbert R. Mengert, for ten years assistant Columbus correspondent of the Cincinnati Enquirer, has been appointed correspondent for that paper. He succeeds James W. Faulkner, whose death occurred recently. Mengert was formerly on the Ohio State Journal.

Floyd Casebolt, city editor of the Daily Light and the Weekly Enterprise at Waxahachie, Tex., and a graduate of the school of journalism of the University of Missouri, has been named head of a department of journalism to be started in Trinity University, Waxahachie, in the Fall.

Miss Ruth Cartzdafner, graduate of the journalism school at Ohio State University, is now on the staff of the Sandusky (O.) Register.

Eugene F. Livermore, dean of Watertown, N. Y., newspaper men, and for the past 27 years a reporter on the Standard, who has resigned his position to become associated with the Chick Insurance Agency, was tendered a banquet May 15 by the editorial staff of the Standard Publishing Company. L. B. Stevenson, of the reportorial staff, presented Mr. Livermore with a leather brief case.

H. B. Crozier, who recently resigned as assistant managing editor of the St. Paul Pioneer Press and Dispatch, probably will become associated with a Minneapolis newspaper.

Edgar L. Morris, managing editor of the Springfield (O.) Daily News, spent a couple of days last week in St. Marys, O.

Gordon Erskine, copyreader on the St. Paul Daily News, has gone over to the copy desk of the Dispatch. He succeeds John Ferguson, who resigned to go to the Chicago Herald-Examiner.

Frank J. Hagen, formerly with the Chicago Herald-Examiner, left Chicago last week to become a staff writer on the Salt Lake City Tribune.

Frank D. Holmes has returned to the staff of the Chicago Herald-Examiner and is doing night police at the South Clark street station.

Miss Dorothy Fay is a new reporter on the Chicago Evening Post.

Sam Putnam of the Chicago Evening Post and Mark Turvyville have collaborated on a book which they call "Evaporation." It is made up of poems and prose.

J. T. Egon, formerly with the Associated Press, is now editor of the oil market for the Chicago Journal of Commerce. George J. Langsdale, formerly night editor of the Bartlesville (Okla.) Examiner, is on the financial staff.

Francis Miller, formerly a special writer on the Marion (Ind.) Leader-Tribune, is now with the Marion Chronicle.

Mae Tince, motion picture editor of the Chicago Tribune, left during the week for a vacation in California.

Miss Mary King, formerly Sunday editor of the Chicago Tribune, is back from an extended trip in Europe. Henry Morehouse, who was Sunday editor, has succeeded William Foley as editor of the market page.

Henry Paynter, reporter for the Chicago Daily News, has resigned to join the staff of the Herald and Examiner.

#### IN THE BUSINESS OFFICE

MISS ANNABEL POWELL has joined the Marion (Ind.) Chronicle advertising staff.

Alston Bennett of the Chicago Tribune local advertising department has gone to California to wed Miss Martha McCoid of Los Angeles.

H. L. Jackson, formerly of the New York office, has joined the national advertising staff of the Chicago Tribune.

Eugene C. Batten, for the past year manager of the Cleveland office of the Christian Science Monitor, has been appointed manager of the New York office, succeeding Stephen H. Barrett, resigned. William E. Brewster succeeds to the management of the Cleveland office.

Robert E. Murphy, for the last five years with the advertising department of the Birmingham News, is now head of the copy and promotion department of the New Orleans Item.

F. S. Buggie has been appointed business manager of the Toledo Blade. Sylvan Snyder has been made assistant business manager.

#### MARRIED

W. BRUCE MACNAMEE, formerly of the Washington staff of Universal Service, but more recently attached to the publicity department of the American Red Cross, at the City Hall in New York, recently married Mrs. Hazel Habermann of Marion, O. This is the outcome of a romance begun during the "Front Porch" days in Marion in 1920. The MacNamees will live in Washington.

Paul F. Swank, connected with the Associated Press office in Columbus, and Miss Lulu Kent, both of Marion, O., were married May 10 in Marion.

Leon W. Friedman, for many years industrial reporter on the Birmingham News, was married on Saturday, May 12, to Mrs. Margaret Todd, of Birmingham.

Miss Arlene Rumsfeld, sports writer on the Chicago Daily News, was married last week to E. C. Dellaporte, director of physical education in the Chicago public schools.

B. T. McCanna, of the business survey department of the Chicago Tribune, will be married to Miss Clare Foy, May 30.

#### THE MECHANICAL SIDE

THOMAS KNAPP was elected president of the Old Time Printers Association thirty-eighth annual meeting last week at the Hotel LaSalle, Chicago. William Sleepeck was chosen chairman of the board of directors. Mr. Knapp is head of the exhibition department of the Mergenthaler Linotype Company.

The staff of the Montreal Gazette has presented a purse to Michael McCormick, veteran of the composing room who retired on a pension after 49 years' service. He had hoped to complete fifty years, but illness prevented.

F. C. Wesley of St. John, N. B., has taken a position as manager of the Montreal Herald engraving department. He will continue the F. C. Wesley Company, engravers and designers of St. John.

Volney Colvig, who worked on the Portland Oregonian in the old hand press days, recently celebrated his 92d birthday at his home in Ashland.

Adolph J. Schmid of Saginaw, Mich., has just started his 53rd year as a printer and linotype operator.

Jim Spiers of the New York Daily News composing room is recovering from an appendicitis operation.

Chicago Printing Pressmen's Union No. 3 has voted to rejoin the international organization, from which it had been separated four years.

Everett Bess, foreman of the Gregory (S. D.) Times-Advocate, has purchased the Burke (S. D.) Gazette of A. M. Church.

Señor Javan Lopes, for five years a member of the foreign department of the Mergenthaler Linotype Company, sailed recently for his home in the city of Fortaleza, State of Ceará, Brazil, where he will make his new headquarters.

Vincent Fusk, for ten years president of Quebec Local, No. 302, International Typographical Union, on May 5 was tendered a banquet by his fellow members. The Quebec local is composed of

both French and English-speaking members and the addresses of the evening were in both languages.

William Koch, an old-time printer and newsroom foreman, has resigned as secretary-treasurer of St. Paul Typographical Union No. 30, and Frank Johnston takes his place until the annual election in June.

Arthur Henderson, foreman of the stereotype department of the Springfield (O.) Daily News, who has been ill for some months, has become worse, and little hope for his recovery is now held.

W. C. Boyer, for many years City Councilman in Council Bluffs, has established headquarters in Omaha as organizer for the International Typographical Union in the Missouri Valley.

Ralph C. Raymond has been made mechanical foreman of the Pawnee (Neb.) Republican.

J. M. Hiltner, foreman of the composing room of the Philadelphia Record, who recently suffered a nervous breakdown, has returned from a sojourn of several weeks in Savannah, Ga., much improved in health.

#### WITH THE "SPECIALS"

PRUDDEN, KING & PRUDDEN, INC., have been appointed national representatives of the Miles City (Mont.) Daily, Sunday and Weekly Star.

Lewis V. Hohl, Chicago, has been appointed to represent the Walla Walla (Wash.) Times, the Chippewa Falls (Wis.) Chippewa Herald and the Manitowoc (Wis.) Times.

The E. Katz Special Agency has been appointed national advertising representative of the Portland (Ore.) Telegram, in the territory west of Denver.

Howland & Howland have moved their Chicago office to 360 North Michigan avenue.

Stevens & Baumann, Inc., New York and Chicago, have been appointed representatives in the United States for the Stratford (Ont.) Beacon-Herald.

Howard I. Shaw has joined the Chicago office of Lorenzen & Thompson. He was recently Western manager of I. A. Klein, New York.

#### THE AD FOLKS

E. D. Giaeque, assistant advertising manager of the U. S. Light & Heat Corporation, Niagara Falls, N. Y., has been promoted to advertising manager.

Jabin Caldwell has become associated with the Charles A. Hall Company, of Omaha, as secretary and treasurer. For the last two years he has been with the Northwestern Bell Telephone Company.

## Churches Lead the Way

Religious organizations of various sorts with predominant American membership, have for a generation held occasional conventions in England. There probably is a larger spirit of unity between the churches of England and those of America than there is between any other organizations in the two countries.

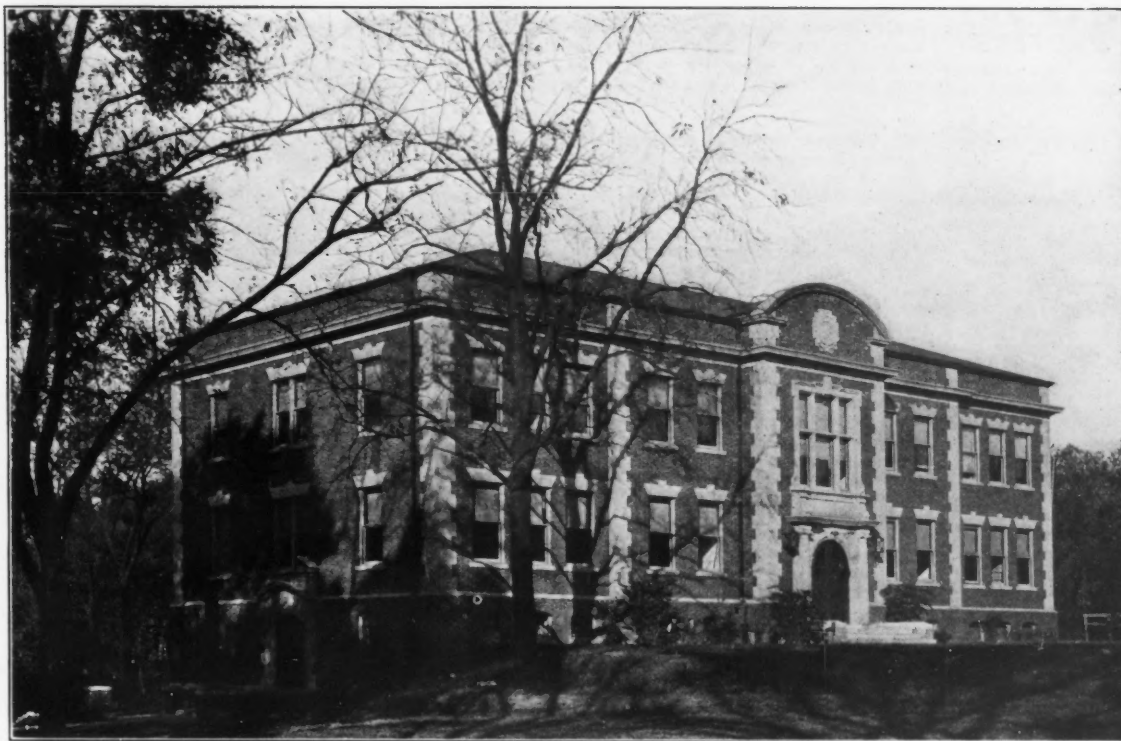
Several English papers are now using church advertising copy prepared by the Church Advertising Department of the A. A. C. of W. This Department will be represented at the London convention.

English papers which have not seen the proofs of 52 weekly ads to stimulate church advertising may obtain proofs on application to Herbert H. Smith, 518 Witherpoon Bldg., Philadelphia, Pa.

## CHURCH ADVERTISING DEPARTMENT A. A. C. W.

Editor and Publisher has been foremost among American trade papers in stimulating the use of church promotional copy.

# *It Is, Indeed, A Pleasure—*



JAY H. NEFF HALL

*Home of the School of Journalism—a gift of one of its graduates, Ward A. Neff of Chicago*

TO join in welcoming to the United States a delegation representing the advertising interests of Great Britain and to express appreciation of the desire for more intimate relationships as voiced in the invitation to be extended to the Associated Advertising Clubs of the World. Since its establishment in 1908 as the first school of its kind in the world, the School of Journalism of the University of Missouri has unceasingly sought to aid in furthering more accurate information, better understanding and friendlier intercourse among the nations—holding this to be one of the ideals of journalism. Its graduates are to be found in the practice of journalism throughout the United States and also in London, Berlin, Paris, Tokyo, Shanghai, Peking, Canton, Manila, and other centers in other lands.

Advertising is recognized at Missouri as a journalistic pursuit. In the department of advertising of the school attempt is made to offer a breadth of preparation that will assist in the advancement of students in the technical phases of advertising and also in its ethical expressions.

In "The Journalist's Creed" at Missouri it is written—and taught—"that no one should write as a journalist what he would not say as a gentleman; that advertising, news, and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service."

It would be a privilege to welcome personally at Missouri the members of the British delegation who may at any time visit this institution. Should that be impossible, there will be sent to any who request the School's printed announcements, including its special curriculum in advertising.

*Walter Williams*

DEAN

## SCHOOL OF JOURNALISM UNIVERSITY OF MISSOURI

COLUMBIA

MISSOURI, U. S. A.

## The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

## Organizers Wanted for "UNCLE SAM'S VOTERS"

MEN and women of character—young or old—can add materially to their incomes by devoting part or all of their time toward assisting in the organization of UNCLE SAM'S VOTERS.

The work is dignified, interesting, profitable. Business and professional men—college students—ministers—salesmen and school teachers will delight in the opportunities and the profits this new work affords!

What Is The  
National  
Federation



## of Uncle Sam's Voters

It is a national, non-profit federation with local assemblies—organized regardless of political affiliations—to awaken and sustain a lively and an intelligent interest in American government through group meetings and the official magazine, PUBLIC AFFAIRS.

UNCLE SAM'S VOTERS are to be organized in every city and community on the basis of the inspired words of Samuel Adams in 1772:

*"Let us converse together, and open our minds freely to each other. Let every Town Assemble. Let Associations and Combinations be everywhere set up to Consult and Recover our just Rights."*

Ira Nelson Morris has resigned as Minister to Sweden to be president of UNCLE SAM'S VOTERS. Ex-Congressman James W. Good and Mary Lee Adams are vice-presidents; G. B. Wayland is secretary.

Samuel Adams, of Chicago, farm paper editor and president of the American Agricultural Editors Association is Director General. An advisory board of 100 citizens is being selected. Explanatory booklet on request.

## \$200 for an Opinion

UNCLE SAM'S VOTERS will award five prizes ranging from \$100 to \$10 for the five best letters on the following subject: *"Why I am joining UNCLE SAM'S VOTERS."*

Send us the reasons that appeal most strongly to you for joining UNCLE SAM'S VOTERS. Anyone is eligible to compete. Contest ends June 30, 1923.

### GET IN AT THE START:

The first applicants can choose their own territory. Sign your name and—

### MAIL THIS COUPON NOW

Samuel Adams, Director General  
UNCLE SAM'S VOTERS,  
Citizens Bank Bldg., Washington, D. C.  
Kindly send me full information concerning the opportunities for making money by assisting in the organization of UNCLE SAM'S VOTERS:

Name.....  
Address.....  
Reference:.....  
(412)



THEY do—or don't do—some things differently in Fleet Street. One of the things they don't do is extend the hand of greeting and tender the keys of the establishment to a visiting newspaper man from another land, as C. L. Sherman, editor of the Hartford (Conn.) Times, found out recently when he decided to watch the London Times flashing down the stretch for the first edition.

He also had experiences strange to an American newspaper man when he attempted to give the Daily Mail an exclusive piece of news—but he tells the story better himself. Here are the facts as he related them last Saturday in his own newspaper:

"I had done the usual rube stunts in London—been to the houses of Parliament, Westminster Abbey, the Tower, London Bridge, the Wallace Collection, Hampton Court, Windsor and had lunched at the Cheshire Cheese, and The Cock and Bottle, haunts not unknown to Dr. Johnson, Oliver Goldsmith, Thackeray and Dickens. It would be a pity, I thought, if I left London without seeing the London Times.

"In evening dress, as I had dined at the Cecil, therefore, about 9 o'clock in the evening I hailed a cabby and directed him to the Times. A veteran employee, evidently of the paper, directed me to a side room and I was provided with a sheet of paper containing a questionnaire which I was directed to fill out. The important questions to be answered were the following:

"Person to be seen—  
"Name—  
"Occupation—  
"Residence—  
"Purpose of Visit—  
"Remarks—  
"The only comment needed in regard to the answers I made to the questions is that I wished to see the editor in charge and stated the purpose of my visit as 'Personal.' The venerable employee disappeared with the paper and within a few minutes a young man returned bearing the paper in his hand and a blank expression on his face. The following conversation ensued:

"Whom do you wish to see?"  
"Why, as I said, the editor in charge."  
"But I am afraid, sir, that the editors are either at dinner or at the theater."  
"Surely there must be some editor in charge at this time of night!"

"Really, I can't say, sir. You see, this paper has your address as the United States of America and therefore, it was handed to me, as I am in the foreign department."

"That's very interesting. I am glad to learn that, but, as you will see, I am an editor of a paper in the United States. I am in London for a few days only and I wish to pay my respects to whomever is in charge."

"Well, what do you want?"  
"Why, I should be glad to greet some one here and if possible glance through the editorial department and the composing room."

"I fear that is impossible, sir, as it is getting late and everyone is busy. It would interfere with their work."  
"It does not seem as though that would be necessary."

"Besides that, it is getting late and it is nearly press time."  
"Near press time? Why it is only 9 o'clock."

"I know, sir, but we go to press on our first edition at 11 o'clock."

"Look here, young man (slightly exasperated), don't think for a moment that I am unduly impressed with the importance of the London Times. I have seen other newspapers and I have never been received anywhere except with..... I want you now to show my card to whoever is in charge."

"The young man disappeared and in

the course of five minutes returned with the announcement that Mr. ——— would see me. The awe and impressiveness with which the young man pronounced his superior's name convinced me that Mr. ——— was an important personage indeed and I followed him somewhat humbly. As I entered the fair-sized room I noticed a fireplace nearby the door and at the opposite end of the room a desk with a tall spare man standing beside it. He held my completed questionnaire in his hand.

"Mr. Sherman?" he said, and as the young man withdrew, closing the door, I strode across the room and replied, "Yes, sir."

"And here follows as close a transcript of the dialogue that followed as is possible to reproduce:

"What do you want, Mr. Sherman?"  
"As you will see from looking at the paper in your hands, sir, I am an editor of a newspaper in the United States. I am in London for a few days only, and did not wish to leave without seeing the London Times."

"Well, er, what can I do for you?" (This is such a mollified tone that I was misled as to the reception in store for me and committed the indiscretion, I regret to say, of removing my overcoat to my arm without invitation to do so, before replying.) To resume:

"I should be glad to look through your editorial rooms and composing room if you don't object."

"H—mm. Why, I don't know about that. Possibly it might be arranged."

"I should be glad also, sir, of a few minutes' chat with you."

"I am so sorry. Really it is embarrassing. I am so extremely busy. It is so unfortunate that you came at this time."

"The man really seemed to be in distress, and as he fingered the bunch of proofs in his hands I fancied I saw beads of perspiration start out on his forehead."

"Really," said he, "I fear it is quite impossible. It is so late—and I have so much to do."

"Disappointment, not unmingled with chagrin, filled me and dried up whatever sympathy the man's apparent agony and perspiration had engendered."

"I can understand it fully," said I. "You have no more time than there is, have you?"

"Really, you see, I haven't," he replied.

"And it is getting near press time, too, isn't it?" said I.

"Yes, you see it is," he answered.

"With that I put on my overcoat (I shall never forgive myself for removing it) and turned towards the door."

"Really," I said, "I won't give you the trouble that my looking through the editorial departments and composing room would entail, and I will wish you a very good evening. I have only this to add—that if you come to the United States, I shall be very glad to show you the courtesy which one editor never should fail to extend to another."

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"There is some pertinacity in my make-up, however, and I determined on a visit to the Daily Mail, only a few blocks away."

"The same questionnaire having been disposed of I was conducted to a room up three or four flights and a young man entered, who greeted me pleasantly."

"Ah! This will be different," said I to myself. I had directed the questionnaire at the Daily Mail office to the 'night city editor' and staged the object of my visit as 'news.' This must be the night city editor and he has fallen for the bait that here may be a piece of news, I thought.

"Addressing the young man, I said, 'The night city editor?'"

"Oh, no," he replied, "there is no night city editor."

"But you have a city editor, I suppose."

"Yes, but he never comes to the office."

"What?"

"Yes. You see, sir, he handles the news of the city, turns in his financial reports in the afternoon, and it is very seldom that we see him here at the office."

"Here, indeed, my greenness was exposed—and for the enlightenment of the uninitiated I will say that the 'city' in London corresponds to our Wall Street. The city editor therefore, handles the news of the exchanges and the markets, and in the organization of the office no such terms are employed as city editor or night city editor, in the sense in which we use them."

"And as the young fellow had shown himself quite companionable, I felt like unbosoming myself to him a little, and I told him the experience I had had in the office of the Times. He smiled broadly and I thought I even detected a chuckle."

"You see, sir," he said, "before Lord Northcliffe's death the newspapers exchanged their news, but now we are really quite competitive. What has happened in Hertford?"

"Hertford!" said I. "I don't come from Hertford, but Hartford, Conn., U. S. A., a city that was named after Hertford, to be sure, but is some distance away."

"Oh, I see," he replied, "my mistake." "I then went on to tell him that the piece of news I referred to was a combination of all the hotels in Egypt, formed by Charles A. Baehler, proprietor of Sheppard's Hotel in Cairo."

"Have you given this to any other paper?"

"No," said I. "And I don't care a rap whether you print it or not. It is of no interest to me, but I thought in my simplicity that it was a piece of news which you would like."

"He inquired (bully for him) the particulars."

"I informed him that Mr. Baehler had entertained Stanley, the King of Russia, King Edward when he was Prince of Wales, all the statesmen of Europe, James Gordon Bennett, J. Pierpont Morgan and, in fact, all the notables of the world, as it is said that one can meet all the notables in the world by staying a month on the terrace at Sheppard's Hotel."

"It might do for a five-line item, don't you think?" said I, and he admitted that he thought it would—but he would have to put it up to somebody-or-other."

"I suppose Mr. Baehler can be reached in London?" he inquired, and I informed him that he was at the Carlton."

"Oh, very good," said he, and I took my departure."

"I felt that I had not accomplished much other than to get revenge on the London Times for an imagined slight, and the next morning with some satisfaction I told my room steward particularly to bring up a copy of the London Daily Mail with my coffee and rolls."

"Great expectations, but was there a line in it about the new hotel combine in Egypt? There was not."

### Plan New Topeka Daily

Unless plans of Democratic leaders strike a snag, a second daily paper for that party will be in operation in Kansas within a few months. On May 1 a company of Democrats took over the Hutchinson Gazette. It is understood that the present Democratic News, a weekly, will be made into a daily.

### Strong's Buy Minnesota Paper

The Virginia (Minn.) Daily Virginian has been purchased by R. D. Strong and others. Mr. Strong takes the post of editor and F. H. Strong becomes business manager.

### Boost Lackawanna Trail

Newspapers in Binghamton and Scranton will co-operate in a publicity drive in the interest of the Lackawanna Trail.



Member Associated Press

Member A. B. C.

# Into the Home

Here are two facts worth considering, when an advertising campaign is being planned:

It is estimated that over 90% of all clothing, household and food products are purchased by women.

Over 90% of The Christian Science Monitor's circulation is delivered into the home, where such advertisements are read—slowly, carefully, comfortably—in the receptive leisure hours in which purchases are planned and decided upon.

Written essentially for the home, the Monitor is read—page by page—for its informative, clean news and dependable advertising. Thus it presents a unique and pre-eminent value both to the retail merchant, and to the manufacturer whose goods are offered to the public through avenues of retail distribution.

The Christian Science Monitor is read daily in thousands of homes throughout the United States; Canada and Great Britain, and it has subscribers in every city of importance throughout the civilized world.

## The Christian Science Monitor

An International Daily Newspaper

NEW YORK  
21 East 40th Street

BOSTON  
107 Falmouth Street

LONDON  
2, Adelphi Terrace, W. C. 2

Advertising men attending the A. A. C. W. Convention are cordially invited to call at the New York office of the Monitor and to visit the Publishing House of The Christian Science Publishing Society, in Boston, Mass.

# INDIANA

## Presents Facts for British Advertisers

Area, square miles.....36,354...37th in rank  
Population, 1920.....2,930,390...11th in rank

Indiana is one of the best prospect territories in the Union, it is an agricultural, a manufacturing state, a business state.

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life. Its agricultural value is great, ranking *tenth* of all states with value of all farm property exceeding

**\$3,042,000,000**

Indiana's industrial value is tremendous, ranking *ninth* in point of value of products with

**\$1,901,846,000**

Of the total population of 2,930,390 about 50.5% live in cities and towns of more than 2,500 inhabitants. The number of cities with at least this population is 93.

The following newspapers will be good ones to consult for further information.

	Circulation	Rate for 5,000 lines
*Crawfordsville Review .....	5,200	.025
†Decatur Democrat .....	(E) 3,144	.025
*Evansville Courier .....	(M) 26,325	.06
*Evansville Courier .....	(S) 23,504	.06
*Fort Wayne Journal-Gazette .....	(M) 26,279	.07
*Fort Wayne Journal-Gazette .....	(S) 31,008	.07
*Fort Wayne News-Sentinel .....	(E) 38,328	.09
*Gary Evening Post and Tribune.....	(E) 10,409	.05
*Indianapolis News .....	(E) 127,361	.23
*Lafayette Journal & Courier .....	(M) 7,076 } (E) 12,208 }	19,284 .05
†La Porte Herald .....	(E) 4,106	.025
†South Bend News-Times.....	(M) 10,342 } (E) 11,263 }	21,605 .06
*South Bend News-Times.....	(S) 20,174	.06
†South Bend Tribune....	(S) 18,909... (E)	19,368 .055
*Terre Haute Tribune .....	(E&S) 24,442	.06

\*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

### IN THE AGENCY FIELD

EDWIN GOODRIDGE, of Corning, N. Y., has purchased the C. Freeman Advertising Company in that city. The business was formerly owned by Earl F. Heischer.

Frank J. Mooney, who recently formed an advertising agency in San Francisco and will take over the business of the Advertising Service Company, has been actively engaged in the advertising business in Detroit. He was formerly advertising manager of the Hupp Motor Car Company, and later was on the staff of Taylor, Critchfield, Craig Company, advertisers.

Cliff Knoble, of the staff of Brooke, Smith & French, Inc., Detroit, is the author of a new book, "Automobile Selling Sense," which is just off the press.

The Advertising Service Company, Ltd., and the H. K. McCann Company, Ltd., have joined forces in Canada. The business will be conducted under the name of the Advertising Service Company, Ltd. C. Truscott Solomon is president and will have charge of the Toronto office at 14 King street, East. H. R. Cockfield is secretary-treasurer and will look after the Montreal office at 70 McGill College avenue.

Fire of unknown origin gutted the building occupied by the United Advertising Corporation at Fort Worth, Texas.

The Ethridge Company, New York, announces the following additions to its staff: Oscar Kellor, J. F. Murray, Louis C. Menna and Harold F. Sprague.

Walter H. Bamford, Jr., for several years in the production department of the Ericson Agency, has become a partner of Robert B. Hamilton, under the corporate name Hamilton & Bamford, A. A. and A. A., Inc., with offices at 522 Fifth avenue. Hamilton was formerly president and treasurer of the Robert Hamilton Corporation, 50 Union Square, from which he withdrew in 1921.

Miss Margaret Manning has joined the Hunt-Luce Advertising Company, Inc., Boston, as checking clerk.

C. S. Bauman has joined the Ralph Service Agency, Los Angeles, as account executive. He was formerly with the Chambers Agency, Inc., New Orleans, and more recently with the New Orleans Times-Picayune.

The name of the Spencer-Lay Company, New York, has been changed to the Lay Company, Inc.,

Karl V. S. Howland has joined the W. S. Hill Company, of New York. He was formerly president of the Independent Corporation, publishers, New York. He also has been with the Outlook Company, New York, as secretary.

James A. Tedford has resigned as manager of the New York office of the Wylie B. Jones Agency to join Ruthrauff & Ryan, Inc., New York. He was formerly with Lydson & Hanford.

George N. Wallace, until recently secretary of Redfield, Fisher & Wallace, Inc., is now with the Wallerstein-Sharton, Inc., also of New York.

W. B. MacKenny of Philadelphia has opened a general agency at 1830 Arch street under the name of W. B. MacKenny & Co. He formerly was treasurer of the S. H. Robinson Co., outdoor advertising.

Jabin Caldwell, for the past two years in the engineering department of the Northwestern Bell Telephone Company, has become secretary-treasurer of the Charles A. Hall Company, Omaha.

Wilbur D. (Dick) Nesbit of the William H. Rankin Company, Chicago, former newspaper man and noted writer of verse, will deliver the commencement address at Cedarville (O.) College in June. Nesbit is a native of Cedarville.

The American Association of Advertising Agencies has moved into new quarters in the New Park-Lexington Building, New York.

Oliver M. Byerly has organized an ad-

vertising business at Cleveland. He was formerly vice-president of the Lee E. Donnelley Company.

Francis DeWitt, Robert E. Carew and A. Phillips de Cernea have joined the staff of Sherman & Lehair, Inc., New York.

H. C. Briney has been appointed copy chief of the Chicago office of the Ferry-Hanly Company. He was for ten years with the George Batten Company.

Frank J. O'Keefe has returned to the McLain-Simpers Organization, Philadelphia.

C. E. Austin and Richard E. Tucker have joined the copy and service staff of the Hoops Advertising Company, Inc., Chicago.

Charles Daniel Frey, head of the agency in Chicago bearing his name and A. M. Briggs, vice-president of the Poster Advertising Company, New York, have been decorated by the French Government with the Medaille de la Reconnaissance Francaise. Both were national directors of the American Protective League during the war, working with the Department of Justice and the Division of Military Intelligence.

Lynn W. Ellis, vice-president of the H. K. McCann Co., Inc., who has been in charge of the Cleveland office of the company, has joined the New York office. Raymond Atwood succeeds him at Cleveland.

Maurice L. Hirsch has joined the Brooklyn branch of the Peck Advertising Agency, Inc., as copy chief. He was recently with the agency of Irwin Jordan Rose, New York.

W. N. Bayless, for the last three years chief of service for the Powers-House Company, Cleveland, has acquired an interest in the Schulte-Tiffany Company Cleveland. The name of the agency has been changed to the Tiffany-Bayless Company, with Mr. Bayless as treasurer.

### Chicago Press Golf Scores

H. G. Weagant, with a net of 76, on May 7 won the Chicago Press Club golf meet at Edgewater and the wrist watch presented by Jesse Matteson, president of the club. Oscar Lundberg and Irving Vaughn of the Tribune, and A. T. Packard of the Post tied for second with 81. Weagant is of the Examiner staff. Don Chamberlain of the Tribune took the high net prize from William Sahud of the Post by 14 strokes at 207. Other low scores of the meet were: B. G. Wyrick, Associated Press, 85; H. F. Munzel, Examiner, 85; Carl M. Marston, News, 85; C. A. Segner, Post, 86; Frank W. Carson, Examiner, 87; Lewis Hunt, Post, 87; Park West, American, 87.

### Newspaper Building Sold

A three-story stone building at 25 South Meridian street, Indianapolis, occupied by the Times, has been sold by W. D. Boyce, Chicago, former proprietor, to the Banner Furniture Company for approximately \$200,000. The Scripps-Howard interests, which purchased the Times from Mr. Boyce some time ago, are negotiating for a site on the north side of Maryland street, between Capitol and Senate avenues, upon which they propose to erect a newspaper building. Their lease on the South Meridian street building expires within a year.

### Pressmen Save Woman's Life

Modern surgical methods and the fine sacrificing spirit shown by pressmen account for the recovery of Mrs. Robert Dann, wife of a Peoria (Ill.) Star pressman. Suffering from pernicious anemia of several years' duration, Mrs. Dann's life was saved by seven transfusion operations in less than two months—her husband furnishing the blood for the first two transfusions and five pressmen for one operation each. The men who volunteered for the ordeal were William F. Kircher, George Scott, Henry Max and Fred Straley of the Star, and Ralph Skinner of the Journal.

# May I Send You Today:

One hundred pages of the most interesting and beautiful advertising of publishers—in one color, two colors and four colors—ever brought together in a general magazine! You will see how the London Times, New York Times, Chicago News, Philadelphia Public Ledger and scores of other publications present their announcements to the Public—the most convincing array of appeal and argument imaginable. And even the 130 pages of text is interesting, with an authoritative interview with Herbert Hoover, articles by Julius H. Barnes, Hilaire Belloc and others, showing the great part business and advertising plays in building up understanding in the world. It is the most impressive number of **OUR WORLD** I've put out and I want to send you a copy with my compliments.

HERBERT S. HOUSTON.

## *Editors and Advertising Men Have Been Keen About OUR WORLD From the Start, Because:*

It gives each month a vivid, human narrative of what is going forward in every part of the world. It gives the background of current events, without bias or prejudice, but with informative comment and opinion. It makes you see clearly the conditions under which other people are living and the new ideas that are shaping the world. It is an absorbingly interesting magazine full of things that you not only *ought* to know but that you *want* to know. **OUR WORLD** is a magazine of fact, not of opinion. It tells you, not what to *think*, but what to think *about*. The world has changed tremendously in the past eight years. The map of Europe has been completely altered, old empires have vanished and new nations have taken their places. So, when we read foreign news we often fail to understand clearly what it is all about, because we do not know the conditions underlying the news. **OUR WORLD** supplies this need by giving a keenly interesting story of those conditions that form the background of daily news.

# OUR WORLD

HERBERT S. HOUSTON, *Publisher*

9 East 37th Street

New York City

# IOWA

## A Rich Section Which Grows Richer Each Year

Iowa ranks 16th in population and 23rd in area. She ranks

- FIRST IN COMBINED VALUE OF LIVE STOCK
- FIRST IN PRODUCTION OF CORN
- FIRST IN PRODUCTION OF OATS
- FIRST IN PRODUCTION OF HOGS
- FIRST IN TELEPHONES IN FARM HOMES
- FIRST IN AUTOMOBILES PER CAPITA
- FIRST IN LITERACY
- FIRST IN VALUE OF FARM BUILDINGS
- FIRST IN VALUE OF FARM MACHINERY
- FIRST IN PER CAPITA WEALTH

Iowa holds a leading position in the number of tractors on farms and owns sixty-nine different makes of motor trucks, about 9,000 are on farms.

You can do as much with a few dollars spent in daily newspapers here as anywhere, and much more than in most places.

To reach the people of Iowa, you must use Iowa newspapers—the home papers that the folks in these towns and cities love—the papers that are published in the interest of the people in these towns and cities.

### HERE THEY ARE

	Circulation	Rate for 5,000 lines
*Burlington Hawk-Eye .....(M)	10,387	.04
*Burlington Hawk-Eye .....(S)	13,163	.04
*Cedar Rapids Gazette .....(E)	20,636	.06
†Council Bluffs Nonpareil.....(E&S)	16,055	.05
*Davenport Democrat & Leader....(E)	15,033	.06
*Davenport Democrat & Leader....(S)	18,132	.06
*Davenport Times .....(E)	24,856	.07
*Des Moines Capital.....(E)	62,780	.14
*Des Moines Sunday Capital.....(S)	28,769	.14
*Iowa City Press-Citizen .....(E)	6,320	.035
†Mason City Globe Gazette.....(E)	12,019	.035
*Muscatine Journal .....(E)	8,022	.035
*Ottumwa Courier .....(E)	13,186	.05
*Waterloo Evening Courier.....(E)	15,909	.05

\*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

### JOURNALISTA IS NAME OF PROPOSED CITY

Florida Seaport Project Sponsored by Newspaper Men and Backed by Orlando Capitalists

Journalista is to be the name of a new city in Florida sponsored by newspaper men.

It is to be a seaport at a site East of Cocoa and South of Cape Canaveral. It was announced from Orlando some months ago that a company was forming a railroad to penetrate the fruit belt of Florida, with a terminus at the deep water harbor formed by this cape. The site of the new city lies to the south of the proposed railroad terminus on the broad area of high land between the ocean beach and the Banana River. The new company starts out with a site nearly two miles long extending along the beach, to a depth of about half a mile inland.

A company of Orlando capitalists accompanied by a Tennessee newspaper man, are on the ground going over the details of the project. The party composes H. H. Dickson, president of the Dickson-Ives company, of Orlando, one of the leading department stores of the state; James L. Giles, a former mayor of Orlando and wealthy capitalist; R. B. Brossler, president of the Reporter-Star Publishing Company, publishers of Orlando's afternoon newspaper, who will be vice-president and general manager of the big beach enterprise, and Walter Johnson, owner of the Chattanooga News, and secretary of the Southern Newspapers Publishers' association.

R. B. Brossier conceived the idea of having a company of leading newspaper men get behind the project to the end of not only giving it publicity, but also to insure newspaper vision and creative power.

The new city site is reached by bridges and newly built roads leading across islands and rivers east of Cocoa. A bond issue of \$500,000 was expended to make it possible to reach the beach on hard road.

#### NEW DAILY FOR HOUSTON

Company to Publish Dispatch Is Chartered, No Date Set

(By Telegraph to EDITOR & PUBLISHER)

AUSTIN, TEX., May 17.—The Houston Dispatch Publishing Company, of Houston, today was granted a charter. G. E. Kepple, former managing editor of the Houston Chronicle, and others, are the organizers. The capital stock is \$100,000, of which \$50,000 was paid in cash. Other incorporators are E. Marvin Bailey and J. V. Scott.

(By Telegraph to EDITOR & PUBLISHER)

HOUSTON, TEX., May 17.—In a statement made to EDITOR & PUBLISHER today, G. E. Kepple said: "It is too early to furnish details of the Dispatch Company's plans, but we will do so later. The Houston Dispatch will be independent and published daily."

#### CIRCULATORS' OUTING READY

New York City Party to Leave for Catskills Monday

James McKernan, manager of the circulation department of the New York World, chairman of the New York City Circulation Managers' Association, announces that everything is set for the association's annual outing in the Catskills May 21, 22, 23, 24. Members of the New York State Association have been invited to attend.

The party will leave New York on the Saugerties & New York Steamboat Line, Monday.

#### Carriers' Contest Outing

L. F. Dyer, assistant circulation manager of the Spokane Spokesman-Review, announces that the first lake contest trip

of 1923 will be held June 20-21. The competition among carriers for the outing will end June 16.

#### WITH THE NEWS SERVICES AND SYNDICATES

Frank Philbrick is now employed as vacation relief editor in the Columbus (O.) office of the Associated Press.

A. C. Runyan is employed as vacation relief editor in the Atlanta office of the Associated Press.

T. R. Gill, assistant night editor in the Oklahoma City office of the Associated Press, is covering the extra session of the Texas Legislature.

Donald McKay, formerly correspondent for the Associated Press at Sioux Falls, has been transferred to Lincoln, Neb., temporarily as correspondent.

Kenneth W. Mayo, who has been Associated Press correspondent at Lincoln, has been transferred to Sioux Falls.

Terrence Hays, of the Chicago bureau of the Associated Press, has been sent to Green Bay, Wis., as acting correspondent.

F. C. Scoville, who has been Associated Press correspondent at Havana, Cuba, has been made correspondent at Mexico City, succeeding Louis LaCoss, resigned. The Havana bureau has been discontinued.

Jackson S. Elliott, assistant general manager of the Associated Press, and Mrs. Elliott are spending two weeks at Yama Farms, N. Y.

Jesse D. Crosswy, Associated Press correspondent at Rio de Janeiro, is on a vacation in New York.

P. R. Mickelson, who has been Associated Press correspondent at Green Bay, Wis., has been transferred to the Omaha office as night editor.

W. A. Wells, who for a year had been a filing editor for the Associated Press in Denver, has gone to Helena in charge of the Montana State House bureau. He succeeds Leon Rowland, who goes to the Western division office of the Associated Press in San Francisco.

The Attleboro (Mass.) Sun and the Poplar Bluffs (Mo.) Republican have been elected to membership in the Associated Press.

R. J. Gibbons, who has been Chicago manager of the N E A Service for several years, has been shifted to the Cleveland office.

Cornelius Vanderbilt, Jr., head of the C. V. Service, accompanied by his business manager, C. C. Billings, has arrived in Victoria, B. C. Mr. Vanderbilt intends to spend most of the Summer at his island home on Sproat Lake.

Better Times, Inc., of New York, publishers of Better Times and the Weekly Better Times Bulletin, announces inauguration of the Better Times Syndicate, which will furnish articles and cartoons for publications in Chamber of Commerce and local periodicals, on topics relating to civic development and social progress.

The United States Press Syndicate is the latest addition to the feature syndicate field. The editorial productions of this outfit, located in Los Angeles, will consist, for some time at least, of feature articles on politics and economy written by experts and edited for publication by a staff of experienced editors. Robert Valentine New is president.

#### Criticism Costs Advertising

Because of an editorial criticism the Ogden Theatre, a motion picture house, has withdrawn its advertising from the Ogden (Utah) Standard-Examiner. A building belonging to the Peery estate that operates the theatre was destroyed by fire and the newspaper criticized the estate for not providing safeguards for the public and a passageway around the boarded-in store front of the fire-ruined building. The Peerys are contemplating erection of a business block on the site of the ruins that will include, and, according to their informal announcements, a newspaper plant.

# Pennsylvania—The Market

AS A TERRITORY IT IS  
 NOT TOO HARD TO GET AROUND IN  
 NOT TOO LARGE AND UNWIELDY  
 NOT TOO SMALL TO BE INSIGNIFICANT

Pennsylvania has 169 cities of over 5,000 population. Collectively they have over 5,000,000 people. Nearly 58 per cent of the population of the state—8,720,017

- |   |  |
|---|--|
| 387 wholesale and 27,304 retail grocery dealers.            | 299 wholesale and 3,437 retail dry goods stores. |
| 1,282 sporting goods dealers                                | 63 wholesale and 3,355 retail druggists.         |
| 310 department stores                                       | 132 wholesale and 12,719 retail shoe dealers.    |
| 102 wholesale and 3,856 retail automobile supplies dealers. | 102 wholesale and 1,297 retail hardware stores   |
| 796 wholesale and 5,480 retail tobacconists.                | 31 wholesale and 1,440 retail electrical stores  |
| 869 wholesale and 4,904 retail confectioners.               |  |

Pretty good territory — pretty good sources of distribution. Hard to beat anywhere.

Intensive cultivation of this territory—cooperation with local dealers and local daily newspapers will open big trade for merchandise of all kinds.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
†Allentown Call .....(M)	29,273	.09	.09	†Scranton Times .....(E)	37,748	.12	.10
†Allentown Call .....(S)	16,749	.09	.09	*Sharon Herald .....(E)	5,391	.021	.021
†Bloomsburg Press .....(M)	6,750	.029	.029	†Sunbury Daily Item.....(E)	4,216	.021	.018
*Chester Times & Republican..(M&E)	14,824	.05	.05	*Warren Times-Mirror .....(E&M)	8,115	.036	.036
†Coatesville Record .....(E)	5,369	.0214	.0214	*Washington Observer and Reporter .....(M&E)	16,378	.06	.05
†Connellsville Courier .....(E)	6,247	.0179	.0179	†West Chester Local News.....(E)	11,297	.03	.03
†Easton Express .....(E)	20,017	.07	.07	*Wilkes-Barre Times-Leader.....(E)	22,577	.08	.05
*Easton Free Press .....(E)	13,293	.05	.05	†York Dispatch .....(E)	17,364	.045	.045
*Erie Times .....(E)	27,499	.08	.08	†York Gazette and Daily.....(M)	17,006	.045	.045
†Harrisburg Telegraph .....(E)	39,685	.095	.095				
†Johnstown Ledger .....(M)	13,234	.05	.05				
*Oil City Derrick.. .....(M)	6,296	.035	.035				
†Pottsville Republican and Morning Paper .....(E&M)	14,114	.07	.06				
Scranton Republican .....(M)	32,180	.12	.10				

\*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

**"In Boston It's the Post"**

**Circulation Averages  
for 1922**

**BOSTON DAILY POST  
396,902**

Copies Per Day

**BOSTON SUNDAY POST  
401,643**

Copies Per Sunday

*First in Local, General and  
Total Display Advertising*

**KANSAS IS A RICH, RESPONSIVE  
FIELD—TOPEKA, ITS CAPITAL  
A GOOD "TRY OUT" CITY**  
They are best covered by the

**Topeka  
Daily Capital  
TOPEKA, KANSAS**

Only Kansas Daily with a General  
Kansas Circulation

Dominates its field in circulation, all  
classes of advertising, news, prestige  
and reader confidence.  
Supplies market data—does survey  
work—gives real co-operation.

*Arthur Capper*

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

**Nine Million  
a Day**

**MILWAUKEE** purchases  
average more than nine  
million dollars every business  
day. Wisconsin purchases  
average more than thirty-  
three million dollars a day.  
You can cover Milwaukee  
and rich surrounding terri-  
tory at one cost only with—

**The Milwaukee  
JOURNAL  
FIRST—by Merit**



**YOU** used to boast that  
"Enterprise" was your  
middle name. Wrong, it's  
service. And it's the sort  
of service that we appreci-  
ate. NEA is the only "servi-  
ce" worthy of the name.

*The Taunton Daily Gazette,  
Taunton, Mass.*

**NEA Service, Inc.,**  
1200 W. Third St., Cleveland, O.

**URGES LAW TO ALLOW  
RETAIL PRICE FIXING**

**Federal Trade Commissioner Gaskill  
Thinks This Might Prevent  
Deterioration in Quality  
of Goods**

Addressing American Trade Associa-  
tion executives, May 9, at a dinner at  
the Hotel Astor, New York, in connec-  
tion with the United States Chamber of  
Commerce convention, Federal Trade  
Commissioner Nelson B. Gaskill advocat-  
ed legislation to permit a manufacturer  
to fix a resale price for his product under  
certain conditions.

Court decisions so far have prevented  
such action. Mr. Gaskill said:

To the inability of a manufacturer to protect  
the price of his product may be attributed quite  
as much as to any other cause the tendency to  
deterioration of quality which is a distressing  
manifestation along many lines to day.

Deterioration of quality is a remedy alterna-  
tive only to going out of business, which is  
forced upon the producer who cannot to any  
effective degree protect the selling price of his  
product. It is a truism that the purchaser will  
buy in the cheapest market, and even a small  
variation is sufficient to divert the current of  
trade.

There is danger in monopoly, there is injury  
in restraint of trade, and these practices are  
denied by the law because they close the door  
of opportunity to the individual, the maintenance  
of which as a free and open channel is essen-  
tial not only to American institutions, but to  
the exact operation of the competitive system.

Where monopoly is sought in a relatively  
few instances, where combinations in restraint  
of trade occasionally make their appearance,  
while the alarm from these manifestations is  
justifiable and is not to be minimized, a con-  
stant danger lies in the practice now so preva-  
lent of single line leaders sold below cost for  
the purpose of inducing other business, or es-  
tablishments in which many lines are sold below  
cost with concealed profits in other sales which  
not only equalize the loss, but translate the  
whole practice into a profit balance.

The most effective remedy—resale price  
maintenance—must, in my opinion, be recover-  
ed not only for the sake of the manufacturer  
or the distributor, but for the sake of those  
who tomorrow and the day after tomorrow  
will seek to enter into business as individuals  
and find the door of opportunity closed against  
them unless this unbalanced method of selling  
is checked.

To accomplish this result legislation will  
be needed. This legislation should, in my opinion,  
distinguish clearly between a producer and his  
selected distributors and those other groups  
whose agreements may well be regarded as  
inimical to the policy stated in the Sherman  
law. It should require that the protected prices  
to be fixed by the producer should operate as  
a maximum as well as a minimum in order that  
the good faith of the practice should be mani-  
fest and its exercise removed from suspicion as  
contributing to undue exaction anywhere along  
the line of distribution.

And it would be well should such legislation  
include provision for the due publication of the  
protected prices and any changes therein in  
order that the purchasing public may be ad-  
vised as to the producer's purpose and be  
guarded against a misrepresentation of which  
the producer may have no notice.

**Editor Alleges Kidnaping**

Frank Hoiles, editor of the Alliance  
(O.) Review, has brought suit against  
John B. Cox, former head of the J. B.  
Fox Transportation Company, on a  
charge of kidnaping. According to the  
indictment, Cox took Hoiles in a ma-  
chine to a lonely spot and demanded, at  
the point of a gun, \$10,000. The trial  
opened April 26 in Canton.

**Office on Canadian Side**

The Niagara Falls (N. Y.) Gazette has  
opened a branch office at Niagara Falls,  
Ont., in charge of George F. Palmer,  
formerly of the Kingston (Ont.) Stand-  
ard. The office will handle news, circula-  
tion and advertising matters.

**Virginia Editors Seek Office**

Three Virginia editors are seeking re-  
election to the House of Delegates this  
year. They are: Wilbur C. Hall, Loud-  
oun Times; Clarence J. Campbell, Am-  
herst New Era; Charles R. Warren,  
Times-Gazette, Chatham. One, Thomas

D. Baillie, Clarendon Chronicle, is run-  
ning for the first time for a seat in that  
body. Peter Saunders, editor and pub-  
lisher of the Franklin Chronicle, Rocky  
Mount, is a candidate for treasurer of  
Franklin County, and Paul Scarborough,  
editor of the Tidewater News, Franklin,  
is offering himself for treasurer of South-  
ampton County.

**Reporters in Error—Election Bet**

When Howard Jackson was elected  
Mayor of Baltimore recently, reporters  
for the Hagerstown (Md.) Daily Mail,  
the Democratic sheet, joined reporters  
of the Morning Herald in a soft-shell  
crab supper after the Republican paper,  
giving news of the Democratic candi-  
date's election, had been put to bed. Win-  
ners in a pre-election argument, C. Neill  
Baylor, J. Preston Usliton and R. B.  
White, treated the losers, Anthony H.  
Hankey, Richard O. Shafer and Harry  
Fridinger.

**67 Years, No Issue Skipped**

The Waverly (Ia.) Independent-Re-  
publican has just completed its 67th year.  
During that time not an issue has been  
missed. For the past 33 years the news-  
paper has been edited by J. F. Grawe,  
who is perhaps the oldest newspaper  
editor and publisher in Iowa. He is a  
veteran of the Civil War and knew  
Abraham Lincoln.

**Newspaper Man Missing a Year**

A nation-wide search is being made  
for Isaiah H. Shain of Roxbury, Mass.,  
Boston newspaper man, who disappeared  
a year ago. He conducted an advertis-  
ing and publicity business following his  
work on an afternoon paper. No motive  
for his disappearance has been found.

**State Holds Up Papers' Bills**

State Auditor G. E. Hackmann, of  
Missouri, did not act entirely without  
legal advice in declining to pay the claims  
of 115 Republican newspapers for pub-  
lishing the proposed constitutional amend-  
ment submitted to voters last November.  
The claims total over \$239,000.

**Gives Old Files to State**

Files of the Dubuque (Ia.) Times,  
for the years of 1857 to 1861 have been  
presented to the Iowa State Historical  
Department by John W. Taylor, of St.  
Paul, son of John W. Taylor, who was  
president of the Times Publishing Com-  
pany.

**Houston Post Trade Booklet**

The Houston Post has just issued a  
fine imitation leather covered booklet  
portraying the advantages of Houston as  
a trade center. The final pages explain  
the news features and services of the  
post, and print the paper's circulation by  
counties and towns.

**Fight Raise in Wire Rates**

California newspaper publishers are re-  
sisting before the State Railroad Com-  
mission the application of the Western  
Union for an increase in State press rates.  
H. W. Norton represents the San Fran-  
cisco, Oakland and Los Angeles pub-  
lishers' associations.

**Editor Gets Prison Sentence**

John Mitchell, Jr., editor of the Planet,  
a negro weekly of Richmond, Va., was  
convicted April 30 of making a false  
entry on the books of the Mechanics Sav-  
ings Bank of that city while president  
of the institution prior to its failure sev-  
eral months ago and was sentenced to  
three years in the penitentiary.

**Weekly Revenue Bulletin**

The Internal Revenue Bureau is to  
publish weekly in bulletin form its de-  
cisions on tax and Prohibition matters.  
In addition there will be a quarterly  
digest, the whole available to subscribers  
at \$2 a year.

**140,000  
Circulation**

The Capital of the  
nation's largest news-  
paper, covering Vir-  
ginia, West Virginia,  
and southern Mary-  
land.

Over 50% more cir-  
culation than any  
other Washington  
Sunday paper.

**Sunday Times-Herald**

**G. Logan Payne**

Publisher and General Manager

National Advertising Representatives

**G. LOGAN PAYNE COMPANY**  
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith  
New York and Boston

PAID

**CIRCULATION**

**SELLING  
CAMPAIGNS**

Great increase in  
your circulation in a  
few weeks—all paid  
in advance—nothing  
under six months.  
Conservative serv-  
ice—positive results.  
Sixteen years of sub-  
stantial successes.  
Service you will like.  
Ask about us.

**THE PULTZ CO., Ltd.**

32 Sec. Nat. Bank Bldg.,  
READING, PA.  
Long Distance 2418-R

From nothing—to

**200,000**

in seven months

**DETROIT**

SUNDAY

**TIMES**

# “OHIO

## Invites All British Delegates To Visit This Ideal Market

Population (Census 1920) .....	5,759,394
Density of Population .....	141.4
Towns under 2,500 population .....	672
Towns over 2,500 population* .....	148
Cities over 100,000 .....	7
Cities over 25,000 .....	21
Total urban population .....	3,677,136
Total rural population .....	2,082,258
Manufacturing establishments .....	16,125
Wage earners .....	730,733
Value of products .....	\$5,100,308,728
Varied industries .....	246
First in .....	18
Railroad mileage .....	9,001
Number of automobiles .....	720,632
Number of farms .....	256,695
Number of farms owned by occupants .....	177,986
Land in farms (acres) .....	23,515,888
Improved land in farms (acres).....	18,542,353
Average acreage per farm .....	91.6
Average value per farm .....	\$12,060
Value of all farm property .....	\$3,095,666,336

The State of Ohio is one of the fertile trade territories in the U. S. A. The daily newspapers listed here are market finders for manufacturers. They invite you, British delegates to visit their state and cities.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
†Akron Beacon Journal.....(E)	38,176	.10	.10	†Lima News and Times-Dem... (E&S)	16,928	.07	.05
Akron Times .....	21,416	.06	.06	Lima Republican-Gazette... (M&S)	10,270	.035	.035
Akron Sunday Times.....(S)	21,439	.07	.07	Middletown Journal .....	5,117	.025	.025
†Bellefontaine Examiner .....	4,642	.02	.02	†Newark American-Tribune .....	6,980	.025	.025
†Cincinnati Enquirer .....	73,098	.17-.35	.17-.35	Piqua Call Press Dispatch.....(E)	6,073	.03	.03
†Columbus Dispatch .....	86,427	.17	.16	†Portsmouth Sun and Times.. (M&E)	17,545	.06	.06
†Columbus Dispatch .....	87,448	.17	.16	†Portsmouth Sun-Times .....	11,923	.04	.04
Columbus, Ohio State Journal.(M)	50,124	.12	.13	†Steubenville Gazette .....	8,551	.03	.03
Columbus, Ohio State Journal.(S)	29,206	.12	.13	*Toledo Blade .....	102,875	.27	.25
†Conneaut News Herald.....(E)	3,040	.0225	.0225	†Toronto Tribune .....	1,108	.015	.015
Dover Daily Reporter.....(E)	4,537	.02	.02	*Youngstown Vindicator .....	26,134	.07	.07
†Ironton Irontonian .....	3,310	.0179	.0179	*Youngstown Vindicator .....	25,608	.07	.07
Kenton Democrat .....	2,400	.014	.014				

\*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

# FIRST”

## Features by

Irvin S. Cobb  
Fontaine Fox  
Howard R. Garis  
Rube Goldberg  
Ed Hughes  
O. O. McIntyre  
Will Rogers  
Chas. Hanson Towne  
H. J. Tuthill  
John V. A. Weaver  
and others  
The McNaught Syndicate, Inc.  
Times Building, New York

## SITUATION WANTED

—as Assistant to Live-Wire  
Circulation Manager

Want to work for Circulation Manager with daily mail list of 1,000 to 5,000 subscribers. Years of experience. Worked for Circulation Managers of papers like the Chicago Tribune, New York Times, Superior Telegram, etc. Put me on the job and I'll make your work easier. Will make it easy for you to have your mail list corrected daily. Will make possible direct imprinted addresses. With me on the job, subscriber complaints will practically be eliminated. Your mail list will be under your sole control. I can do all those things—many more—for less than 65c a day. Chances are I can save you more than my salary. Let me tell you my whole story. Write The Multi-Mailer System, in care of

**The Speedautomatic**  
Company  
MANUFACTURING  
THE MULTI-MAILER SYSTEM  
917-825 WASHINGTON BLVD.  
CHICAGO

The  
**Pittsburgh Press**  
Daily and Sunday  
Has the Largest  
CIRCULATION  
IN PITTSBURGH  
MEMBER A. B. C.  
Foreign Advertising Representatives:  
I. A. KLEIN  
50 East 42nd St., New York  
76 West Monroe St., Chicago  
A. J. NORRIS HILL, Hearst Bldg., San Francisco

## EVENING HERALD

Los Angeles, Calif.

Gained 29,347 Daily Average Circulation.  
Sworn Government Statement, Six Months Ending  
March 31, 1923, 166,300 Daily. Six Months  
Ending Sept. 30, 1922, 145,953 Daily. Increase  
in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY.

## REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.  
G. Logan Payne Co., 401 Tower Bldg., 6 North  
Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco,  
Calif.

The  
**NEW YORK  
EVENING  
JOURNAL**

Has the largest  
circulation of  
any daily  
newspaper in  
America.

## WHAT THE READERS SAY

Mr. Conklin Gives His Side of His  
Controversy with Mr. Kellogg

LONG BEACH, Cal., May 6, 1923.

TO EDITOR & PUBLISHER: My attention has been directed to an article in your publication of April 14, wherein it is said, under the heading, "Suit Against Kellogg Dropped," that I withdrew the suit against Kellogg, with apologies, and in which it appears that Kellogg denied the truth of the charges.

While I did give Kellogg a statement as published in your article, I did not apologize to him and my reason for withdrawing the suit was that Mr. Kellogg came to me in Long Beach two days after I filed the suit and purchased by stock in the Anaheim Herald. I could then do nothing but withdraw the suit, for I was no longer a stockholder and in no way interested in the destinies of the Anaheim Herald.

Every allegation made in my complaint was true, and the fact that two days after my suit was filed, Kellogg purchased my stock can be construed by anyone as meaning that Kellogg did not want to let the suit go through court to its conclusion. I sold my stock in the Anaheim Herald to Kellogg at a most satisfactory price, and at a price he based when he sold some of the stock last summer.

I call your attention to this matter merely to set myself right with your readers and with my many newspaper friends over the country. I resent the inference in your article that I filed a suit against Kellogg without foundation. Every charge I made was true. If the charges were false, Kellogg would have no worry, for he could have his day in court to disprove them, if he could. My interests are now all in the Long Beach Telegram and whether Mr. Kellogg carries out his plans that were the basis for my suit, I do not care.

Will you favor me by giving my side of the suit dismissal as much publicity as you gave Mr. Kellogg's statement? Had I known my statement was going to be published in your publication, this statement of mine would have been published at the same time.

S. S. CONKLIN,

Business Manager Long Beach Telegram.

## "The Country Newspaper"

ITHACA, N. Y., May 12, 1923.

TO EDITOR & PUBLISHER: Could you give me just a line in your valued publication to call attention to a slight slip in Professor Lee's most kind review of my little book, "The Country Newspaper"? The second point I tried to make in the chapter on the problems and difficulties of the country weekly is that "the small communities as they become less isolated and more sophisticated are more difficult to satisfy in reading matter." Prof. Lee's interpretation, I realize, represents the usual point of view.

He stated it this way: "The readers, being isolated, often know and therefore are more difficult to satisfy." This would not be worth calling attention to were it not for the fact that too seldom in considering the country weekly do we stop to realize that no longer is the home paper the only paper read by most small town and country people, with the result that they are becoming more critical; often the comparison they make between the small paper—which quite satisfied them a decade ago—and the city paper is not favorable to the local product. I feel, therefore, that this point is a reasonably important one, and I use it to sustain my position that the country weekly of the future must be better than it has been in the past.

M. V. ATWOOD.

## Ethics Depend on Public

CHICAGO, May 9, 1923.

EDITOR & PUBLISHER: A. H. Vandenberg, of the Grand Rapids Herald, informs me that you intend to publish in full the Amended Code of Ethics of newspaper editors. I would like to get a copy of this code of ethics as soon as possible and help give the same publicity among those who are not editors.

I am enclosing you herein a copy of some of the Codes of Ethics adopted by the lawyers since 1908. We lawyers have found that it is impossible to establish ethics in any line of business unless the public help establish these ethics. In other words, if the public demand crooked lawyers and leaderless editors they will have them.

Yours very truly,

JOE BEATTY BURTT.

## Save the Life of a Child

NEW YORK, May 4, 1923.

TO EDITOR & PUBLISHER: Near East Relief, the organization chartered by Congress for the purpose of aiding the sufferers from war and famine in the Near East, counts among those interested in working for it not only the editors and publishers of countless local papers and magazines throughout the country but also journalists and authors of national repute.

Twenty-six writers of books are on the board of trustees. So is a book publisher, George A. Plimpton, a member of the firm of Ginn's. So is Robert A. Cuddihy, publisher of the Literary Digest, who has thrown his own weight and that of his publication into the task of raising a large sum at a time of dire emergency. So is Vance McCormick, nationally known as a newspaper publisher as well as for his political activities.

So are John Finley, former Commissioner of

Education of New York State and now associate editor of the New York Times and Josephus Daniels, ex-Secretary of the Navy and editor of the Raleigh (N. C.) News and Observer.

On the editorial committee are Dr. Talcott Williams, emeritus professor of journalism in the Pulitzer School of Journalism; Hamilton Holt, former editor and owner of the Independent and now one of its editorial advisers, and Albert Shaw, founder and editor of the American Review of Reviews.

All these men are interested in the work of Near East Relief for the children orphaned by war and massacre, not only because they are students of foreign affairs and not only for humane reasons. There is an economic side to the orphan problem, an aspect that appeals to the hard-headed business man. For these children are not being pauperized; they are being trained for self-support. And, because of the terrific loss of man-power among the Greeks and Armenians, these American-trained boys and girls will be the economic leaders of their people in the not far-distant future.

The villages of Russia, Armenia and the Caucasus and Syria are eager to get the sixteen-year-old carpenters and masons and smiths and weavers and tailors and shoemakers when they yield their places in the orphanages to younger children and step out into the world on their own. And the girls, trained to domestic work and to finger crafts—embroidery and lace-making and dressmaking—will be fitted to take care of themselves or to manage skillfully the households of their husbands.

It is America's privilege to be the backer in this great enterprise of rehabilitation. Editors and publishers and writers are helping to put it over.

Five dollars a month, \$60 a year is the cost of a child.

MABELL S. C. SMITH,

Near East Relief, 151 5th Avenue,  
New York.

## A Word of Appreciation

GRAND RAPIDS, Mich., May 11, 1923.

TO EDITOR & PUBLISHER: Returning from the April convention in New York and Washington I feel that you are entitled to a word of very sincere and appreciative praise for the manner in which you covered all of these events.

I have never seen a finer or a more complete piece of work in trade journalism in any field. You are making a very definite and invaluable contribution to contemporary journalism.

A. H. VANDENBERG,

Editor and publisher, Grand Rapids Herald.

## Daily Changes to Weekly

The Benton County Courier, printed at Corvallis (Ore.), has been bought by H. E. Brown of Silverton, Ore., who will change it from a daily to a weekly. Corvallis has another daily, the Gazette-Times, besides a student daily, the Oregon Agricultural College Barometer.

## Welland Daily Gives Up

After six months publication, the Welland (Ont.) Daily News has suspended. Competition of Buffalo and Toronto dailies and high cost of newsprint are given by Harry B. Sidey, publisher, as reasons for suspension. Welland now has no daily newspaper.

## Kansas Papers Consolidated

R. R. Painter, editor of the Rolla (Kan.) Progress has taken over the Elkhart (Kan.) Enterprise and has consolidated the Progress and Enterprise, which will be issued at Elkhart weekly, under the name of the Morton County Progress.

## Overland Monthly Merged

The Overland Monthly, published in San Francisco and founded by Bret Harte in 1868, has been consolidated with the Out West Magazine, established by Charles Lummis.

## Michigan Code Planned

The University Press Club of Michigan is considering adoption of a code of ethics for Michigan. A committee has been named to prepare data, and editors of Michigan dailies are being asked to aid. It is expected the first draft will be ready within a few weeks.

## State Gets Bust of Writer

The bust of Alfred Lambourne of Salt Lake City, writer and artist, has been presented to the State of Utah. It is the work of Mahonri Young. The presentation speech was made by Industrial Commissioner Nephi L. Morris.

For  
Newspaper  
Buildings

An organization of engineer specialists under direction of a trained newspaper man, and specializing solely in newspaper, publishing and printing buildings.

## S. P. WESTON

Newspaper Buildings  
Mechanical Layouts  
Production, Operation

120 West 42nd St. New York

Westchester County's  
Greatest Advertising  
MediumTHE  
DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

This is the Greatest Amount of  
Advertising Carried by Any  
Paper in This Important County.

New Haven  
Register

is New Haven's  
Dominant Paper

Circulation over 35,500 Average  
Bought every night by More New  
Haven people than buy any other  
TWO New Haven papers COMBINED.

## New Haven Register

The Julius Mathews Special Agency  
Boston — New York — Detroit — Chicago

"The African World"  
AND  
"Cape-to-Cairo Express"

Published every Saturday in  
London.

In  
New Orleans  
it's  
**THE  
ITEM**



*Britishers Should Not Fail To Visit The  
Corner Stone of America—*

# NEW ENGLAND

Here, in this group of states, you will find that 7,400,909 people live, approximately 7½% of the total population of the United States.

These people have forty per cent of the savings of the entire country, produce eleven and a half per cent of the country's manufactured products, leading in many lines. Nearly forty per cent of the families in these New England States own their own home.

New England is a twelve months market of gigantic magnitude twelve months in the year. The compact population—centered for the most part in large cities — is busy the year around.

These New England Daily Newspapers extend a cordial welcome to all British advertising men and express the wish that they will find time to visit this cornerstone of the United States.

These papers are the leaders in circulation, in advertising, in influence and completely cover New England.

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
**Attleboro Sun.....(E)	4,805	.0275	.0175
†Boston Sunday Advertiser...(S)	481,029	.70	.70
*Boston Globe.....(M&E)	280,605	.45	.45
*Boston Globe.....(S)	328,511	.55	.55
Boston Telegram.....(E)	145,113	.20	.20
†Boston Transcript.....(E)	38,236	.20	.20
*Fall River Herald.....(E)	14,206	.045	.045
*Fitchburg Sentinel.....(E)	10,739	.05	.035
†Greenfield Recorder.....(E)	3,350	.0175	.0175
*Haverhill Gazette.....(E)	15,916	.055	.04
*Lynn Item.....(E)	16,843	.06	.04
Lynn Telegram News.....(E&S)	16,886	.05	.05
Lowell Courier-Citizen and Evening Leader.....(M&E)	20,635	.06	.06
*New Bedford Standard-Mercury.....(M&E)	32,349	.03	.08
*New Bedford Sunday Standard (S)	23,087	.08	.08
†North Adams Transcript....(E)	9,334	.0375	.03
*Salem News.....(E)	20,546	.09	.07
Taunton Gazette.....(E)	3,268	.04	.03
*Worcester Telegram-Gazette.....(M&E)	78,052	.24	.21
*Worcester Sunday Telegram.(S)	44,470	.18	.15
MAINE—Population, 763,014			
†Bangor Daily Commercial... (E)	15,080	.05	.04
*Portland Press Herald... (M&S)	27,993	.07	.07
*Portland Express.....(E)	27,339	.10	.07
*Portland Telegram.....(S)	23,059	.10	.07
†Waterville Sentinel.....(M)	5,921	.085	.025
NEW HAMPSHIRE—Population, 443,383			
†Keene Sentinel.....(E)	3,364	.03	.02
RHODE ISLAND—Population, 604,397			
†Newport Daily News.....(E)	3,123	.0336	.03
†Pawtucket Times.....(E)	24,413	.07	.08
†Providence Bulletin.....(E)	31,338	.15	.15
†Providence Journal.....(M)	32,036	.09	.09
†Providence Journal.....(S)	57,436	.14	.14
†Providence Tribune.....(E)	22,313	.10	.09
*Westerly Sun.....(E&S)	4,805	.025	.025
*Woonsocket Call.....(E)	13,306	.04	.04
VERMONT—Population, 352,423			
*Barre Times.....(E)	6,619	.03	.02
†Bennington Banner.....(E)	3,037	.0125	.0125
Burlington Daily News.....(E)	7,133	.04	.04
*Burlington Free Press... (M)	11,970	.05	.05
*Rutland Herald.....(M)	10,161	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015
CONNECTICUT—Population, 1,380,631			
†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post.....(S)	19,926	.09	.09
Hartford Courant.....(D)	29,780	.08	.07
Hartford Courant.....(S)	48,600	.10	.09
†Hartford Times.....(E)	45,532	.12	.12
*Meriden Record.....(M)	7,160	.045	.025
†Middletown Press.....(E)	7,787	.03	.025
†New Haven Register.....(E&S)	35,514	.10	.09
*New London Day.....(E)	10,725	.06	.045
†Norwich Bulletin.....(M)	11,823	.07	.05
Norwalk Hour.....(E)	4,953	.03	.03
*Stamford Advocate.....(E)	3,508	.0875	.03

\*A. B. C. Statement, April 1, 1923.  
†Government Statement, April 1, 1923.

## CIRCULATION BUILDING SUPREMACY

Employed by Best  
Ask Any of These

THE LOS ANGELES TIMES (3)  
THE PHILADELPHIA INQUIRER  
(2)  
THE CLEVELAND PLAIN  
DEALER  
THE WASHINGTON POST (2)  
THE INDIANAPOLIS NEWS  
THE ATLANTA JOURNAL  
THE MEMPHIS COMMERCIAL  
APPEAL  
THE DALLAS MORNING NEWS  
Write or Wire Care Atlanta Journal

**HOLLISTER'S CIRCULATION  
ORGANIZATION**  
Largest in the United States  
300 MERRITT BLDG., LOS ANGELES, CAL.

# DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

THE abstract proposition set forth in all lists of rules covering successful salesmanship that a prospective buyer's hobby intelligently worked upon will result in orders is old stuff, but concrete examples of the working out of the proposition may be interesting. The leading undertaker of a certain Western city was a prolific writer of what is termed poetry. The fact was open to the world. His effusions, rather good, too, many of them, appeared frequently in the local papers. Of advertising space in these papers he bought only one inch single column. A certain advertising salesman, having observed these things, wrote a half column of "poetry" bearing upon the good points of the undertaking shop and took it around to the undertaker, suggesting that he use it as an ad. It was good bait. The undertaker grabbed at it. "But," said he, "it is very bad poetry (which it was), and I shall have to fix up something of my own for the purpose." The contract was increased without difficulty from an inch to ten inches then and there.—D. H. Talmadge, 193 North Commercial street, Salem, Ore.

The Spring and Summer seasons of safety campaigns will soon be here. Why not have the business and editorial departments co-operate in the presentation of a Safe Drivers' Page, daily or weekly? The editorial department could contribute a series of brief laymen's lessons on the factors in motor car maintenance and operation which take subjects such as brakes, lubrication, headlights, and the use of signal devices. It should not be difficult, then, for the advertising department to stir up a lot of new business among the accessory and auto supply people. Incidentally, the paper which conducts a high grade page of this sort will gain the support and appreciation of the business men and organizations interested in accident prevention.—Louis Resnick, 1421 Tribune Bldg., New York City.

The one thing which goes further toward making a city better and better than any one factor is building construction. Most cities have engaged in a great lot of building this season, and are looking forward to an even bigger year in 1924, so it would be appropriate for a newspaper to get up a two-page spread on which would appear stories telling about the city's advance in building construction this year and giving an outline of what may be expected next year and to have on these pages the ads of local builders, real estate men, plumbers and heaters, etc., in which each advertiser would cite some of the specific things he has done toward making the city bigger and better. Such a spread would touch a popular chord and could be put over by the paper quite easily.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

"The BLANK Apartments Are Ready For Immediate Occupancy"—so reads a heading over a two-page spread in an Indianapolis paper recently. An excellent write-up on the new building, its location, architectural beauty, convenience, etc., followed by ads of about thirty concerns interested in its construction, equipment and furnishings. Have this idea ready the next time a new building opening—apartment, theatre, hotel, office building, garage, etc., is announced in your city.—George C. Marcle, Republican-Journal, Ogdensburg, N. Y.

The A. H. Belo Company of Dallas has developed a unique method of building goodwill for its Semi-Weekly Farm News. In conjunction with the home

economics department of Texas A. & M. College, the newspaper is offering eight prizes in an "improved kitchen contest." One set of prizes will be given for the kitchen making the greatest improvement in four months. The other prizes will be given for the most convenient kitchens. The county home demonstration agents will conduct the contests in the various counties, under the supervision of the A. & M. authorities. A State committee will make the final awards. The Farm News will carry suggestions for the contestants and all the publicity for the contest. The prizes aggregate \$95.—Paul J. Thompson, University of Texas, Austin, Tex.

A big national advertiser recently wrote us as follows: "In your letter you neglected to give us the type size of your page. We want to give you a half-page advertisement, but are unable to prepare it until we know the measurement of your journal. Publishers are losing business that mounts to seven figures every year, simply because they do not give industrial advertisers this information." The letter which the advertiser referred to was a solicitation of space for a special edition, and through negligence we did not mention our page size. Judging from his reply, we were not the first to make such an omission. This tip should be especially valuable to publishers and advertising managers of industrial and trade journals in which field there is such a variation of page sizes, and even to the publishers of country weeklies and small dailies.—Ruel McDaniel, P. O. Box No. 683, New Orleans.

A number of dailies are running regular news stories about the various oddities and bargains to be found in the classified section of the paper each day. Why not go this idea a point more and extend the story to the display advertisements, or make an entirely different daily feature of the news to be found in the display advertisements? The feature could be headed something like this: "We See By Today's Advertisement That—." Then under this heading quote the most important announcements, from a news standpoint, that are to be seen in the day's advertising copy. This feature will prove to be not only a passably good news idea, but it will be a goodwill builder for the advertising department among the paper's advertisers. Furthermore, it should promote friendly competition among local advertisers for the distinction of being most quoted in the news feature, and this competition will lead to better and harder pulling copy.—Ruel McDaniel, P. O. Box No. 683, New Orleans.

"Making the Punishment Fit the Crime" has been revamped into "Making the Container Suit the Candy." Some time ago one store of a large chain found itself overstocked with a black candy by accidentally ordering 1,000 pounds instead of 100 pounds. The manager filled toy coal buckets which he carried in stock, and made a full window display, selling the entire amount within a week, as well as a large number of coal hods. The local papers carried several large ads announcing this novel idea. Due to the fact that the recent fuel shortage has given the black diamond a prominent place in the mind of the average citizen, I think a live-wire ad man could draft suitable copy and sell it to one of the local confectioners (try a non-advertiser first) with little effort. Try it during a dull season if possible.—G. C. Marcle, Republican-Journal, Ogdensburg, N. Y.

OVER  
**64,000**

LARGEST EVENING  
CIRCULATION IN IOWA

## The Des Moines Capital

in WISCONSIN

The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram belongs on your list.

April circulation average

**131,749**  
NET PAID

**Milwaukee Telegram**

REPRESENTATIVES—  
G. LOGAN PAYNE CO., Chicago, Detroit,  
St. Louis, Los Angeles.  
PAYNE, BURNS & SMITH, New York, Boston.

Few Papers—(if any)—surpass the

**TRENTON  
NEW JERSEY  
AS  
TIMES**

## A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 38,237 Member A.B.C.

**KELLY-SMITH CO.**  
Marlborough Bldg. Lytton Bldg.  
New York Chicago

## An Accounting and Federal Tax Service for Publishers

References on  
Application

**CLIFFORD YEWALL**

33 West 42nd Street  
New York City

## THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

**BOSTON AMERICAN**

## THE NEW ORLEANS STATES

In two years has increased

Daily over 17,000

Sunday over 41,000

Present averages are

Daily over 54,000

Sunday over 77,000

Rate 12c flat Daily

15c flat Sunday

Advertising gain for 1922  
1,025,432—Greatest in the South

Represented by

**THE S. C. BECKWITH  
SPECIAL AGENCY  
NEW YORK**

**JOHN M. BRANHAM CO.  
CHICAGO**

## THE KNICKERBOCKER PRESS

(Morning and Sunday)

and

## ALBANY EVENING NEWS

COVERS

ONE BIG MARKET

Albany, Troy, Schenectady

AND

The Capitol District

NATIONAL REPRESENTATIVE

John M. Branham Co.

# EVERY WEEK



## EDITOR & PUBLISHER



*The Oldest Publishers' and Advertisers' Journal in America*

is as necessary to journalism and the advertising world as ink.

It knows no national boundaries and has but a single mission—the advancement of true journalism and advertising worth.

## EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK

Answers 50,000 questions that come up every day in the newspaper and advertising world. In it are included a complete directory of the newspapers of the United States, Canada, England, Scotland, Ireland, Wales and the important publications of the Far East, Mexico and Cuba, with their advertising rates and circulations. It contains the only executive personnel directory of the newspapers of the United States and of Canada, more than 40,000 names, including the publisher, editor, managing editor, city editor, general manager, business manager, circulation manager, classified manager, mechanical superintendent and job department superintendent.

*Subscription Rates:*  
In U. S., \$4 the year  
In Canada, \$4.50  
Foreign, \$5

**The Editor & Publisher Co.**  
63 Park Row, New York  
U. S. A.

*International  
Year Book  
Bound in Cloth  
\$2 Everywhere*

## KANSAS CITY JOURNAL MOVES

## Installed in Largest Plant West of Mississippi, Is Claim

(By Telegraph to Editor &amp; Publisher)

KANSAS CITY, Mo., May 14.—The Kansas City Journal has moved to its new home at Twentieth and Magee streets, after being located at Eighth and Magee streets more than 20 years, and today's issue was printed from the new building.

Walter S. Dickey, owner and publisher of the Journal and Post, purchased a big building formerly occupied as an automobile school and remodeled it into what is said to be the largest newspaper plant west of the Mississippi. New machinery has been installed, and the press equipment is said to be the best in this section. The formal dedication of the new plant will be June 3.

## STEEL WORK COMPLETED

## N. Y. Times Putting Presses Into New Addition to Annex

A new American flag atop the tower of the New York Times Annex May 14 signified the completion of the steel work of the addition which will double the size of the Annex. The final rivet in the steel skeleton was hammered into place 342 feet above West 43d street, and almost at the same minute the first piece of machinery for the new plant went into place in the basement. It was a section of apparatus for handling reels in the press-room, where additional presses will be installed about July 1. Press operations will start in about six weeks.

## Chilton Company Moves

The Chilton Company announces removal from Market and 49th streets, Philadelphia, to its new plant at Chestnut and 56th streets. The firm publishes the Automobile Trade Journal, Commercial Car Journal, Chilton Automobile Directory, Chilton Tractor Journal, Chilton Tractor Index, and the Chilton Hotel Supply Index.

## OTHER PLANT IMPROVEMENTS

The Burlington (Iowa) Gazette, Iowa's oldest newspaper, is now being issued from its new \$100,000 home on Washington street, between Third and Fourth streets. This new building is replacing the structure erected in 1895.

The Boston Advertiser has installed several new color presses and a new tabloid press, all made by R. Hoe & Co. The Advertiser has moved its former offices at 309 Washington and 82 Boylston street to 100 Summer street.

The Burlington Gazette, Iowa's oldest newspaper, is now in its new home, between Third and Fourth on Washington street. The new building is the first in the city to be erected especially for a newspaper plant.

Lumber, a weekly business publication which moved to Chicago some months ago, has returned to St. Louis where it was first established. A. R. Kriechbaum is president, and George F. Haines, who purchased the interest of W. C. Howe, is vice-president.

Town and Country, published by the Stuyvesant Company, will move soon to new quarters at 383 Madison avenue, New York City.

William Randolph Hearst has obtained a thirty-day option on the Russ Building, situated in the heart of the San Francisco financial district. It is said the present structure is to be razed and a twelve-story office building erected.

The Herald Publishing Company, of Denison, Texas, has voted to increase the capital stock from \$10,000 to \$45,000. The additional capital will be used in the purchase of new equipment.

The Columbus Lithograph Company, with Edward J. Goodman as president, has increased its capital from \$60,000 to \$200,000 and announces a big expansion program. The installation of modern presses and machinery in a new plant is planned. James S. Van Nostrand is vice-president and general manager and Julius

Feibel is treasurer, Edwin Schoenfeld being secretary, while other well known Columbus business men are directors.

The Sumner (Wash.) News-Index has installed stereotyping equipment to handle advertising in mat form.

The proofroom of the Boston Transcript has been moved from its former location in the building on Washington street to larger quarters in the building at 17 Milk street.

The Vancouver Sun has increased its size to 8 columns, 12 ems, 22 inches deep.

The Montavilla (Ore.) Times, Portland suburban newspaper, has moved into new quarters.

## New Press in Port Chester

The Port Chester (N. Y.) Daily Item started operation of its newly installed sixteen-page Duplex press on May 14.

## Brentano Buys Chicago Shop

A. C. McClurg & Co., Chicago, which started as a retail bookstore and branched out into the wholesale book business, has sold its retail business to Brentano's, of New York. The store will be linked with the Brentano establishments in New York, Washington, London and Paris.

## Fire in Ohio Plant

The plant of the Alger (O.) News suffered \$3,500 damage by fire April 26.

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

## Business Philosophies

TOM DREIER MONTHLY CLIPPING SHEET  
King Editors' Features  
1170 Broadway, N. Y. C.

## Children's Page

HAPPYLAND  
Attracts and holds children, readers.  
Houghton Mifflin Syndicate, Park St., Boston.

AUNT DEE DAILY CHILDREN'S STORY  
The children love them.  
The Herald-Sun Syndicate, 280 Broadway, N. Y.

## Colyums

"DAY AND NIGHT"  
Weekly; general information, comment, humor.  
7 E. 42nd St., N. Y. C., Room 1002.

## Comic Pages

BILLY BUNK  
New Paper This Week  
The News, Dallas, Texas.  
Herald-Sun Syndicate, 280 Broadway, N. Y. City

## Comic Strips

FAMOUS FANS—in 3 col., great stuff.  
KIDDIE KAPERS—in 2 col., real kids.  
Columbia Newspaper Service, 799 B'way, N. Y.

## PERCY AND FERDIE

Published daily for 19 years.  
The largest consecutive run in the world.  
The Herald-Sun Syndicate, 280 Broadway, N. Y.

## Daily or Weekly Feature

"A DAILY FIG-LEAF FROM HISTORY"  
A winner! See our next broadside.  
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

## Exploit and Adventure

A NUMBER OF BIG PAPERS SAY OUR SUNDAY "thrill articles" are blame good. Want samples?

Full-page mats now available.  
Metropolitan Newspaper Service, New York.

## Fashions

FAIRCHILD FASHION SERVICE

Eleanor Gunn, the Editor, is the senior fashion editor for the Fairchilds, who maintain the biggest and most complete fashion organization in the world.

She has all the resources of "Women's Wear" behind her, and the co-operation and assistance of all that daily paper's fashion experts and artists.

Not the opinion of one woman. Fashion facts gathered internationally by experts.

Brightly written. Well illustrated. Offered, subject to comparison or test, as the most valuable fashion service for newspapers.

METROPOLITAN NEWSPAPER SERVICE,  
150 Nassau Street New York

## Fiction

"THE METROPOLITAN FOR FICTION"

WHY!

Send for samples of Short Stories (for Saturdays, Sundays, or Serialized), Women's Serials, Standard Serials.  
Metropolitan Newspaper Service, New York.

## SNAPSHOT STORIES

Complete in one column daily  
First showing by recognized authors  
D. P. Syndicate, Garden City, N. Y.

## WORLD'S FAMOUS AUTHORS

Unexcelled selections, serials, novelettes, shorts.  
Service for Authors, 33 W. 42d St., New York.

## Government Pictures

GOVERNMENT PICTURES IN COLOR

Paintings of Heroic Deeds  
Selected by Navy Officials  
Albert R. Bourges, Publisher  
Flatiron Building, New York City

## Home Decorations

HOME BEAUTIFUL, by Dorothy Ethel Walsh.  
Featured by N. Y. Sun, Chicago Daily News and others.  
The Herald-Sun Syndicate, 280 Broadway, N. Y.

## Humor

"LEMON-TINTED LIFE"

Ten weekly articles by Elsie McCormick.  
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

## Literature

"BOOKS A LA CARTE"

By Richard Le Gallienne, famous author  
Hol-Nord Feature Service, 500 5th Ave., N. Y.

## Nature

BURROUGHS CLUB NATURE NOTES

Daily quarter column on out-of-doors life.  
Houghton Mifflin Syndicate, Park St., Boston.

## Newspaper Halftones

HALF COLUMN HALF TONE,  
1½ in. deep, for \$1.10; ten for \$9.00.  
Independent Engraver, 258 W. 28th St., N. Y.

## Newspaper House Organs

THE AD-ROUTE, by W. S. Ball.  
Booklets or copy and illustrations.  
The International Syndicate, Baltimore, Md.

## Photo News Service

SEND US YOUR NEWS AND FEATURES PICTURES. We pay \$3 and \$5 for each accepted.  
Kadel & Herbert,  
153 East 42d St., New York City.

## Sunday Pages

"OLD CURIOSITY"

Stimulating and amusing, by Ella S. Singluff  
Hol-Nord Feature Service, 500 5th Ave., N. Y.

## Women's Features

STRAIGHT THINKING

Eduly from a Staff, includes Anna Steese Richardson, Elizabeth Sears and Winona Wilcox.  
D. P. Syndicate, Garden City, N. Y.

"WHEN SCHOOL IS OUT"

See further details, page 132  
Hol-Nord Feature Service, 500 Fifth Ave., N. Y.

SUPPLIES & EQUIPMENT  
For Newspaper Making

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

## Weekly Newspaper May Be Printed at Low Price

We have a Goss Comet press and a good linotype plant of three machines, etc. Are in position to turn out a weekly, four, six or eight pages, at rates not possible to concerns depending solely upon job work. We publish a daily newspaper and the machinery is idle most of the time.

Prices will surprise you. Address

LENNI PUBLISHING CO.  
22 Howard Street

No agents, dealers, go-betweens or "smart people."

## N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

## POWERS

NEW PROCESS

## Newspaper Opportunities

Before purchasing a Newspaper send for "LIST-INGR." April issue contains details of nearly 100 papers, including daily papers, ranging from \$100,000 down to \$4,000 cash to handle. Weekly and semi-weekly papers of all sizes. Have some papers that can be leased. All parts of the U. S. represented. Our personal service plan enables publishers to find the exact paper they want. Secure a copy of "LISTINGS" before you buy. It's free and published thrice a month.

## MUST HAVE MORE PAPERS

We have a large number of customers who are depending upon us for newspapers. Want to sell? List with us and save yourself the annoyance of curiously seekers and those who want your paper and desire to work out the pay. We send you only actual buyers. We have some customers ready to go limit. No paper too big if the paper is worth the price. Also have those seeking small daily and weekly papers. Others who want to lease. No matter the size of your paper or where it is located, get our blanks, list with us and your paper will be quickly sold.

## PUBLISHERS' SERVICE BUREAU

(Established 1916)  
119 N. Bowman St. Mansfield, Ohio  
Owned and Managed by Experienced NEWSPAPER MEN.

# Introduction to Employer and Employee

## SITUATIONS WANTED

**3c** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

**Accountant-Business Manager.**  
High grade newspaper man, 12 years' experience, desires position as accountant, auditor or business manager on live daily. Familiar with Starr systems, tax matters, A. B. C. methods. Know the game and can produce; 34, married. Now employed but seek broader field. Best references. Address B-663, care Editor & Publisher.

**Advertising Man,**  
Desires position as assistant ad manager or manager in town of 50,000 or over. Ten years' experience in all branches of newspaper departments. Now employed. Live wire and can produce results. Box B-667, Editor & Publisher.

**Advertising Manager.**  
Successful advertising manager of well known Southern newspaper desires to make a change in location. Three years in present place. Address Box B-661, Editor & Publisher.

**Advertising or Circulation Manager**  
Systematic, thorough, with successful experience in various kinds and sized territory, wants position of responsibility with good newspaper affording good salary or salary and commission. Knows circulation and advertising as a worker-salesman and executive. Would be valuable assistant to publisher or manager. Prefer medium or large city. What do you want done? Address B-656, care Editor & Publisher.

**Assistant Circulation Manager**  
Now connected with paper whose circulation increased 5,000 past year. Can build your circulation. References. Box B-666, Editor & Publisher.

**Associate Editor of Large Daily,**  
desires editorship in smaller city. Wide news and executive experience. Address Box B-660, Editor & Publisher.

**Chinese Student of Journalism,**  
24, seeks editorial or writing connection with magazine, newspaper, or trade paper. Christian, enthusiastic, capable. For particulars write B-633, Editor & Publisher.

**Circulation Manager of Ability**  
wants opening. Experienced on evening, morning and Sunday—a producer of maximum results at minimum cost. Capable of production under most unfavorable conditions. Address B-647, care Editor & Publisher.

**Circulation Manager**  
now employed, in present position seven years, making good, for personal reasons wishes to make a change. City of 30,000 to 50,000 preferred. Age 37, best of references. Address Box B-613, care Editor & Publisher.

**Circulation Manager.**  
Seven years' experience, covering all branches of circulation. No whizbang or miracle man, but builds circulation on constructive bases. 36 years of age, married, desire permanent connection. Available at once, B-645, Editor & Publisher.

**Circulation Manager.**  
Circulation Manager with 12 years' experience from carrier up, has splendid record, understands all distribution systems; good organizer and promoter. Wants to connect with paper of more than 10,000 circulation; large salary not essential as opportunity for advancement. No contract desired; references of highest order. 29 years old, married. Answers treated strictly confidential. Address Mr. A. Rowland, 3000 Kingsbridge Ave., Bronx, N. Y.

**Circulation Manager**  
now employed on one of the leading newspapers in one of the largest cities desirous of making change. Brought circulation in present position from nothing to more than 150,000 daily in less than three years. Know circulation methods from every angle having more than fifteen years' experience on large eastern and western publications. Can arrange for personal interview. Write or wire. Box B-655, care Editor & Publisher.

**Circulation Manager.**  
Have you an opening for a circulation manager with the following qualifications: Fifteen years' experience every phase of circulation management large and small papers; home delivery expert; knows street sales from A to Z; thoroughly familiar with country and including single mail promotion; can promote through boys or men; age 30, married and not afraid of any proposition. Present salary \$60.00. Confidential. Box B-649, Editor & Publisher.

**Classified Advertising Manager.**  
Thoroughly experienced desires position offering more opportunity for advancement. Age 26. College education. Neat appearing. A steady and consistent producer. Best references. Address Box B-664, care Editor & Publisher.

## SITUATIONS WANTED

**Columnist.**  
If you want the unusual in a clean, spicy column of local observations fresh every day, write Ted Tree, care Splinters, P. O. Box 1848, Miami, Florida.

**Country Editor:**  
Can you use on your reportorial staff capable young woman, college graduate, with journalistic training but no practical newspaper experience? Address Box B-641, care Editor & Publisher.

**Desk Man,**  
copy reader, reporter, experienced, wants whole or part time job in New York City. B-652, Editor & Publisher.

**Editor,**  
Thoroughly experienced reportorial, editorial, mechanical, metropolitan newspapers and trade publications; feature (syndicated) writer big New York daily; unusually successful editorial management country weeklies; strong editorial writer; now on feature work; desires change. Capable full charge good country weekly, trade magazine, special department. Anywhere U. S., Canada or abroad. Please give full details. Address B-652, Editor & Publisher.

**Editor, Circulation Manager**  
wants to associate with Chicago magazine—now managing editor five suburban weeklies—experienced Chicago magazines and newspapers. Would consider part time work. Address Richard Smith, 128 South Madison, La Grange, Ill. Phone La Grange 58 or 2345J.

**Editorial Writing,**  
revision work, reviewing and indexing wanted by experienced man. Historical and archaeological research. Knowledge of several languages. Traveled. B-640, Editor & Publisher.

**Experienced Interviewer**  
and publicity writer can make full page feature stories of ads, as well as go out and get them. Fern Ball, care Splinters, P. O. Box 1848, Miami, Florida.

**Newspaper Auditor and Cost Accountant**  
Englishman has spent last 10 years in Canada and the States on various daily newspapers; desires to return to England. Familiar with the most modern and economical methods of cost finding and all business departments. Age 40, married. Salary £1,000 per year. Box B-659, Editor & Publisher.

**Position Wanted as Foreman of Daily Newspaper Plant**  
that has linotype and web press equipment by man ambitious to connect with "the first paper in its field." He has had a wide range of experience on large and busy papers and has no delusions as to what it means to go to press at the same hour each day. You want to feel safe about the composing room end of it. Let's talk it over. Union. Address P. O. Box 209, Ann Arbor, Mich.

**Reporter.**  
Student of Journalism, age 21, wants to break into news game. Prefers reporting on daily in New York State or vicinity. For particulars write B-580, Editor & Publisher.

**Reporter.**  
Woman wants small city daily job about June. Have made good, straight news and features, on leading University daily. Accurate, concise, interesting. Location immaterial. Reference furnished. B-624, Editor & Publisher.

**Telegraph Editor**  
on Eastern daily in city of 160,000 population wants relocation in West. Nine years editorial experience, including city desk and Sunday staff. Can swing any reportorial assignment. B-651, Editor & Publisher.

**Thoroughly Capable Advertising Man,**  
trained in the preparation of copy—including that used by department stores—and with ability to sell, desires an immediate connection because of changed business conditions. Particularly acquainted with the South, in fact prefer Southern connection if possible. Good appearance, pleasing personality, clean habits and clean record, married, age 37. Address B-638, care Editor & Publisher.

**Want a Columnist?**  
Grab me. Working in bank now; writing "on side" successfully. Can show clippings, prose and verse. Intend canning bank and being columnist on newspaper. Have had saved up, so starting salary no object. Will produce column full of pep and punch. If I don't, I'll eat your plant. B-648, Editor & Publisher.

**Wanted.**  
Editorial work on an Independent Democratic paper. E. G. Brown, Box 698, Ponca City, Okla.

## HELP WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

**Central New York Newspaper**  
Wants advertising salesman of proven ability. This is no job for novice or "has been"—must be a success and look the part. Fix your own salary. Apply B-657, Editor & Publisher.

**Circulation Manager**  
Good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, reference and salary. Box B-607, Editor & Publisher.

**City Editor**  
Middle aged man with small city experience. Must be energetic, a good news gatherer, accurate writer and capable executive. A responsible position for a high class man. Salary commensurate with ability. The Evening Republican, Columbus, Indiana.

**Evening Newspaper,**  
not far from New York, seeks working foreman for composing room. Permanent position for right party. Excellent working conditions. Write at once giving full particulars. References required. Address B-665, Editor & Publisher.

**Wanted**  
Telegraph editor, experienced, for afternoon newspaper of 12,500 circulation, in city of 30,000 population. Evening Eagle, Butler, Pa.

**Wanted.**  
A good live young man with pep and experience to take care of out of town circulation in a leading paper in Central New York. An unmarried man preferred. State experience, reference and wages expected. Address B-642, Editor & Publisher.

**Young, Unmarried Advertising Solicitors**  
having some daily newspaper experience for permanent industrial advertising departments which we conduct for many leading eastern daily newspapers. Must be young men of refinement, good hustlers with exceptionally pleasing personality. No professional special edition solicitors considered. Commission basis. Living expenses advanced when necessary. John B. Gallagher Company, 5945 Grand Central Terminal Building.

## BUSINESS OPPORTUNITIES

**6c** A WORD for advertisements under this classification. Cash with order.

**Can I Help You?**  
I handle newspaper and magazine properties and give special attention to consolidations and appraisals. I have qualified by extensive and successful experience as owner, editor and publisher. There are some very desirable publications available through my agency at present. J. B. Shale, Times Building, New York City.

**Iowa Newspaper for Sale.**  
8-page every other evening, \$22,000 annual gross. Could be made daily. Around 3,000 circulation. Easy terms. B-650, Editor & Publisher.

**Wanted.**  
Practical Catholic man with newspaper experience to invest \$5,000 or \$10,000 and able to take management of well established Catholic paper. Correspondence confidential. Address B-662, Editor & Publisher.

**Will Sell**  
8 page weekly newspaper established 1854. Want to devote full time to job printing. A. R. Hand, Cape May, N. J.

## Printing Cost Man Wanted

The California State Printing office is in quest of a man to fill the position of cost expert whose duty it will be to estimate the cost of every job brought into the printing office. The position pays between \$200 and \$300 a month.

## Ideas of Employees Asked

The Chicago Tribune has requested employees to present ideas which they believe will increase the efficiency of their departments. The same announcement stated that serious suggestions for the new Tribune Tower are urgently desired.

## Stored Sunday Papers Burned

Damage estimated at \$5,000 was caused by a fire which partly destroyed a baggage room at the South Station, Boston, used for the storage of sections of Sunday papers. All newspapers stored there suffered from water damage.

# Sales Appraisals

NEWSPAPER PROPERTIES

**PALMER, DE WITT & PALMER** 225 Fifth Ave., New York

Pacific Coast Representative  
M. C. MOORE 513 Canon Drive  
Beverly Hills, Calif.

## Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

**HARWELL & CANNON**

Newspaper and Magazine Properties  
Times Building, New York  
Established 1910

## WE CONNECT THE WIRES

**BUY A WEEKLY** Newspaper and be your own boss. Eighty per cent of the stock of well equipped New England printing concern is offered at \$10,000. Inventory alone totals over \$12,000, and the good will is a real asset. You'll go far to find a cleaner proposition or more attractive surroundings. Owner's health is the reason. Mention our No. 3971-B.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

## STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and co-operative systems pertaining to any phase of

**NEWSPAPER MANAGEMENT AND DEVELOPMENT**

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

**STARR SERVICE CORPS**

Upbuilders of Newspapers

42d St. & B'way New York City

## Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

## Hunter Heads Company

At a recent meeting of the board of directors of the Educational Advertising Company, Paul C. Hunter was chosen president, and George D. Bryson, secretary and treasurer. Mrs. Eleanor Hunter retains the vice-presidency. Miss Agnes F. Pilney, formerly Western manager in charge of the Chicago office of this company, has resigned. Until a new Western manager is appointed, all business heretofore handled by Miss Pilney will be taken care of by the New York office.

# HUNCHES

*Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editors & Publishers will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

**Big Summer Excursion  
For All Your Readers  
ACROSS THE COUNTRY  
AND BACK**

In  
**GAS BUGGIES**  
With  
**BECK**

And the Comic Company of his  
Jovial Daily Strip

*If Gas Buggies isn't already being  
used in your territory, wire your  
reservation to*

**METROPOLITAN  
NEWSPAPER SERVICE**  
Maximilian Elser, Jr., General Manager  
150 NASSAU ST., NEW YORK.

**RUBY M. AYRES'**  
*Latest Story*  
**The Man  
Without  
A Heart**

Will be released  
beginning June 11  
To Run Six Weeks  
in  
1,000 word daily instalments

WIRE NOW  
**The McClure  
Newspaper Syndicate**  
373 Fourth Avenue, New York City

**WHEN  
SCHOOL IS OUT**  
*A Timely Feature!*

A series of common sense articles to run during the twelve weeks of vacation and dealing with vital problems of interest to all parents.

Helen Christine Bennett, the author, is an experienced writer as well as an educator. Furthermore, Mrs. Bennett is a mother and has at one time been General Supervisor of recreation work with 60,000 children under her direction.

250 to 300 words six times weekly.  
**Hol-Nord Feature Service**  
500 Fifth Ave. New York City

**EDITOR & PUBLISHER**  
receives a great many requests for the names and addresses of contributors to the Hunch and Dollar Puller departments from newspapers anxious to get in immediate touch with them. Under the system of using only initials of contributors it has in some cases taken us six weeks or more to connect the wires. For this reason better service will be rendered in the future if the following form is followed in the case of each contribution to the departments:—Name of contributor, name of newspaper, employer or home address, name of city, abbreviation of State name.

THE kind things that are said every day by someone about someone or something are goodwill builders for your paper. A department of terse interviews in which these can be carried along with comments by local people on any interesting subject, is a great feature.—R. M. F.

Has the army slang survived in your city? American Legion men can tell you. Interview wives of Legion men and see if they know who won the war. Do any of the local ex-service men say, "Well, let's shove off," when with friend wife they visit the preacher?—E. M. H., Jr.

A photographer here has been using space to advertise "one photo free to everyone whose birthday occurs between January 15 and 30. No obligation to buy more." He's filling up a dead season as of course they all do buy more, and he's getting some new business.—H. J. W.

A brief investigation revealed the fact that within a few miles of Bakersfield were families containing from ten to twenty children. In these days when the high cost of living sternly restricts the size of families, it is always interesting to know about the fearless few who have been able to feed and clothe more than five children.—M. F. W.

Some of the best recipes in existence never get into print. Therein lies an opportunity for the country editor to boost his paper, and at the same time to do a real service. A little inquiry will bring to light enough of these local formulas to feature one a week for a long time. The idea might be carried still further by later collecting them and reprinting them in a cook-book bearing the name of the paper.—T. A. H.

Try a local story on surgical methods of ten or twenty or even thirty years ago, gathering the data from men or women who underwent operations at that time. In this day, when so many people's life calendar dates backward or forward from "my operation," the story should attract many readers.—D. N. T.

Are there more men or women in your county poor house? One newspaper found the women outnumbered the men

two to one. Some interesting facts regarding the age at which inmates are admitted to almshouses may also be obtained.—E. V. R.

In the records of our registrar of vital statistics we found that parents are naming their children after Bible characters instead of moving picture actors and stage stars. The names of John and Mary lead the list. Your registrar has a world of information which you may have for the asking.—G. H.

The issuance of a new city directory is a good occasion for a story on queer names. Look for names of famous persons, well known characters in the comics, names which are pronounced the same as words used in everyday conversation, etc. Properly worked out it makes a dandy story.—C. E. L.

In some New England towns this winter enough snow fell to supply drinking water for weeks. Get the weather shark to figure the number of gallons of water to each inch of snow and apply the result to the water consumption in your town.—M. T.

The District Judge in Jersey, Illinois, makes all the people paroled by him go to church once a month and read a chapter a week of the Bible. Does your District Judge approve of this novel regulation, and how much effect does he believe that it would have? Also interview ministers and social workers on this.—P. E. M.

There is a human interest story, which will interest more readers than you ever imagined, waiting for you if you will assign a reporter to probe into the facts behind the now universal popularity of the public weighing machine, which now is a greater revenue producer than the peanut vending and penny-in-the-slot gum machine.—J. M. M.

Now that spring is drawing near, why not invite some of the successful gardeners to contribute a few articles to your paper telling what kind of garden stuff is best adapted to the locality, how, and when to plant it, and so forth?—B. F. C.

A middle western newspaper has found that a splendid local feature for its society page is a series of short articles on auction bridge by a local woman who is an expert at this game and who gives lessons to women who are anxious to learn the game. The feature is widely commented on and is evidently read with great interest by many women. Other papers could easily get up the same sort of a feature.—F. H. W.

Is "Over the Hill to the Poorhouse," the famous poem of Will Carleton, a thing of the past in your section? The Boston Herald took a census of the poorhouses of Massachusetts and found many of them going out of use for want of occupants. Numerous live facts were uncovered and pictures were obtained. It made a splendid Sunday special.—J. M. M.

What would a resident of your community returning home after a visit of ten years abroad find changed about the place? What landmarks have been removed and what new buildings and projects have since come into being? A nice feature story can be thus worked up and a glimpse of ten years hence into the future might not be amiss.—W. A. M.

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# On to London!

The Associated Advertising Clubs of the World are cordially invited to hold their 1924 Convention in London, England.

Lever Brothers Company, Cambridge, Mass., have heard with the greatest interest of the proposal that the Associated Advertising Clubs of the World should hold their 1924 Convention in London, England.

They hope that the proposal will become a fact, thereby providing yet another link between the two great English-speaking nations of the world.

Should this Conven-

tion be held in London, Lever Brothers Company desire to issue a very cordial invitation to all the members to visit the far-famed village and works at Port Sunlight, Cheshire—the English headquarters of their company.

They know full well that the members will be received at Port Sunlight with a hearty welcome, and will find preparations made there to ensure that every moment of their visit is full of interest.



LEVER BROTHERS COMPANY  
CAMBRIDGE, MASSACHUSETTS



# A Plea for Holding the 1924 Convention IN LONDON

Sentiment apart, there are sound business reasons for holding the 1924 Convention of The Associated Advertising Clubs of the World in London.

Here are a few facts.

A Convention in London will afford a unique opportunity for an interchange of ideas as to the best and most effective methods of marketing, selling, distributing and Advertising in the respective markets.

The Advertising & Marketing methods of the U. S. A. as applied to this Country, and vice versa, while probably quite sound in principle when tested by the home practice, are apt to go awry in operation because the conditions of the two markets are dissimilar, at any rate, in points of detail. On the one hand there is the U. S. A. market, stupendous in size, covering vast distances, and territories; on the other the English, small by comparison, and compact.

Failure to appreciate this fundamental difference in the respective markets is but too often responsible for the misapplication of Advertising and merchandising plans however sound in principle, whether designed by an American House for England or an English House for America.

The difference in distance to be covered, for instance, exercises a profound influence on the type of media to be used in conducting a National campaign in the respective countries; for example, London Daily Morning papers are practically National papers; they radiate over the length and breadth of the land; the same obviously cannot be said of a New York or Chicago Daily paper.

The above must be read purely as a general observation to illustrate one phase of the difference between the two markets, and is not intended to rule out other possible media; final selection obviously depends on other factors such as class of goods, etc. This question of distance also affects the method of distribution of goods, question of depots, etc.

By holding the Convention in London, our American friends give themselves an opportunity of, firstly, studying the conditions of this market for themselves, and, secondly, of bringing home to English manufacturers and Advertisers the conditions essential to success in the American Market.

Ask yourself this question: Can you get this information first hand by holding the Convention in an American City—can you tell your story to so great a number of British Advertising and Merchandising interests at a distance of 3,000 miles?

We believe that the interchange of views in a Convention in London can only be productive of good and better understanding of the problems of the two markets, and with this better understanding, better and more successful business will surely result. We in England are keen on this Convention, we believe it will inspire, invigorate and broaden our views, that it will let light into dark corners.

We believe that the American delegates after the Convention is over will be glad they voted for London in 1924. They are assured of a hearty, spontaneous welcome, they can rest assured.

## A PERSONAL NOTE

It has been our privilege to assist in conjunction with our corresponding Agents, The Morse International Agency, New York, to assist in and advise on the Advertising plans of several American products. We know what is needed to undertake a successful Advertising and Merchandising campaign in England. Conditions in this country are changing; far greater attention is now paid to Salesmanship than formerly—and with these factors we are thoroughly conversant. We back the idea of the Convention because we believe it will teach us more than we know already. We have no conventional plan to offer—our Service is based on the study of the article to be marketed and the conditions surrounding it, and the objective to be attained. It is always a pleasure to us to investigate the conditions and possibilities for the development of any article of standard worth—and to report fully on the conditions.

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