

THIS ISSUE: PRESIDENT ENTERS FIGHT FOR AMITY ON PACIFIC



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1922

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NEW YORK, SATURDAY, APRIL 1, 1922

By Mail in Advance
\$4. U. S. A.; \$4.50, Can.; \$5. For. 10c Per Copy



8

Advertising Advantages

that no advertiser in the New York field can afford to neglect this year. Proofs on request.

The circulation of the Daily News for February was 457,724 copies—by far the largest morning circulation in New York!

visibility
The small page can be seen at a glance—including the advertisements!

effective space
Advertising gets more attention on the small page. Appropriations buy more advertising!!

limited lineage
The largest size issue of the Daily News can carry only 17,000 agate lines. Less competition!

largest circulation
by far in the New York morning field. Second largest morning circulation in the United States!

concentrated volume
of circulation—90% city—97% city and suburbs. More than one-fourth of all New York morning paper readers.

home readers
Pictures and features take this morning paper home. Editorial response and advertising results prove home circulation!

responsiveness
Attention value and reader interest, with limited advertising, bring exceptional advertising response!

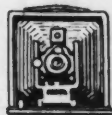
low cost

The rate per line per thousand circulation is low. More economical advertising!

Get the Facts!

THE NEWS

New York's Picture Newspaper



25 Park Place
NEW YORK

WESTERN REPRESENTATIVE
M. W. GURNEA
Tribune Bldg., Chicago

*The Story of the
Boston American's Remarkable*

Record of achievement

Week by week since January first, in this and other publications, we have told how specific prominent advertisers have figured in the BOSTON AMERICAN'S record of achievement since last July.

So many noted firms joined the AMERICAN'S ranks of regular advertisers, that the series could be continued indefinitely. So in future issues we intend to tell WHY the AMERICAN proves so attractive a medium to local and national advertisers.

A Remarkable 3-Cent Evening Newspaper

BOSTON AMERICAN



LARGEST EVENING CIRCULATION IN NEW ENGLAND

Research and Promotion Departments at Service of Advertisers



WEEKLY

News and Advertising

SERVICE

FOR WEEKLY NEWSPAPERS

EDITORS:

You can now get an NEA Service produced especially for weekly newspapers.

You can have one page weekly of up-to-the-minute news pictures, an editorial, a cartoon, a comic, bright, humorous paragraphs, a fashion and news copy, all in mat form, and one page of advertising cuts and copy, the cuts in mat form.

NEA Weekly Service is selected and produced by NEA men especially fitted for the work. The advertising copy and art are prepared by advertising experts.

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1200 W. THIRD ST., CLEVELAND, OHIO

PRODUCING PLANTS IN
NEW YORK AND CLEVELAND

Philadelphia

3rd Largest Market in the U. S.

Approximately three million people work and live in the metropolitan area of Philadelphia.

During February, 508,439 copies of Philadelphia's favorite newspaper were sold daily.

U. S. Government figures give 4.6 persons as an average for a family.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Philadelphia Bulletin is one of the largest in America

Net paid daily average circulation for February, 508,439 copies a day.

No artificial methods of stimulating circulation are used by The Bulletin

SAN FRANCISCO
ALLEN HOFFMAN
VERREE & CONKLIN, INC.
681 Market St.

CHICAGO
VERREE & CONKLIN, INC.
28 East Jackson Blvd.

DETROIT
C. L. WEAVER
VERREE & CONKLIN, INC.
117 Lafayette Blvd.

NEW YORK
DAN A. CARROLL
150 Nassau Street

LONDON
125 Pall Mall, S.W. 1

PARIS
5 Rue Lamartine, (9)

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EDITOR & PUBLISHER



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PRESIDENT ENTERS FIGHT FOR AMITY ON PACIFIC

Pledges Support to Resolution Extending Navy Radio News Transmission—Congressional Deadlock Stirs World-Wide Protest Against Threatened Monopoly of Radio Corporation

By LEO A. McCLATCHY

WASHINGTON, D. C., March 30.—

The gloom that last week settled over the fate of the Naval Radio extension bill appears today to be clearing. Publication by EDITOR & PUBLISHER on March 25 of the news that House and Senate conferees were deadlocked on the provision that the present arrangement with the Navy for transmission of radio news between the United States and the Far East be extended for five years, with a one-year-only extension from June, 1922, the maximum favored by the House committee, produced a worldwide awakening among persons and interests alive to the need for better Pacific news communications with promising results in legislative and executive circles here.

President Walter Williams and Secretary James Wright Brown of the Press Congress of the World held a conference with President Harding last Saturday and brought his attention to the critical danger of the resolution and the necessity for action that will assure adequate facilities and reasonable rates for news transmission on the Pacific.

President Harding previously had gone on record in favor of the five-year extension and, when he was advised by Dr. Williams and Mr. Brown of the apparent deadlock, he agreed to summon to the White House those conferees known to be most antagonistic to the measure. He also said he would communicate with Senator Miles Poindexter of Washington, a member of the Senate Naval Affairs Committee, who has been in direct charge of radio legislation. Poindexter is one of those who advocate the five-year extension, but President Harding wanted to impress upon him the necessity of getting the other conferees into line.

V. S. McClatchy of the Sacramento (Cal) Bee, who for years has been a leader in the movement for better Pacific communications, also reopened immediately his campaign with telegrams to various parts of the country.

The reaction was felt immediately throughout the United States and from far-off Hawaii, the Philippines and Japan. Cablegrams from those lands and telegrams and messages from all parts of the United States began pouring into Washington and to EDITOR & PUBLISHER to keep up the fight.

As the result, prospects now are considerably brighter, it is stated, for Congressional action that will authorize the Navy Department to extend to five years the authority under which this trans-Pacific service now is being conducted.

The campaign which proponents of this legislation had been waging for some months had been allowed to simmer, but it has broken forth anew. It has taken on increased vigor, and the scope of the territory it is covering is greater than before.

The aspect of the situation has changed completely within the week.

President Harding is in line, and has passed the word along up to Congress: "Let's go."

The result of the conferences President Harding promised to call is expected soon to be apparent in the resolution coming out of conference. There are ten conferees, five from the House and five from the Senate, and six of

these ten are Republicans. There is a belief that the wishes of the President in such an important matter will not be disregarded, and that the resolution, as it ultimately is brought forth, will contain the five-year provision.

The conferees were scheduled to have met Tuesday afternoon of this week, but upon request of the House representatives the meeting was postponed by Senator Poindexter until Friday afternoon.

The Executive has stressed the peace feature of the proposed legislation, calling attention to the fact that the peace of the Pacific can best be promoted by keeping the countries bordering on that ocean in close touch with the affairs of each other. The news reports that now are being sent via the Naval radio, it is reported, are tending to promote friendly relations by preventing misunderstandings that might cause serious friction.

Unless the Naval radio is available for sending these reports, the service must be discontinued, for the facilities of private interests are inadequate, and the rates are such that neither individual newspapers nor press associations can afford to pay them.

The view of the President was expressed publicly at the White House on Tuesday when it was made plain that he had impressed upon Congress the importance of the extension to members of

both houses who are handling the resolution in conference. Although the President did not say it in so many words the inference was conveyed that he personally was interested in bringing about a compromise of the views of the Senate and House, from which a working arrangement could be perfected satisfactory to the press and by which news exchanges with the Orient and the Antipodes could be consummated.

Apparently it is the President's hope that he can reconcile the extreme view of Representative William S. Green of Massachusetts and Representative Wallace H. White of Maine, both of whom insist upon no extension, or an extension of only one year, with those of the Senators, headed by Senator Poindexter, who stand for the five-year extension advocated by the newspapers.

The proposal to continue the use of the Navy radio for the transmission of press and commercial dispatches, Mr. Harding realizes, it was said, brings up the whole question of "government in business," a point he must recognize because of his advocacy of the theory that the government should get out of business.

He sees no reason, however, why a practical program cannot be worked out, and he thinks Congress will finally view the situation in that light. Congress, he

indicated, should certainly be willing to extend the use of the Navy radio with some sort of provision for its discontinuance when private facilities are adequate.

The opposition forces are taking the stand that the government is being placed in the light of competing with private industry, but in refutation of this, it has been pointed out that unless a Naval radio is used the service will have to be discontinued, so in view of this fact, there could be no competition.

Another argument of the opposition is that set forth by the Radio Corporation of America, which contends that a five-year extension will seriously interfere with its marketing of securities to raise funds with which it says it plans to extend its facilities. Representatives of the corporation told the Senate Naval Affairs Committee that they were not opposed to a two-year extension, but they claimed if Congress authorized a longer period, it would interfere with their plans. They could give no assurance that they would be prepared to handle the press business in two years, but said that if they were not, they would not oppose a further two-year extension.

They could not, however, give any assurance as to the rates that would be charged. And in this connection, attention has been directed to the fact that the Radio Corporation of America would have a monopoly on the business and could charge whatever it desired.

Requests for the five-year extension have been reaching Washington from various parts of the country. Mr. Brown got into communication with newspapers and press associations, urging them to renew their active support. He also cabled to Governor Farrington of Hawaii, and sent other messages to Japan and the Philippine Islands.

Representatives Greene of Massachusetts and White of Maine, the two House conferees most antagonistic to the legislation, were being literally deluged this week with telegrams and cablegrams, some of the latter coming from Hawaii and the Philippines. Mr. Greene asked whether he would change his attitude in view of the numerous appeals, replied that he would not.

"The House Committee is absolutely unanimous," he stated, "in opposition to this extension, and the House conferees will continue to support the committee. Unless the Senate conferees come down in their demands for a five-year extension, you can be certain that the authority will be discontinued next June."

Greene is willing to compromise, but would not state the number of years for which he would vote.

White, who is even more antagonistic than is Greene, said his attitude on the question has not been changed.

"If I had my way about it," he stated, "there would be no extension at all. But I have learned that we can't always get what we want."

With him it also is a question of compromise. He realizes that some extension must be granted, but hopes it can be limited to one year.

Both of these House members are opposed to the measure because they assert it is putting the government in competi-

KEEP PEACE ON THE PACIFIC

THE newspapers and news agencies of this country and the other nations whose shores touch the Pacific can do it. The first necessity, until commercial facilities are made adequate, is the use of the Naval Radio for sending news matter. Conferees of the United States Senate and House are now in deadlock over granting extension of the necessary right.

You can help break that deadlock by bringing the pressure of public opinion of your readers to bear on Congress in the interest of peace and understanding.

Governor Farrington, commending *Editor & Publisher* for its campaign, says continuance of the present Navy Radio service is the greatest possible power for the promoting of peace, goodwill and development of commerce on the Pacific.

Joseph Pierson, cable editor of the Chicago Tribune, and chairman of the American Publishers' Committee on Communications says that unless the pending bill is passed by Congress, America will have to depend on British sources for news from the Far East.

This is the most important question before the newspaper men of the United States today. Peace with understanding is entirely dependent upon the outcome.

Your help is needed.

START FIGHTING TODAY.

tion with private industry, and is a step toward government ownership.

American business establishments also are becoming interested, for in the development of friendly relations through these press reports they see a development of business with other countries.

This feature, it is pointed out, appears to have been lost sight of by opponents of the five-year extension. Additional business which would be created through these reports would mean a heavier volume of commercial traffic for private radio companies.

JAPANESE NEWSPAPERS ENDORSE RADIO PROGRAM OF EDITOR & PUBLISHER

By JOHN R. MORRIS

TOKYO (by mail).—EDITOR AND PUBLISHER'S proposal that the Japanese Navy radio be utilized to permit direct wireless communication at a low word rate for news messages between the United States and Japan has been formally endorsed in a petition signed by the editors and directors of the leading newspapers and news agencies of Japan for presentation to the Minister of Communications. The petition describes the circumstances under which telegraphic news is now transmitted between the two countries and points out the advantages, both to newspapers and to readers, which would follow a reduction of the prevailing rates.

Attention is called in the document to the rate of a few cents charged between New York and European cities, and that rate contrasted with press rate of 27 cents for wireless and 32 cents for cable dispatches in effect between San Francisco and Tokyo.

"If the present situation is not improved," the petition declares, "the result will be harmful to the interests both of Japan and America."

There is every reason to believe that the project aimed at lower trans-Pacific press rates will be successful. The Japanese Government is known to be willing to grant the use of its naval radio facilities. An agreement which exists between the Ministry of Communications and the Radio Corporation of America ostensibly would prevent the use of government stations for this purpose but, in view of the fact that the service given the newspapers would be temporary and intended only to bridge over the period until increased facilities permit the private companies to handle news dispatches at a reasonable rate, the Radio Corporation is expected to give its consent. This company's business in Japan is conducted through the Imperial Government Telegraph Bureau and the Ministry of Communications, and statements already issued by officials in these departments indicate that the Radio Corporation's agreement will not be an obstacle to the proposed co-operative arrangement.

The petition drawn up by Y. Iwagaga, director of the Kokusai News Agency which distributes the Associated Press in Japan, and by H. Mitsuana, president of the Nippon Dempo Service, agents for the United Press, was signed by the responsible representatives of the Jiji Shimpo, the Asahi Shimbun, the Nichi-Nichi and the Japan Advertiser. The text follows: "It is obvious that cordial relationships between Japan and America depend largely upon the news service between the two countries. Viewed in this light, it is regrettable that the news service existing between them today is far from satisfactory, due to long delays in the transmission of telegrams and to the prohibitive rates charged.

"It is true that the quantity of news exchanged between America and Japan has increased tremendously, a fact which contributes to the delays in transmission caused by inadequate equipment. News dispatches between the two countries now total approximately 1,500,000 words annually in comparison with 20,000 words annually, the total of ten years ago. As a result of this increase great difficulty is now being experienced. There have been cases recently in which a news telegram was 120 hours in transmission between Tokyo and Washington. This is nothing short of ridiculous when compared with fourteen minutes, the time required for a message in transmission between New York and Europe.

"Especially during the period of the Washington conference the difficulties of the Japanese newspapers were great. There was much news to be sent, but it could not be dispatched quickly to Tokyo. The amount had to be reduced and misunderstanding in Japan was the result.

"It is most important that the rates should be reduced and at the same time that delays should be stopped. Ordinary press rates between Tokyo and San Francisco stand at 54 sen (27 cents) per word for wireless messages and 64 sen (32 cents) for submarine cable messages, but on account of the delays in this ordinary service urgent news had to be sent by special service at triple rates. (This means triple commercial rates, or \$3.24 a word.)

"The press rate between England and America is only 10 cents a word and news can be transmitted across the Atlantic in approximately fourteen minutes in the busiest times. The result was that while the newspaper readers of England and America were quickly informed of important news, the Japanese public remained in ignorance on account of delays and high rates.

"There is no doubt that the quantity of telegrams between the two countries will increase more and more if the facilities are provided. If the present situation is not improved the result will be harmful to the interests both of Japan and America. It is therefore most important for the Japanese Government to see that the service between the two countries is improved. The most practical method will be to grant news telegrams the privilege of transmission by the radio stations of the navies of the United States and Japan and rates based on the cost of transmission.

"It is reported that the United States Government is favorably inclined to the proposal, saying that if the Congress and the Japanese Government agree with the plan, it will see that the naval wireless is offered for the use of newspaper telegrams. We therefore ask the Department to which this representation is made to hasten negotiations with the United States officials for the purpose of improving the present unsatisfactory services across the Pacific."

Papers Mutilated for Coupons

BUFFALO, N. Y., March 29.—Complaints have been made to the offices of the Buffalo Express that copies of the paper offered for sale in the street boxes known as silent salesmen have been robbed of their coupons and left on sale. The Express is offering free trips to Washington, D. C., for the greatest number of coupons clipped from the newspaper.

New Gravure Co. in Baltimore

The American Gravure Corporation, Baltimore, has been incorporated with a capital of \$2,000,000 divided into 1,000 shares of preferred stock and 1,000 of common stock, both with a par value of \$100. Incorporators are Ellis P. Olmstead, Edwin F. Leilick, and John B. Berger.

A. A. A. Meeting April 11

The quarterly meeting of the executive committee of the American Association of Advertising Agencies will be held in New York, April 11, at the organization headquarters, Metropolitan Tower, Madison avenue and 24th street.

TEN PAPERS COMBINED FOR EUROPEAN ADS

Associated Newspapers of London and Paris Organized—Mortimer Bryans of Chicago Tribune for London Office—Hessey in Paris

(By Telegraph to Editor & Publisher)

CHICAGO, March 30.—For the purpose of getting foreign advertising, ten American newspapers have organized the Associated American Newspapers of London and Paris. Mortimer Bryans, formerly of the Chicago Tribune advertising staff, has sailed for London to open the London office, of which he will be in charge.

J. J. Evans Hessey, business manager of the European edition of the Tribune, will be general manager of the new organization, maintaining his office in Paris. Among the papers who are members of the Associated American Newspapers are: Chicago Tribune, New York Times, Minneapolis Tribune, Pittsburgh Post and Sun, Philadelphia Bulletin, St. Louis Globe-Democrat, Washington Star and Cleveland Plain Dealer.

The object of the organization is to develop foreign advertisers for American newspapers. Such industries as Sheffield cutlery, Scottish woollens and Irish linens will be shown the possibilities of getting into the American markets, especially now that Russia, Austria and other European markets which were formerly profitable have been cut off from America.

Hotel and resort business will be solicited also, and it is planned to have a man probably stationed in Paris to take charge of this work. Mr. Bryans has had several years experience in business in England.

MAY CARRY RACE RESULTS

No Law Violated, Chicago Judge Holds, in Press Association Case

CHICAGO, March 29.—Press associations and newspapers are entitled to circulate reports of race results, Judge William Hurley of the Cook County Criminal Court ruled today. The decision was made in the trial of officials of the General News Bureau, charged with conspiracy to commit a crime against public morals by selling race results to its clients.

M. J. Tennes, H. S. Argo and John Morelock, officials of the company, were arrested a year ago on the charges. After the prosecution had presented its evidence, intended to show conspiracy to violate the law, Judge Hurley announced that it was unnecessary for the defense to present any evidence.

"I will instruct the jury to bring in a verdict of not guilty," he said, "if the case is carried to a conclusion. No law has been violated. There is no statute which prevents a press association from carrying the race results, any more than it prevents the presentation of any other sport."

The state's attorney agreed to dismissal of the charges.

New Paper for Niles, Ohio

The Niles (Ohio) Evening Register will soon be published. F. L. Bixler and P. Floyd Bixler, who published the Dover (Ohio) Daily Reporter from 1905 to 1920, will head the new company.

Call Now 2 Cents

The New York Call has reduced the price of its daily edition from five to two cents.

Worcester Post Wins Suit

The \$25,000 suit brought against the Worcester (Mass.) Evening Post by George W. Solley of Boston, formerly executive secretary of the Loyal Coalition, was settled in the Superior Court. The terms of the settlement provided that judgment would be entered for the Wor-

cester Evening Post. Solley alleged libel in reference to proceedings brought against him by Christopher J. O'Hare and Mary M. O'Hare of Worcester.

PUT ALL U. S. DATA IN ONE DEPARTMENT

Babson Recommends Establishment of Clearing House and Interdepartmental Statistical Library to Collect Data

Establishment of clearing house for government information so as to make the information more available to newspapers, business and other interest has been recommended to President Harding by Roger Babson, publisher, economist and statistician, who is chairman of a committee formed some time ago to investigate the situation. Mr. Babson's plan, which he outlined to the President on Tuesday, suggests a chief statistician or librarian for all federal branches to be directly under the cabinet.

For putting the proposed clearing house in operation the Babson committee among other things, recommends the following:

"The various statistical activities scattered through the departments should be combined into one interdepartmental statistical library, with a chief librarian who would compile no statistics himself but would perform four functions as follows:

"First, Have a knowledge of all governmental statistics; where they are located and by whom compiled.

"Second, Have authority of interpreting the law under which this reorganization would take place, and decide jurisdictional conflicts between statisticians of the various governmental departments that may come up.

"Third, Serve as clearing house on all questionnaires sent out by the different departments.

"Fourth, Work to eliminate the charge that the statistics of various departments are compiled to plead some special interest, and serve as an agency which will tend to reconcile any of the conflicting statistics."

HUNDREDS HONOR HOUSTON

Complimentary Banquet Marks Appearance of "Our World" Magazine

Friends in all walks of life tendered Herbert S. Houston a complimentary dinner at the Commodore Hotel, New York, on the evening of March 29 to wish him success in embarking on his own business career as publisher of "Our World" Magazine, which made its first public appearance on that day.

Nearly three hundred persons, gentlemen and ladies, joined in the tribute. Speakers included Dr. Talcott Williams, toastmaster; Hon. Oscar S. Straus, Dr. John H. Finley, Glenn Frank, Mrs. Edgerton Parsons, Collin Armstrong, William C. D'Arcy and Dr. Wallace W. Atwood. Collin Armstrong was chairman of the dinner committee. Letters and telegrams of well wishes were read from Woodrow Wilson, Chief Justice Taft and A. Lawrence Lowell, president of Harvard. Former President Wilson wrote:

"I have no doubt that you will work out the admirable purpose you have in mind in a way to command the universal attention and exercise very wide influence. I, with all my heart, hid you Godspeed in the enterprise and shall hope to see the magazine become one of the real instruments for rousing our people to a realization of their true moral obligations to the rest of the world."

A program of music, especially arranged for the occasion, was rendered by the Mendelssohn Glee Club, under the direction of J. Rowland Mix.

Davis Buying Coast Papers

Sale of the Roseville (Cal.) Register to W. L. Davis, Jr., and W. F. Due has just been made by A. J. Harder. Davis recently also purchased the Biggs Journal.

EUROPEAN RESORT ADVERTISING WAITS AMERICAN DEVELOPMENT

Campaign Must Be Well Planned But Once Signed It Stays With You—Commercial Business Not Worth Trying for at Present—Payments Are Prompt

By G. LANGELAAN

Paris Editor, EDITOR & PUBLISHER

PARIS.—Except dresses and jewelry, there are not many of the goods that go every year to the United States from France which reach the consumer in the form in which they leave these shores. There are consequently few French business houses who have any particular interest in advertising in America, so commercial advertising can be ruled out at once as not being sufficient in quantity, at least for the present, to be worth making a special effort to get.

There is, however, another category of advertising which should interest American newspapers and other periodicals which ought to prove highly lucrative. The advertising referred to is that done by hotel proprietors, taken individually, each desiring to make known the advantages of his hotel, and collectively, acting together as "Syndicates d'Initiative," or Local Advancement Committees, of which they are members.

On turning over the pages of any English magazine or weekly publication of the better class one sees quite a lot of Continental health and pleasure resort and hotel advertising, and yet a long search through the pages of American publications brings to light but little evidence of this class of business going to the United States.

There can be only one reason for this: American advertising managers never make a serious attempt to attract this advertising, or the attempts that they do venture upon are made with almost complete lack of knowledge of the special conditions prevailing in France, Switzerland, Italy and Europe generally in matters of advertising.

All hotel proprietors, all municipal authorities, view with the greatest satisfaction the arrival of American visitors. They all desire to attract them more than any others to their hotels and resorts. They all dispose of advertising budgets, live in great part by advertising, and should be excellent prospective clients for the American advertisement representative—if he knows the way to go about the business.

The American advertisement solicitor is in a position of coming to the Continent with the means of performing a real service, namely, putting the hotel proprietors and the resort advancement committees into touch with the very visitors they seek, by placing before those visitors, in their home towns, just when they are planning their vacations, all the inducements to make them visit Europe, to go to such and such a resort and stay at such and such a hotel. There is every reason why the European resort syndicates and hotel proprietors should advertise in American publications, none why they should not.

Let us consider first the "Syndicates d'Initiative," or Town Advancement Committees, as we can translate its title. These are composed of the local hotel proprietors, generally acting conjointly with the municipal authorities. Each season they set aside a certain sum of money for advertising the resort. One or two of the members are designated to expend the money thus voted. Naturally, they do not have to go out of their way to ask newspapers and magazines to accept their advertising, for at the right moment, along come the represen-

tatives of the different newspapers and other publications, French and foreign, which desire to secure some of this advertising appropriation. They lay before the committee the reasons why the resort should advertise in their particular newspaper or magazine. These representatives have to undergo a thorough examination.

One of the first things the newcomer notices is the remarkable knowledge the members of the committee have of advertising, and the careful and systematic way they keep track of all mentions made of their resort, favorable or otherwise. When you get through with a glowing account of what a great interest your editor and all the staff take in their particular resort and all its advantages, the managing director of the committee will call in his secretary. "Get me out the Blanktown Gazette folder."

In a moment he has it before him, and turns over sheets of paper on which are neatly pasted all the references to his resort that your paper has carried. "What is this you printed on August 14?" he will say, "I don't think that very flattering for such a fine town as ——" And you have to be nimble to get out of the hole some junior reporter may have put you in. This example is cited to show how carefully the money is expended and what thorough records are kept.

It is also cited because newspaper advertisement representatives so often come to France from a country not so far away as the United States with the idea they are going to teach the "slow" Frenchman all about the advertising business.

They run up against the hardest selling proposition of their lives, and often go home disappointed after the first attempt, just when a little more perseverance would have brought success.

Now supposing an agent representing a good paper that appeals to the right kind of public shows the director of one of these Syndicates d'Initiative how finely he can advertise his resort and make every one of the paper's readers who travels feel that he simply must go there when next he visits Europe, what is the next step?

The director agrees with the agent and decides he will expend so much of his appropriation with his paper for the coming season. It is the custom then for the agent to produce an order form, or failing that, to write out quickly the terms on which the advertisement or series of advertisements is accepted. If the forms are printed in advance, it is preferable to have them in the language of the country, so that they can be read by all members of the committee whose business it may be to see them.

Furthermore, in case of difficulty, with such an order form no advertiser could plead that he was not fully aware of all the terms and conditions of the contract to which he had signed his name. The order form, translated, generally runs: "Good for insertions, measuring lines..... columns to appear in the Blanktown Gazette published at..... on (date)..... on pages..... or..... at the price of per insertion. Payable....."

This the director will sign and it is the custom to leave with him an exact

duplicate of the order for the ad.

What about payment?

In France payment for advertisements is never made in advance. The rule is payment after production of the paper containing the advertisement, which generally means that about a month after receipt of the voucher copy the advertisement will be paid for, but this should also be carefully stipulated on the order form.

The signature of a Syndicat d'Initiative is always safe, and provided the terms have been duly carried out, no difficulty will be experienced in obtaining payment.

French advertising is measured by the line, and it is well to see that both the agent and the advertiser understand exactly what they mean by a line, for the Frenchman has his standard and the American his. Many English papers still insist on selling space by the inch. The writer was once rung up on the telephone by an advertiser who claimed

(Continued on page 23)

CHECK SHEETS SECOND CLASS

Summers Bill Amended Now Before House Committee of Whole

Check sheets sent by publishers to advertisers or their agents will take the same postal rate as newspapers if the Summers Amended Bill now before Congress is passed. This bill has gone to the Committee of the Whole of the House. It provides "that single sheets or portions thereof from any publication entered as second-class matter sent by a publisher to an advertiser, or the latter's agent on account of and in proof of the insertion of an advertisement, shall, under such rules and regulations as may be prescribed by the Postmaster General, be received and transmitted through the mails at the zone rates of postage applicable under the law to the advertising portions of such second-class matter."

In his report Guy U. Hardy, representative from the Second Colorado District and publisher of the Canon City (Colo.) Record, stated that "the purpose of the bill is to enable newspaper publishers to send single sheets, or portions of newspapers, to advertisers, or advertising agencies, at second class rates."

The objects to be gained by the passage of this bill are twofold:

1. If the system of furnishing to advertisers or advertising agencies only that portion of the magazine or newspaper containing the ad. were generally adopted, there would unquestionably be a great saving of print paper. It is believed that the passage of this bill would encourage this practice very greatly and that it would soon become practically a universal custom, and that the saving in paper would run into thousands of tons.

2. It is generally agreed that second-class matter is handled by the Post Office Department at a considerable loss to the Government, so any reduction in weight of second-class matter carried through the mails is a distinct gain. Considering the fact that over 25,000 publications send out a few advertisers' copies every issue, it can be seen that this system might result in a substantial reduction in the volume of this unprofitable class of mail. Most of these advertisers' copies of newspapers go to the large cities like New York and Chicago, where the large advertising agencies are located and where the postoffice facilities are sadly overburdened.

Hawkins Off for Argentine

William W. Hawkins, president of the United Press Association, sailed for Buenos Aires March 29 on the liner "Southern Cross," accompanied by James I. Miller, South American manager of the United Press. Mr. Hawkins was the guest of honor at a luncheon given by Count Pereira Carneiro, owner of "Jornal do Brazil," in Rio. Before the luncheon he went on a sightseeing trip around the bay in Count Carneiro's yacht.

I. A. Klein to Move

I. A. Klein, New York special newspaper representative, who for the past thirteen years has had offices in the Metropolitan Tower, will move April 1 to 50 East 42d street.

ASK NEW ELECTION LAW FOR OHIO

A. P. Editors of State Want News Day Ballots Are Cast—Jos. Garretson Again Heads Association

Enactment of an election law to compel counting of votes the day they are cast was demanded at a meeting of the Ohio Associated Press Editors' Association at the Hollenden Hotel, Cleveland, March 27 and 28. John Kaiser of the Marietta Register-Leader and Charles H. Spencer of the Newark Advocate were appointed to confer with the legislative committee of the Ohio Associated Dailies to work for this reform. More than fifty Ohio newspaper men attended the meeting, in addition to the New York and Chicago divisional officers of the A. P. Business sessions were devoted largely to discussion of ways to improve service. The 1923 meeting will be held in Toledo and a mid-summer outing will be staged at Cedar Point.

Joseph T. Garretson, managing editor of the Cincinnati Times-Star, was re-elected president and Mrs. Zell Hart Deming, of the Warren Tribune, the only woman present, was made vice-president. R. J. Dustman, Columbus correspondent of the A. P., was re-elected secretary-treasurer.

Edgar T. Cutter, Chicago, superintendent of the Central Division, told of the operation of the new "express wire" from New York to Chicago, through Washington and Pittsburg, speeding eastern news westward and passing through all large Ohio cities. Milton Garges, chief of the traffic department, said that one wire connects all the principal cities of the United States in a continuous 24-hour news service.

Rearrangement of news service will be necessary in Ohio this month, when daylight saving goes into effect in the cities. Mr. Dustman outlined the new schedules.

Visits were paid to the plants of the News-Leader and the Plain Dealer, inspecting the new building and equipment of the latter under the guidance of Editor E. C. Hopwood, Managing Editor Paul Bellamy and the editorial staff.

A dinner was served at the Hollenden, with vaudeville entertainment and addresses by members of the association and A. P. executives. President Harding wrote the editors, expressing his friendship and regretting his inability to talk to them by radio, saying: "I would much rather talk to Ohio editors face to face."

"RUSH" FOR DAILY PAPERS

New Postal Official Wants Press Handled Without Delay

One of the first official acts of John H. Bartlett, newly-appointed first assistant postmaster general, was to give attention to complaints upon the part of publishers of delays in the handling of newspapers by the Postoffice Department. On March 24, Mr. Bartlett issued instructions to postal employes urging a more expeditious movement of second-class matter, particularly newspapers.

"Despite repeated instructions for the prompt handling of daily papers," said the statement issued by Mr. Bartlett, "many complaints are made of delay in the receipt of this class of mail. Postmasters are therefore urged to see that all daily papers, both outgoing and incoming, are handled immediately upon receipt in their offices, to the end that we may have a satisfied public and an appreciative press."

New Home for Branham Company

The John M. Branham Company, New York special representative, will move April 17 from 225 5th avenue, where it has been since that building was erected, to the Canadian Pacific building, 43d street and Madison avenue.

PRINT NEW YORK TIMES ALL OVER CITY

Union Worked With Publishers to Protect Paper When Its Chapel Chairman, Discharged, Threatens to Tie Up Plant

Publishers and union worked together to insure the New York Times against loss by suspension or delay on its issue of March 24 when the Times' pressroom force met to protest against the discharge of their chairman by the Times on the ground that he was a bad influence in the office. The Times was printed in the pressroom of six newspapers—the Herald, Evening Telegram, Tribune, Evening Post and Brooklyn Standard Union, in addition to its own presses, which were manned for the last part of the run by their own men.

Trouble in the Times' pressroom since the Manton award has been trilling, but frequent, taking the form of holding back in production, delay and missed mails. The Times' chapel chairman several times called the men from work and, it is alleged, otherwise influenced them contrary to the union's pledge to accept the arbitrator's award. Other newspapers also suffered through petty delays and breakdowns during the recent period of negotiations, but there has been a noticeable decrease in these tactics in the last ten days, newspapers report. Irregular reporting for duty has been one of the union members' tactics of which publishers have demanded the end.

The Times' pressroom chapel chairman was discharged at the end of the press run March 23 and retaliated with the threat that no one would work in the Times pressroom that night. Members of the Publishers' Association conferred with officers of the union and both parties agreed that the pressroom production of a newspaper must not be curtailed through acts contrary to the award by members of the union.

At the joint conference arrangements were made with the other newspapers, mats were made in multiple of each of the 24 pages and sent to the other offices, where extra stereotypers were waiting. Extra supplies of newsprint were delivered to the papers and extra press room crews were assigned to duty.

Meanwhile David Simons, president of the union, called by telegraph a meeting of the Times' pressroom chapel, which was held on the top floor of the Times Annex at 10 o'clock Thursday night. International and local officers addressed the chapel and the men finally went back to work.

Although the first paper was not off the presses in the Times' plant until 1.05 a. m., the Times printed on its own machines 239,438 copies of the Friday edition. The rest of the edition, 118,876 copies, was printed in the other shops. Papers turned out in the Telegram plant were first distributed, some of the early copies finding their way to the Times plant. Executives of the Times say that when their pressmen saw that the paper was being turned out elsewhere, they made a contest of it and gave an excellent demonstration of speed and efficiency.

Simultaneous printing at six different points gave the Times' circulation staff a difficult distribution problem, but connections were made with all mail and express trains. Some subscription mail that missed the regular trains was forwarded later and newsdealers' bundles were delivered on time.

Representatives of the circulation department checked distribution from the five other offices and advertising men checked the receipt of mats, page by page.

"Compliance with the demands of the emergency was so successful that not only has peace been restored in the New York Times pressroom, but cordial relations have been established between the publishers and the union and also between the factions of the latter," a statement issued by the Times declared. "Final adjustment of differences seems im-

ninent. Much credit is due the officers of the union for the promptness with which they took care of the situation. They were unselfish in their devotion to the employer and employe, a number of officers sleeping on benches all night in order to be present when required.

FIVE-DAY STRIKE ENDS IN NASHVILLE

Day Operators on Tennessean Return When Publisher Adds Bonus to Scale Reduced by Arbitrator's Award —Evening Paper Hit

Linotype operators have returned to work on the Nashville Tennessean after a five-day walkout which followed reduction of their wages from \$36-\$39 to \$33-\$36 under a local arbitration award. Only the day operators walked out, crippling the Evening Tennessean, which presented its news the first day by photoenlarged typewritten copy, setting its advertisements in local job printing shops. Agreement was reached on the basis of a bonus addition to the scale, which virtually maintained wages at the old rate.

The Nashville Banner, which also participated in the arbitration proceedings before Dr. Bruce R. Payne of Peabody Normal School, has adopted practically the same bonus policy. The lower scale agreement is considered beneficial although it has no immediate effect on the payroll because it enables the newspapers to hold down the wages of less competent printers who may be employed occasionally.

Col. Luke Lea, publisher of the Tennessean, in a statement to the public during the walkout, said:

"The strike is unauthorized and illegal. So far as can be learned, it is without the sanction of local union officials or officers of the International union. The 1921 agreement expired Jan. 15, 1922. The new agreement is retroactive to that date. Under the terms of settlement, the publishers agreed to pay any excess wage that the arbitration board awarded and the employes agreed to refund any excess received from Jan. 15 to the date of the decision. Despite the fact that the wage scale was reduced to the 1919 level, the publishers waived the right to the refund from their employes, to which they were clearly entitled. The wages, representing the wage scale, plus four bonuses given by the publisher, was, on Jan. 15 \$39 a week for night work and \$36 for day work."

"After reviewing all the evidence and having considered the sharp reduction in the cost of living since March, 1920, and the loss of revenue sustained by the publishers in reduced advertising, due to the general business depression, Dr. Payne concluded his decision thus:

"It seems just to me, therefore, that the scale from January 15, 1922, to January 15, 1923, shall be \$33 a week for day work and \$36 per week for night work. My vote is so cast."

"In order that there might be no just cause for complaint, the publisher voluntarily agreed to augment this wage scale by the introduction of a bonus system, which would reward efficiency and loyalty to the organization."

"This bonus system, as placed in effect, actually operated to increase the wages of four operators on the night force from \$39 to \$40.50 a week; it maintained the wages of three others at \$39 a week and only three members of the force are receiving the minimum wage. On the evening edition, the bonus system increased the wages of three operators from \$36 to \$37.50 a week; maintained the wages of two men at \$36 a week and reduced the wages of one to \$33. Selection of the men entitled to receive the bonus is left with the foreman and each man has the opportunity to share it by his own endeavor."

SEEK RATE CUT IN NASHVILLE

Papers Stand Pat, Unable to Cut Operating Costs

Nashville Associated Retailers are endeavoring to exert pressure on the newspapers to secure a reduction in advertising rates. At a recent conference the subject was thoroughly discussed and there has since been an interchange of views and comparison of rates in other cities.

Both newspapers are taking the position that, as their costs have not yet been materially reduced, no reduction in advertising rates is justified. The fact that their effort to reduce the printers' payroll will have no immediate effect is considered a new argument in favor of maintaining present rates.

UNION GIVES CARDS TO MACON GRADUATES

Will Accept Diploma of A. N. P. A.—S. N. P. A. Printing School as Apprenticeship and Ask I. T. U. Approval

(Special to EDITOR & PUBLISHER)

MACON, Ga., March 31.—Friendly relations have been established between the Macon Printing School (conducted jointly under the auspices of the American Publishers' Association and the Southern Newspaper Publishers' Association) and the local typographical union, it was announced here today, so that in the future all graduates of the school will receive a membership card from the union which will accept the school's diploma as the equivalent of apprenticeship.

The requirement for the diploma is the regular school curriculum of 72 lessons on the linotype or intertype, the regular course of school work outlined by the Lanston Monotype Company for monotype operators, an examination by a textbook covering the rudiments of English grammar and the general rules of typography, the rules of English spelling, a textbook on linotype mechanics, and ability to set 5,000 ems of eight-point, and correct it, in one hour.

Three paragraphs from the contract between the Macon Printing School and the Macon Typographical Union, governing the operation of the school, are as follows:

"The said Union agrees to accept the diploma of the said printing school as the equivalent of an apprenticeship, only upon the condition set forth in the accompanying course of study, said Union being hereby given the right to satisfy itself through its proper committee that said course of study has been completed by the student applying and the said Union agrees to petition the president of the International Typographical Union to permit said Macon Typographical Union to admit said apprentice to full membership, as provided in section 37, page 54, 1922 International Typographical Union Book of Laws. "In consideration of the foregoing, the said Georgia-Alabama Business College agrees that all persons employed in future for instructing in said school shall be members in good standing of Macon Typographical Union."

"It is further agreed that it shall be optional with any student whether he shall make application for membership in said Union."

PRINTERS URGE LABOR PARTY

Boston Typographical Union Delegates Would Enter National Politics

Boston Typographical Union, No. 13, at its meeting March 26 voted to instruct its delegates to the convention of the International Typographical Union, to work for the creation of a political Labor Party.

John McParland, international president of the Union, who addressed the meeting, said that \$7,600,000 had been expended since April 2, 1921, in the fight to establish the 44-hour week in all union printing shops. The original 10 per cent assessment on working members has been cut in half and there are now 7,842 members on strike throughout the country.

Reynolds a Fighting Printer

George H. Reynolds, who recently resigned as circulation manager of the New Bedford (Mass.) Standard and Mercury and purchased the job printing plants of those newspapers, has found that a fighting jaw is as great an asset to a printer as to a circulation man. Consolidation of the plants caused some reduction in his printing force recently and brought him into conflict with local typographical union officials, who ordered all printing work in his plant stopped without notice and without presenting demands. The force went back to work after 30 minutes' idleness, but conferences between Reynolds and the union officers proved fruitless when the latter refused to submit their case to arbitration. Reynolds is now running an open shop composing room and using unique daily advertising copy in the Standard and Mercury to tell New Bed-

ford that despite his troubles, his shop is prepared to help all customers "Say It with Printing."

UNION WON'T SET STORY

Charleston Printers Insist Paper Give Space for Answer

Members of the Charleston (W. Va.) branch of the Typographical Union employed by newspapers have been instructed to refuse to put into type anything reflecting upon any other member of the union unless assurance had been given that the member would receive ample newspaper space for his own defense.

The Charleston Daily Mail, printing the resolution, added a note, in which it said that the paper would "continue to be edited as heretofore—a free press, by and under the direction of its owner, without condition or censorship of any kind imposed by others."

The union resolution declared that the Charleston Mail and the Charleston Gazette "have loaned their news columns apparently to the conspiracy to inflame the public mind against Frank W. Snyder." Snyder, a union member, drew adverse comment recently from a number of Charleston fraternal organizations for remarks he was said to have made at a labor mass meeting.

NEWSPAPER CLUB UPTOWN

New Yorkers Prefer 42d Street—Election of Officers May 1

Directors of the Newspaper Club, New York, this week decided to have headquarters of the club in the Bush Terminal Building, 132 West 42d street, after a referendum had been taken among the 395 members as to their choice for an uptown or a downtown location. Nominating petitions for officers will be distributed today and the election will be held May 1, when, it is expected, the club rooms will be opened. It was also voted to extend the period for charter membership in the organization to April 2.

Mailers' Pay Cut in Seattle

SEATTLE, March 25.—Wages of newspaper mailers were reduced 75 cents per day or night by a local arbitration award handed down this week. The new contract covers a period of two years from October 1, 1921, and is retroactive. Hours remain eight for day work and 7½ for night men. Starting time on Saturday night is optional with the publishers. Wages were \$7 per day or night before the award, which was rendered under the international arbitration agreement with H. P. Everest of the state mediation board of labor and industries as chairman.

Buys Fifth Texas Daily Paper

The Wichita Falls (Tex.) Record-News was acquired by the Newspaper Publishing Company, March 26. This company publishes the Waco News-Tribune, the Austin American, the Orange Leader, and the Port Arthur News. It is composed of E. S. Fentress, C. E. Fentress, and Charles E. Marsh. Hugh N. Fitzgerald, who became publisher of the News-Record a year ago, continues as its editor and will serve as chief editorial writer for all the papers owned by the company.

Many Paris Strikers Lose Jobs

The New York Herald's Paris edition and the Daily Mail have won out in their stand against the compositors who went on strike for a big increase. Only the best of the old staffs have been taken back, and at their old pay.

Ads on Back of British Stamps?

Right Hon. F. G. Kellaway, British Postmaster-General, during a recent speech, announced that the Post Office had invited tenders for advertisements on the backs of postage stamps.

THEY ARE ALL IN THE DAY'S NEWS



Photo by Paul Thompson

This week President Harding promised to put his rather powerful shoulder to the wheel and help put over the Naval Radio Extension Bill that is vital to news communication on the Pacific. Those who brought the matter to his attention were Dean Walter Williams (left), of Missouri University and president of the Press Congress of the World, and Jim Brown (right), secretary-treasurer, who hangs his hat up in our office every day.



Photo by Keystone

Two British Yankees came "home" last week on the same ship. Gordon Selfridge (left), learned how in Chicago before he opened that big department store in London, and Ralph D. Blumenfeld (right), "legged" it for many a piece of American news before he became editor of the London Express.



Photo by Harris & Ewing

Here we have a fine example of what Jim Preston calls looking pleasant. During twenty-five years of service as superintendent of the Senate Press Gallery—just celebrated—he has become better known to the newspaper profession than any other man in the country.

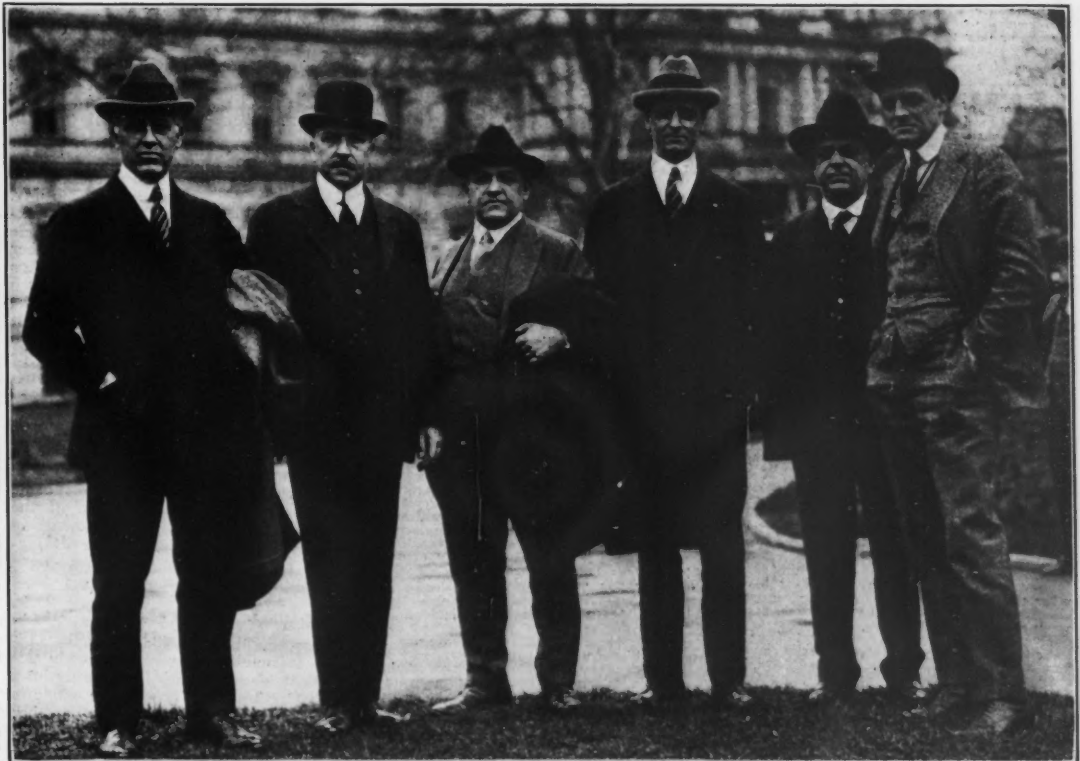


Photo by Harris & Ewing

"Postal matters" were discussed by the group below when they called on the President this week. We have, left to right, A. C. Pearson, chairman, American Publishers Conference; L. B. Palmer, manager, American Newspaper Publishers Association; A. O. Backert, acting president, and Jesse H. Neal, executive secretary, Associated Business Papers; Urey Woodson, Southern Newspaper Publishers Association, and Frederic W. Hume, executive secretary, National Publishers Association. And they dared to walk on the grass.

TYPOTHETÆ DENIES TRADE BOARD CHARGES AND JURISDICTION

Its Costfinding Systems Have Been Approved by Commission, Answer Declares—Not Engaged in Interstate Commerce and Not Coercing Printers' Supply Manufacturers

UNITED Typothetæ of America denies the charge of monopoly alleged in an amended complaint of unfair competition issued by the Federal Trade Commission on March 6. In an answer to the complaint filed with the Commission dated March 17, Nathan B. Williams, of Washington, D. C., attorney for the Typothetæ, declares that its cost-finding system has been approved by the Federal Trade Commission and is not a device to establish a uniform scale of prices in the printing industry, and denies that its standard price list has a tendency to suppress competition in the printing business or to create a monopoly in interstate commerce.

Declaring that the United Typothetæ of America is not a corporation carrying on business for profit within the meaning of the statute creating the Federal Trade Commission, the jurisdiction of the Trade Commission over the Typothetæ and its branch and affiliated local organizations is denied.

Hearings are set for April 18.

The answer follows:

"Comes now United Typothetæ of America, a corporation, for itself and all other respondents named in said amended complaint and saying to itself and to the other respondents herein all and all manner of benefit of exception or otherwise than can or may be had or taken to the many errors, uncertainties and imperfections in said amended complaint contained, for answer thereto or to so much thereof as these respondents are advised of material or necessary for them to make answer, show:

"PARAGRAPH ONE: (a) That United Typothetæ of America, a corporation, denies that either it, United Typothetæ of America, a corporation, or its predecessor organization, United Typothetæ of America, or United Typothetæ and Franklin Clubs of America, or J. Linton Engle, J. C. Acton, George K. Horn, B. F. Schriber, R. B. Nelson, Fred W. Gage, Edward T. Miller, in concert or organization, or either of them, now or in the past, have been or are using unfair methods of competition in interstate commerce in violation of the provisions of Section 5 of the Act of Congress, approved September 26, 1914, entitled, 'An Act to create a Federal Trade Commission, to define its powers and duties and for other purposes.'

"(b) United Typothetæ of America, a corporation, denies that it, or United Typothetæ of America, or United Typothetæ and Franklin Clubs of America, or J. Linton Engle, J. C. Acton, George K. Horn, B. F. Schriber, R. B. Nelson, Fred W. Gage, Edward T. Miller, either as organizations or in concert with one another, were, or are now, engaged in interstate commerce, at the time of the filing of the complaint herein, or theretofore, or at any time.

"(c) United Typothetæ of America, a corporation, admits that United Typothetæ of America, United Typothetæ and Franklin Clubs of America were, as to the last two, voluntary associations of nation-wide membership, composed of local associations of master printers and individual members and that as to itself, it is now such an association.

"(d) United Typothetæ of America, a corporation, admits that J. Linton Engle, J. C. Acton, George K. Horn, B. F. Schriber, R. B. Nelson, Fred W. Gage, Edward T. Miller, are members of United Typothetæ of America, a corporation, and that they now hold the official positions set forth in said amended complaint and it further says that their sole relation to, and their supervision of, the activities of United Typothetæ of America, a corporation, is only in the discharge of the duties of their office as defined by the Articles of Incorporation and By-Laws made in pursuance thereto.

"(e) United Typothetæ of America, a corporation admits that it has numerous branch and approximate five thousand in number.

"(f) United Typothetæ of America, a corporation, admits that it has numerous branch and affiliated local organizations, as in said amended bill of complaint set forth.

"(g) United Typothetæ of America, a corporation, denies that its affiliated local branch organizations, either as organizations or in concert with one another, were, or are now, engaged in interstate commerce at the time of filing of the complaint herein, or theretofore, or at any time.

"(h) United Typothetæ of America, a corporation, says that its members individually may, or may not be engaged in soliciting printing throughout the states of the United States other than the states of their respective domiciles, and may or may not be engaged in transporting printed matter from state to state in due course of interstate commerce, but respondent, United Typothetæ of America, a corporation, and all branch or affiliated local organizations, show that neither does it nor they, or either of them have, nor has it or they, or either of them, attempted to exercise any control whatever over such commerce, or over the character, prices, terms, conditions of delivery or manufacture or production of such printing

the product of individual printers domiciled within the United States, or foreign countries who are members of, or may be associated or affiliated, with in any manner United Typothetæ of America, a corporation.

"(i) United Typothetæ of America, a corporation, and its local and affiliated organizations, respondents herein, deny through its officers, its branch and affiliated organizations and its members, represents, directs and controls approximately 80 per cent in volume of all the commercial printing business in the United States.

"PARAGRAPH TWO: (a) That United Typothetæ of America, a corporation, admits that it maintains and operates, without profit, a school of printing at Indianapolis, and that it causes its bulletin and other printed matter to be circulated to its members and various other employing printers and others, located in the various states of the United States, the District of Columbia and the Dominion of Canada, and that its members individually may or may not be engaged in soliciting printing throughout the states of the United States other than the states of their respective domiciles, and may or may not be engaged in transporting printed matter from state to state in due course of interstate commerce in competition, one with another, or with other persons, firms, or corporations similarly engaged, who are not members of respondent association.

"PARAGRAPH THREE: (a) United Typothetæ of America, a corporation, denies that it, through its officers, its branch and affiliated local organizations and its members, has inaugurated a campaign, the object of which is to collect assessments from manufacturers and merchants throughout the United States who sell paper, printing presses, type, ink and other supplies to employing printers and from associations allied to the printing industry, the money so collected to be applied to alleged educational purposes, but mainly to induce employing printers to use a uniform system of cost accounting and a standard price list, but alleges on the contrary that the design, conduct and use of said 'Three-Year Plan' and the money accumulated thereunder were for proper and legitimate educational advertising activities.

"(b) Respondent, United Typothetæ of America, further shows that practically all activities under said plan have now ceased by reason of the expiration of three years since said plan was inaugurated.

"(c) United Typothetæ of America, a corporation, denies that coercive methods have been authorized or countenanced either by it or by United Typothetæ of America, or by any of its agents, officers, servants or employees of them or either of them, or of any of its branch and affiliated local organizations, or its members, and denies that by any activity of United Typothetæ of America, a corporation, United Typothetæ of America, or any of its branch and affiliated local organizations, or by any act of any agent, officer, servant, or employee thereof, or of either of them, did or could any employing printer discriminate in the purchase of supplies required by them, or did or could any employing printer favor those who had subscribed to said fund.

"(d) United Typothetæ of America, a corporation, denies that it or United Typothetæ of America, or its branch and affiliated local organizations, or any of its officers, employees, agents, or servants of them, or either of them, do now or have in the past, intimidated, or attempted to intimidate any manufacturer or dealer in printers' supplies, causing or attempting to cause any such manufacturer or dealer to contribute to said fund against their will.

"(e) United Typothetæ of America, a corporation, denies that it or United Typothetæ of America, or its branch and affiliated local organizations, or either of them, or any officer, agent, servant, or employee thereof, or of either of them, have compelled any manufacturer or dealer in printers' supplies, to pay a bonus or gratuity as a condition precedent to the sale of supplies to members thereof, or to any organization, as charged in said amended complaint.

"PARAGRAPH FOUR: (a) United Typothetæ of America, a corporation, denies that approximately 4,000 employing printers, who are members of the United Typothetæ of America, have adopted and are now using the 'Standard Cost System' and 'Standard Price List' as a method for employing printers to arrive at the prices to be charged for their work and denies that such 'Standard Cost System' and 'Standard Price List' are largely devices calculated to establish a uniform scale of prices among the members of respondent association and the printing industry in general, but, on the contrary, United Typothetæ of America, a corporation, and its branch and affiliated local organizations allege that such systems are truly systems of accounting and accounting practices entitled to the wide use and practically uniform approbation that they have received.

"(b) United Typothetæ of America, a corporation, and its branch and affiliated local organizations, denies that the intent and purpose of 'Standard Cost System' and 'Standard Price List' (Typothetæ Standard Guide) are for the intent and purpose, or have the tendency unduly to suppress competition in the printing business in interstate commerce or to create a monopoly directly affecting interstate commerce.

"(c) United Typothetæ of America, a corporation, and its branch and affiliated local organizations show that the United Typothetæ

of America 'Cost Finding System' has been approved by the Federal Trade Commission.

"PARAGRAPH FIVE: (a) United Typothetæ of America, a corporation, and its branch and affiliated organizations, respondents herein, further shows that it is not nor were its predecessors in interest, or either of them, a company, association, or corporation, either incorporated or unincorporated, which is or was organized to carry on business for profit and having shares of capital or capital stock, nor is it, or them, or was any predecessor in interest a company or association, incorporated or unincorporated, without shares of capital or capital stock, organized to carry on business for its own profit or that of its members, but that, on the contrary, it is, and its predecessors in fact have been voluntary associations conducting normal and regular educational and association activities, not for profit, but for the general interest, welfare and betterment of the printing industry, as more particularly hereinbefore set forth, and United Typothetæ of America, a corporation, shows that Section 5 of the Act of Congress, approved September 26, 1914, entitled, 'An Act to Create a Federal Trade Commission, to define its powers and duties, and for other purposes,' provides:

"The Commission is hereby empowered and directed to prevent persons, partnerships, or corporations, except banks, and common carriers subject to the acts to regulate commerce, from using unfair methods of competition in commerce.

and they further show that Section 4 of the enabling statute creating the Federal Trade Commission as aforesaid defines 'corporation' as:

"'Corporation means any company or association incorporated or unincorporated, which is organized to carry on business for profit and has shares of capital or capital stock, and any company or association, incorporated or unincorporated, without shares of capital or capital stock, except partnerships, which is organized to carry on business for its own profit or that of its members.'

"Wherefore, United Typothetæ of America, a corporation, and its branch and affiliated local organizations denies the jurisdiction of the Federal Trade Commission over either itself or any of the respondents herein.

"United Typothetæ of America, a corporation, shows that this answer is made for and on behalf of United Typothetæ of America and each of the branch and affiliated organizations and individuals named in the complaint and for and on behalf of each and every member of the existing association, United Typothetæ of America, a corporation, and on its own behalf.

"And United Typothetæ of America, a corporation, for itself, its predecessors in interest, and all those named therein, denies all and every manner of unlawful or illegal activities in the bill of complaint charged, and having sufficiently answered, explained and traversed all of said allegations in said complaint contained, and showing that said Federal Trade Commission is wholly without warrant in law and wholly without jurisdiction to file, institute or maintain the complaint aforesaid, prays that the same be promptly dismissed as a partial recompense for its damages in this behalf most wrongfully sustained."

COLEMAN PROMOTED

Managing Editor of Seattle P-I, After 18 Years on Hearst Papers

Charles M. Coleman, who has had almost eighteen years' experience with Hearst newspapers on the Pacific Coast, has been appointed to succeed the late Harold G. Nicholas as managing editor of the Seattle Post-Intelligencer, which was acquired by Mr. Hearst from John H. Perry early in the year.

Following his graduation from the University of California, Mr. Coleman was with the Associated Press, Los Angeles, office for a time, and when Mr. Hearst established the Los Angeles Examiner in 1903 Coleman joined it. He has been a news executive for a number of years serving as city editor of the Los Angeles Examiner and San Francisco Examiner. He was Sunday editor of the Los Angeles Examiner up to his present appointment. With the exception of a short period on the Chicago Tribune, he has been on the Pacific Coast.

Artists' Week in Philadelphia

Philadelphia artists and sculptors are planning an Artists' Week April 22-29, during which exhibits of their work will be shown in store windows of merchants throughout the business section of the city. The chairman of the committee in charge of the celebration is Alfred Hayward, creator of the newspaper comic strip, "Somebody's Stenog."

Ad Windows for Chicago Tribune

Four new display windows in the Chicago Tribune building will be ready this month, and will be used for advertising various activities. Three of the windows will be on Madison street and the other on Dearborn street.

AID FOR SMALL AGENTS AND ADVERTISERS

Coast Association at San Jose Sees Great Future Growth In Now Neglected Advertising Field

Development of small accounts on Pacific Coast and importance of aiding agencies not eligible for recognition by the American Newspaper Publishers' Association, were among most important topics discussed at convention of the California Advertising Service Association, in session at San Jose for three days last week.

After reports of various committees. "Development of the Smaller Accounts on Pacific Coast," was discussed by T. L. Emery, Pacific Coast manager, Bureau of Advertising, American Newspaper Publishers' Association. Mr. Emery stressed the importance of assisting agencies in handling these small accounts, pointing out immense benefit derived by papers from them when properly exploited.

That agencies must have enough assets to finance their business and that they should not depend entirely on the banks was the viewpoint of E. E. Crawford, credit manager of the Central National Bank, of Oakland, who discussed "Agency Finance From the Point of View of a Banker." That banks would be willing to meet any sound proposition, however, was the assurance given by Mr. Crawford.

Agencies must be prepared to finance clients to ascertain extent, due to carrying accounts for as long as ninety days, said Atlee Hunt in presenting "Agency Finance from the Point of View of the Agency." Mr. Hunt contended that agencies must maintain a sufficient margin in charges to clients to cover a carrying charge.

"How to Prepare Copy for Rotogravure" was explained by Clyde Scott. The dinner speech was delivered by Wigginton Creed, president of Pacific Gas & Electric Company, who discussed "The Influence of Public Opinion on Business and Government." He pointed out how much public opinion has, in the past, been swayed by the spoken and written word. He said that facts must now be presented to public in proper light in order to offset vicious propaganda.

"Attitude of the Newspapers Towards Recognition of Agencies," was handled by H. C. Bernstein, advertising manager of the San Francisco Chronicle. Bernstein contended that newspapers should lend all assistance compatible with good business judgment to agencies in order that volume of business handled by them might be augmented and that small accounts might be given opportunities of healthy development along proper financial lines.

An agency should solicit business on past achievements, integrity and ability, instead of ideas or seemingly clever writings, contended A. F. A. Stedem of the Honig-Cooper Co.

Meetings on the closing day were executive. Seventeen points had been suggested by a questionnaire and all were discussed freely by members. Among those which aroused most interest were establishment of an adequate cost system; desirability of making charges for consultations; question of speculative plans and copy; advisability of the profit-sharing plan with employees; a method of inducing clients to meet their bills promptly; what constitutes a good system of billing and use of the word "free" in advertising.

OUTDOOR ADS A BLOT ON AMERICA

Joseph Pennell in New York Address Calls Billboard Men "Human Junk" and Worse Criminals Than Thief of Cash

Billboard advertising was characterized as a blot on American scenery and billboard men were called the "most contemptible people on the outside of God's green earth," by Joseph Pennell, an artist whose etchings are world famous, at a meeting of the Municipal Art Society in New York this week. Representatives of outdoor advertising companies present in strength in the audience, frequently interrupted the artist in his diatribe, but one of them admitted that the billboard men were anxious themselves that abuse of their medium be ended.

Mr. Pennell started with the statement that the billboard interests, which represent probably one-quarter of one per cent of the advertisers of the country, "had stolen the City of New York and, not stopping there, had their soiled hands on the entire country."

"They've stolen the beauty of the country," said Mr. Pennell, "and a man who steals beauty is a greater criminal than a man who steals cash."

"There's no spot in the land safe from the billboard men. It's got so that when I travel on a railroad train, I pay the porter to keep the window shades pulled down so I can't see out."

"It's all the fault of the imported human junk that has been dumped into this land. It doesn't make any difference whether you call them captains of industry or east side mongrels—they're at the back of the movement to kill all beauty in this land. They're the element that is ruining this country. That's the class that all of us are called to paint and write down to."

Mr. Pennell said the people, egged on by billboard propaganda, had become a mob whose one aim seemed to be "to clutter the streets with filth and spit gobs of chewed gum on the pavements." And, after remarking that the lumber used in one year's construction of billboards in this country would have been sufficient to reconstruct Europe, Mr. Pennell declared it to be his unequivocal belief that the billboard men "are the most contemptible people on the outside of God's green earth."

E. Allen Frost represented the poster advertisers and deprecated the abuses of outdoor advertising. His address was featured by personal references to Mr. Pennell.

Albert S. Bard, representing the public in the discussion, said: "The outdoor advertiser in New York is a had citizen. He takes the city which the citizen is trying to beautify and skims dollars out of it. I ask if any man is a public-spirited and patriotic citizen who sets out to make himself rich by spoiling his city."

Andrew W. Crawford, of Philadelphia, said that billboards made hiding-places for loiterers and criminals.

Paris Writers Would Bar Camera Men

Question as to the eligibility of newspaper photographers for membership in the Anglo-American Press Association of Paris has created quite a stir. Victor Console, art editor and chief photographer of the Paris edition of the London Daily Mail and personally very popular, is the storm center. After two attempts by his friends, Mr. Console was elected to associate membership with no voting privileges "subject to the approval of the next general meeting." It is expected that this meeting will not approve, because it would establish a precedent under which all other American and English press photographers might be nominated for membership, to say nothing of the camera men of British and American film companies, thus threatening the solidarity of the associa-

tion. At present there are 90 members and 10 associates, all of whom except Mr. Console are magazine writers or former newspaper correspondents.

PULP MILLS WIN WITH SENATE COMMITTEE

5 Per Cent Duty on Chemical Wood-pulp in Proposed Tariff—Fight on Floor Seems Likely

(By Telephone to Editor & Publisher) WASHINGTON, March 30.—The Senate finance committee at a meeting Wednesday night, with the majority members present, decided to include in the proposed tariff a 5 per cent duty on chemical wood pulp. Ground wood pulp and newsprint will remain upon the free list.

Originally this move for duty on sulphite and sulphate pulp, as noted in EDITOR AND PUBLISHER last week, was for a 10 per cent import tax. This was strongly opposed and it is believed that this smaller duty on chemical wood pulp will meet stiff resistance on the floor if the bill reported to the Senate by the finance committee contains this provision.

The average yearly consumption of chemical wood pulp of the United States is approximately 2,000,000 tons, of which 1,500,000 are produced in the country and 500,000 tons imported, mostly from Canada. There are 215 mills in the country which do not make their own chemical wood pulp necessary for the manufacture of newsprint paper.

The House tariff bill as transmitted to the Senate left chemical wood pulp upon the free list together with ground wood pulp and newsprint.

WHITE HOUSE GUESTS

Mrs. Harding Entertains Washington Newspaper Women

Washington newspaper women, who have frequently been the guests of Mrs. Harding at the White House and aboard the Mayflower, helped her celebrate what she chose to call her first birthday at the White House last Saturday. Among the writers at this informal little function were: Mrs. Villa Poe Wilson, Washington Post; Mrs. Bertha Martin, Washington Post; Miss Ruth Jones, Washington Times; Miss Rilla Engle, Washington Times; Miss Mildred Morris, Cosmopolitan Service; Miss Martha Strayer, Washington News; Mrs. Sally Vawter Pickett, Washington Star; Miss May Kearny, Washington Star; Miss Katherine Brooks, Washington Star; Mrs. Evelyn Hunt, Washington Herald; Miss Gourley Edwards, Washington Herald; Miss Margaret Wade, New York Times; Miss Winifred Mallon, Chicago Tribune; Miss Cora Rigby, Christian Science Monitor; Mrs. Lelia Wilson Bathon, Baltimore American; Mrs. Elizabeth Steele, Philadelphia Inquirer; Miss Constance Drexel, Philadelphia Public Ledger; Miss Maude MacDougall, Philadelphia Public Ledger; Miss Roberta Bradshaw, Woman's Wear; Mrs. Carolyn Bell, Consolidated Press; Miss Mayme Ober Peake, Boston Globe; Mrs. George F. Richards, Worcester Gazette; Mrs. Frances Parkinson Keyes, Good Housekeeping; Mrs. Hobart Brooks, Indianapolis News, and Mrs. Florence Boeckel of the Council on Limitation of Armaments.

Special Cars to I. C. M. A.

Arrangements are being made with the New York Central Railroad, according to A. E. MacKinnon, for special cars to take the New York and New England contingents of the International Circulation Managers' Association to the I. C. M. A. convention in Indianapolis in June, if the number of members going from these sections warrant it. Those who desire to avail themselves of the arrangement should advise James McKernan of the New York World.

NEW CLEVELAND DAILY PASSES FIRST MONTH

Six-Day Business Paper Has Complete Plant, Except Presses—Using Three News Services and Own Reports

(By Telegraph to Editor & Publisher)

CLEVELAND, March 30.—The Cleveland Commercial, whose first issue was dated March 2, has had a satisfactory first month of life, according to its publishers. The Commercial is a six-day morning paper, issued for business people and generally running 10 pages of eight columns.

O. K. Shimansky, publisher of The Columbus Journal of Commerce, is president of the Cleveland paper, and Samuel Scovil, formerly general manager of The Cleveland Illuminating Company, is treasurer. Karl Shimansky is business manager and O. K. Shimansky is editor. Leslie Allen is the New York news representative and Powers & Stone, Inc., New York and Chicago, are the foreign advertising representatives. Paul Purman is news editor, Paul Newmann city editor, Walter I. Robinson editorial writer, and Paul Hart, formerly of the Wichita (Kan.) Beacon, is advertising manager.

"We are conducting what may be called a class daily paper," said Karl Shimansky. "We aim to print clean, wholesome news, making a special appeal to business people. Nationally our politics is Republican. Locally, we are independent. We are charging three cents for the paper, believing we can get over a high grade three-cent paper with less circulation than on a two-cent basis. We have a complete newspaper plant, except presses, our presswork being done by another daily paper. We expect to increase the size of the Commercial soon to 12 pages. Advertising and circulation are increasing at a healthy rate."

The Commercial receives the complete leased wire service of the United News, the Philadelphia Public Ledger and the New York World, besides maintaining its own correspondents.

Financial news from New York, Chicago and elsewhere is printed, with special articles by well known writers. Sports, theatres, the movies and produce markets are covered. But there is no "woman's department."

PRESS AGENCY DOESN'T PAY

Charles Hoyt Tells Birthday Diners Merits of True Advertising

Advertisers, publishers and heads of advertising agencies attended a birthday dinner given in honor of Charles W. Hoyt, head and founder of Hoyt's Service, by his business associates and friends at the Ambassador, New York, on March 24.

"In my opinion, advertising—the kind of advertising that we call paid for, display advertising, as contrasted with the subtle, uncertain kind known as press agent work," said Mr. Hoyt in his speech in reply to those who had preceded him, "is destined to be used in this country and throughout the world for the development and accomplishment of some marvelous ideals. Advertising is molding public opinion, and it is going to mold it the right way."

"I believe that sooner or later the United States Government will see fit to employ advertising as the best and cheapest way to educate and inform the people as to what it is doing. Labor and capital will tell their stories through advertising. If we have great movements in the future, advertising will be looked upon as the best available tool for presenting the merits and demerits of proposed measures."

The list of speakers at this dinner included Hon. John Q. Tilson, member of the House of Representatives; B. C. Forbes, publisher of Forbes Magazine;

Arthur H. Gates of Armour & Company; W. Grant Palmer of W. S. Hill Co.; Alfred C. Gilbert, president of The A. C. Gilbert Company; James O'Shaughnessy, executive secretary, American Association of Advertising Agencies; E. Francis Swan, Joseph Burnett Co., and Ralph L. Talley, vice-president, Hoyt's Service. A. W. Erickson, president of The American Association of Advertising Agencies, was toastmaster.

A. P. C. CALLS ON HARDING

Plans for Second Class Postal Reduction Campaign Prepared

The campaign of the American Publishers' Conference, the organization recently formed to work for a reduction of the last two increases on postal rates on second class matter, was inaugurated here Monday by a visit of the organization committee to the White House where the proposal was submitted to President Harding.

Although declining to commit himself on the plan of the Conference, the President, it is understood, expressed gratification over the fact that the publishing industry as a whole had united to protect its interests and better its conditions. The committee, which consisted of A. C. Pearson, chairman; L. B. Palmer, manager of the American Newspaper Publishers' Association; Urey Woodson, Southern Newspaper Publishers' Association; Frederic W. Hume, executive secretary of the National Publishers' Association; A. O. Backert and Jesse Neal of the Associated Business Papers, Inc., was told that the President was in hearty sympathy with the enterprise.

The committee after a two-day session, at which tentative plans for the campaign were gone over, drew up a letter which was sent to members of Congress informing them of the organization of the Conference, and a letter to 22,000 publishers of the country, outlining to them the points of the conference's postal program. They are (1) retention of the free-in-county privilege, (2) retention of the zone system, and (3) repeal of the last two postal increase laws.

Dougherty Waxes Wealthy

E. G. Dougherty, who gives most of the State of Iowa the Washington news through the string of newspapers he corresponds for, has accomplished a rare feat for a newspaper man. Mr. Dougherty has acquired a new house, a new automobile and a new son all within the past two months. Commenting of the last named acquisition, the Davenport Democrat, one of Mr. Dougherty's papers, had this to say: "If the dispatches of the Democrat's Washington correspondent, E. G. Dougherty, take on an unusually roseate hue this month, it is because of the advent in his home of John Conroy Dougherty, in whose christening there also figured the name of the mother."

Ink Firm Adds Salesmen

Recent additions to the ink sales force of J. M. Huber, New York, include A. Vincent Weber, J. Henry Stephany, and J. W. Coleman. Mr. Weber has been with the John Thompson Press Company, E. A. Paul Wolf Company, and Dennison & Sons. Mr. Stephany has been associated with the F. Wesel Manufacturing Company, Keystone Type Foundry, American Typefounders' Company and the Syracuse Smelting Works. Mr. Coleman was for twelve years press-room executive for Sears Roebuck.

Fort Worth Press Sued

Suit for \$100,000 damages has been filed against the Fort Worth (Tex.) Press, by John Bostick, Jr. He alleges that he suffered damage as result of an item published in the press stating that he was arrested for drunkenness. As a correction the Press published a statement that John Bostick, Jr., was not the person arrested, but that it was another man of the same name.

RADIOPHONE SUPPLY ADS. SOUGHT AS NATIONAL AND LOCAL BUSINESS

Agencies Placing Accounts Get Convincing Letter from N. A. N. E. Member—Department Stores Not Entitled to Special Rate

By RALPH PERRY

RADIO communication has invaded the ranks of N. A. N. E.

That it would happen sooner or later was predicted a long time ago. Today members of the association are installing broadcasting stations for the sending out to amateurs and others the news of the day, concerts, police reports, crop reports and what not.

Who knows that advertising agencies may not avail themselves of the service and order copy changes on the spur of the moment by the mere tossing of a message to the winds, instead of by telegram or special post?

One by one, N. A. N. E. members are yielding to the demands of the editorial department—that the paper fall in line and open up a radio department. In one Southern city of approximately 100,000 population there are over 300 known receiving stations. These 300 stations probably are responsible for the enjoyment of an average of 10 to 20 persons per station. Broadcasting is being done not only by municipal stations but by a newspaper. It has been stated that the radio column is the most popular department—sports not excepted.

A new field for newspaper advertising is being opened. Where in the past manufacturers of radio goods have confined their copy largely to the so-called technical publications, several have started national magazine campaigns, a few have broken into newspapers.

With the installation of broadcasting stations by newspapers, a tremendously profitable field is being opened by them for the solicitation of radio supply copy. The fact that the newspaper serves a territory direct through its broadcasting service, and carries a department of interest to radio bugs—who must, like a Ford owner, continually "be buying something," there exists no question that the manufacturer of radio equipment and supplies will find advertising in newspapers far more profitable than in that general class of publications.

One newspaper for instance has sent out the following bulletin to its advertising agencies calling attention to the fact that it now operates a radio broadcasting station:

"The advertising station of this section of the United States. Weather reports are sent out of here daily and concerts played for the edification of hundreds who have installed receiving sets.

"If you have a radio account, every man and woman for hundreds of miles around here will be vitally interested in reading and advertising. Never before in the history of this city has a subject gripped the people as has the wireless and radio.

"This is the only newspaper that is absolutely an authority on the subject. Readers have been quick to grasp this fact and they continually ask where they can buy, either locally or by mail, receiving parts or sets.

"This information is sent you as a matter of record. — afford you a very fine market for expensive as well as moderately-priced goods of this character."

From the above it can be seen that at least one good N. A. N. E. member is planning on making hay while the sun shines. Before the end of the year, it has been predicted that radio broadcasting apparatus will be standard equipment for daily papers.

THE bonus plan seems to be attracting attention of members, judging from suggestions which come into headquarters regarding the possibility of having it on the table for discussion at the coming convention.

That the bonus plan is productive of good results is admitted, but there seems to be a diversity of opinion as to the best method to gain maximum results. One publisher has a pet plan which he contends is the best, and another suggests another plan directly opposite.

MR. PERRY conducts in Editor & Publisher each week (under the auspices of the National Association of Newspaper Executives, of which he is secretary) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism or comment on any views expressed and contributions should be sent to the office of the president of the N. A. N. E., Star-Telegram, Ft. Worth, Tex.

Within the past week some of the questions and suggestions received include: "Does a bonus system really increase local display advertising? What is its effect on the local advertising staff?"

"What is the net result of the bonus system? Does the increase in business justify paying this bonus or does it indicate that the advertising manager has a local display staff that works only when a bonus is offered?"

"Is it possible to 'pep' up a local display staff to produce the same amount of business without giving it presents in the shape of bonuses?"

These are a few of the questions which are being asked. It would seem to indicate that the bonus plan is coming in for a lot of hot discussion at the coming convention.

BROTHER J. K. Groom, editor-in-chief of the Dope Sheet, published in the interests of the Northern Illinois group, has a little dope this month in what he calls "An Appeal to Farmers," in which he says:

"I contend that local newspapers are best for advertising of all articles of consumption and use on the farm and in the farm home.

"Nobody has more extensive or accurate statistics than the Curtis Publishing Company. They are so full and complete that if I could make use of them in connection with an attentive hearing before the powers that spend advertising money I know I could switch a lot of their advertising to newspapers.

"For instance, they admit that the circulations of their publications are in cities and as proof that supplies for the farms and farm homes should be published therein, they show that half the farm owners live in the city.

"So they get half the farmers and agriculturals get the other half. That is fine business, between them they get all the farmers, either actually on the farm or those farming by proxy.

"But the newspapers get them all at once without the use of any other medicine.

"Then why not use newspapers? "And is there any doubt about newspapers being best.

"People feel they must read newspapers. That being so, which is the best for any kind of advertising? Necessity is an urge that moves the whole mass.

"There may be in the minds of some the 'must' urge toward certain farm papers. But the up-to-date farmer, particularly the city dweller, is reading the Agricultural College bulletins these days for most of his 'must' reading, while both in city and country the newspapers hold the 'must' urge for everybody.

"And so I contend that newspapers are best for reaching the farmers."

THAT department stores should not pay less than the lowest local rate is the consensus of opinion of many N. A. N. E. members who are opposed to the plan adopted by some newspapers which allow department stores a special rate, presumably because it is their opinion that department store advertis-

ing is more or less "news" and that they should be entitled to more consideration than other advertisers.

Many papers have a flat rate, regardless of the amount of lineage used by department stores, while others base their rates on the amount of lineage used within a given time.

That abuses exist is admitted, and it has been suggested that discussion of the so-called department store rate be given some time at the coming convention.

As one executive puts it: "There is no reason in the world why a department store should pay any less than the lowest local rate. The idea of giving preference for the purpose of securing a larger volume of this business, is fundamentally wrong. Admitting the department store claim that their advertising is a valuable requisite to the columns of any paper, that is the greatest reason why the department store should advertise and at the same time pay an equitable rate.

"Department store advertising, requiring as it does unusual attention in the mechanical department, as a rule, is more expensive copy to handle than the general run of advertising copy, except, of course, when it is mat and plate copy.

"I am of the opinion that no newspaper should grant any department store a rate lower than the lowest local rate. The sliding scale rate has both advantages and disadvantages, for the short rate problem is always bound to crop up, if care is not exercised in handling the account. A flat rate on local advertising, regardless of lineage, would probably help materially, if it could be agreed upon by all newspapers in any city."

TO what extent the recommendations of a local agent or wholesaler affect the decision of an advertising agency in placing contracts, is a question which seems to be paramount in the minds of a number of N. A. N. E. members. Some intimate that contracts in the past have been placed through this method, and that a personal element of bias has been introduced by the local agent or representative, in submitting recommendations to the agency requesting disinterested authentic information concerning the value of the publication to be used.

It is contended that while a local representative can in some instances give intelligent information concerning the status of a newspaper in the field in which he serves, he can by no means give complete information, and that no agency should make its decision entirely on information sent in by any local representative. As one publisher puts it:

"The alleged practice of agencies depending on the report of a local manufacturer's agent, as to the advisability of placing an account, should not be final, and whatever data may be submitted by him should be checked against other available records, to prevent a decision which might be unfair to both the paper and the advertiser.

In the smaller communities there always exist supporters of each paper, and advertising to some extent is naturally affected by conditions of this sort. The agency, which is not concerned in the local situation, must of course, when called upon to make a decision, base that judgment on facts at their disposal. There are so many ways of checking up and securing the necessary information that it seems unnecessary to even suggest that such conditions exist, yet I have knowledge of such conditions, not only in my own community but in others, where some agencies have placed copy practically on the representations of local manufacturer's representatives, who were not qualified to make recommendations regarding the status of either of the three papers, other than from a personal standpoint."

Norse Paper Reaches Portland, Ore.

Eleven carloads of Norwegian newsprint have been received in Portland, Ore., aboard the motorship Theodore Roosevelt, consigned to the Portland Telegram.

A. A. C. W. MEMBERS FIND HARD TIMES ARE OVER

Better Business Bureaus' Work Prominent on Program of 7th District Meeting at Fort Smith Last Week

FORT SMITH, Ark., March 27.—"It is the sense of the Seventh District Association, here in convention assembled, that hard times are past, that better times are here and that good times are at our finger tips. Let's go get them."

This resolution adopted at the first convention of the Associated Clubs in the Seventh District Association, which met here last Wednesday and Thursday, showed the spirit of the thirty-five or forty delegates who attended. The resolutions were adopted following a discussion of the address by E. E. Geer, general manager of the Geer Department Stores, Springfield, Mo., on "How We Increased Business in 1921."

Mr. Geer attributed the increase of business to the increased use of advertising, which he said was the greatest power on earth, and the organization of the forces within the store so as to bring about a friendly spirit of competition.

Fifteen of the 21 clubs in the States of Missouri, Oklahoma, Arkansas, Oklahoma and Kansas were represented. Ray Gill, secretary of the Business Men's Club of Fort Smith, opened the convention in place of Daniel A. Ruebel, of St. Louis, who was unable to attend. W. H. Johnson, a banker, of Fort Smith, delivered the address of welcome, which was responded to by Lou Holland, of Kansas City, president of the association.

Mr. Holland urged the clubs to stick closer to advertising problems, and he also asked that they give closer support to the Better Business Bureau movement.

Miss Minnie Buzbee's paper on "Humanizing Advertising" was read by her fellow townsman, R. C. Irvine, of Little Rock. J. P. Jolly, publisher of the Warren (Ark.) Eagle-Democrat, spoke on "Making Local Advertising More Productive," and the first day's business session was ended with a talk by Joseph J. Manlove, of Joplin, who told of the work of the Ozark Playgrounds Association.

Former Governor C. A. Brough, of Arkansas was the principal speaker at the banquet in the evening.

The first paper of the second day was by Bert Barnett, St. Louis, advertising manager of the Friedman-Shelby Branch of the International Shoe Company, who spoke on "The Retail Clerk—His Opportunity." Mr. Barnett's paper was read by Charles W. Collier, secretary of the Advertising Club of St. Louis. E. J. Brennan, manager of the Better Business Bureau of St. Louis, discussed vigilance work.

Following Mr. Brennan's talk, and one by George M. Husser, manager Advertisers' Protective Bureau of Kansas City, a co-operative arrangement for better business bureau work, was made, the work to be perfected by a committee composed of Mr. Brennan, chairman, Mr. Husser, P. W. Benton, Pine Bluff, Ark.; John Millhaupt, Wichita, Kan., and Glenn Snyder, St. Joseph, Mo.

The association also decided to form a speakers' bureau, and a research bureau. The association will meet next in Milwaukee, during the convention of the Associated Clubs of the World.

A. F. Executive Committee Meets

The executive committee of the Associated Press transacted only routine business at its meeting March 29. Those present were Frank B. Noyes, Washington Star; Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pitts-burgh Dispatch; Elbert H. Baker, Cleveland Plain Dealer; Herbert F. Gunnison, Brooklyn Eagle; W. L. McLean, Philadelphia Bulletin; Frederick Roy Martin, general manager; Melville E. Stone, counselor; Jackson S. Elliott and Kent Cooper, assistant general managers.

The Adventures
of



will be
released

Raggedy Ann and Raggedy Andy

APRIL 24

THE BABY AND RETAIL TRADE

Marshall Field & Co. Emphasizes
Importance of Infant Customers
(Special to The New York Times)

CHICAGO, March 28.—In a forty-two-page book which Marshall Field & Co. has just issued for its merchant customers, the importance of the baby in retail business is stressed. It is pointed out that of every 1,000 customers, 240 are below the age of ten years. The importance of the baby as a customer is thus expressed:

"All the year round there is a steady demand in your locality for a line of merchandise that is used by 240 people out of every 1,000. That proportion, 24 per cent. of the population, are under ten years of age—potential customers for infants' and children's wear.

"This great part of your trade is especially powerful in the creation of good-will. Good-will while partly due to reason, is largely based on sentiment. Acquaintance, personal likes, response to service, habit—many small unanalyzed influences are back of your regular patronage. The sale of infants' and children's wear gives you the best of opportunity to use sentiment to gain and hold customers. For if you please a mother with an article for her baby, you have entrenched your store in her favor more deeply and lastingly than you could have done in any other way.

If a great
store finds
children
worth
cultivating,
no
newspaper
can afford
to overlook
them.

The Marshall Field store, Chicago, held a RAGGEDY ANN and RAGGEDY ANDY day last year attended by 10,000 children.

Schools in Kansas City, Kansas, are reading RAGGEDY ANN—the book now in its 60th edition—to the kiddies.

Your own child knows and loves the RAGGEDY ANN and RAGGEDY ANDY dolls—they're a part of every nursery in America.

This—the outstanding top-notch children's feature—is in a class by itself. JOHNNY GRUELLE, the author, is the supreme juvenile story genius in the world today—he is to his field what Edison is to electricity.

This feature already reserved for New York, Chicago, Detroit, Pittsburgh, Indianapolis, Sioux City, Seattle, etc.

JOHNNY GRUELLE will write and illustrate each story—it's all NEW, UNPUBLISHED matter.

You'll want RAGGEDY ANN and RAGGEDY ANDY for your city. Better wire. First publication in any newspaper April 24th.

United Feature Syndicate

UNITED PRESS HEADQUARTERS

Norris A. Huse
General Manager

World Building
New York



PRINTING ALL THE NEWS AND KEEPING WITHIN THE LAW

"What Articles Are Libelous?" Is Question Every Newspaper Man Should Be Able to Answer—Most Innocent Sort of Mistake May Come Under Head

By LOUIS G. CALDWELL

EDITORIAL NOTE:—This is the sixth and final article of a series on the subject of libel by Mr. Caldwell, of the firm of McCormick, Kirkland, Patterson and Fleming, attorneys for the Chicago Tribune. Credit is due to the Trib, house organ of the Tribune, for publication in EDITOR & PUBLISHER. The articles have appeared in EDITOR & PUBLISHER starting with February 25 and continuing to date.

IN the ordinary libel case a plaintiff does not have to prove any damages to himself or his character in order to recover even very substantial sums. The law presumes that certain damages naturally and necessarily result from the publication of a libelous article, such as injury to feelings, mental suffering, injury to character and reputation and similar injuries incapable of definite money valuation. In assessing the amount of damages the jury may also consider the nature of the imputation, including time, manner and language in which the charge was made, and the character, condition, and influence of the parties. Special damages, such as loss of employment, or loss of business, must, however, be proved.

The size of a newspaper's circulation and its wealth may be shown and considered in assessing damages. In other words, a great newspaper such as the Tribune is peculiarly liable to be assessed large sums of money as damages.

In actions for libel and slander a plaintiff may recover not only compensation for injury he has actually suffered, but also very frequently he may recover punitive damages, that is damages the purpose of which is to punish the defendant. This is particularly true where a newspaper is shown to have acted with actual malice, as when it publishes a libelous article knowing it to be untrue or recklessly without any attempt to verify its truth. If the newspaper reiterates the charge, after warning that it is untrue, the damages will often be aggravated.

On the other hand, a newspaper will be allowed to prove a variety of circumstances tending to show that it acted in good faith and without malice, to mitigate the damages. Belief in the truth, based on information derived from reliable sources or after due investigation, may be shown in mitigation, although in this state the newspaper cannot ordinarily show what facts it relied on unless it actually pleads that the article is true. General reports, rumors, or suspicions will not be allowed to be shown.

A newspaper may show that the alleged libel was provoked by the conduct of the plaintiff, such as when a newspaper article is written in reply to, or in the nature of a commentary on, a writing by the plaintiff. It may also prove that the plaintiff has a general bad character, but may not prove any particular acts of misconduct.

A retraction of a story is not a defense. No matter how much a newspaper publicly apologizes for a libelous article, it will suffer damages for publishing it. But retractions made before any suit is commenced against it will ordinarily mitigate and lessen the damages.

A corporation owning a newspaper is, of course, liable for libelous articles appearing in the newspaper, as well as an individual proprietor where there is no corporation. The officers and employees of the corporation are ordinarily not personally liable in the absence of some sort of personal participation in the publication complained of.

But if any sort of such participation is shown, directly or indirectly, the editors, managers, reporters, printers, distributors and sellers may be held personally liable. So also may a contributor who sends manuscript for publication. Distributors and sellers may be exonerated if they did not know that the newspaper contained libelous matter, but the burden is on them to prove their lack of knowledge.

An action for slander of title may be brought where false statements are made regarding a person's title to property, whereby he is prevented from making a sale which he had in prospect, or loses customers. Instances of this are false statements that a person's title to land has some cloud upon it, or that a person's goods are infringements of patent rights. Similarly, an action may be brought where a defendant falsely disparages, not the ownership or title of property, but its quality, purity or value. In each case the plaintiff must prove actual damage.

These actions must not be confused with actions for libel and slander. In the latter something is said about a person as an individual, reflecting upon his character, and reputation. In the former, however, there is no imputation against the individual; it is solely against his property. An example of disparagement of property would be a statement that certain eggs which a person owns are rotten; an example of a libel would be a statement that a certain grocer sells rotten eggs.

In the ordinary case malice on the part of the defendant must be shown, though this may be presumed from the falsity of the charge in certain cases. A newspaper should be careful that the advertisements it publishes do not contain matter reflecting directly and by name on the goods of a competitor of the advertiser.

It is not generally realized that the publication of a libel is a crime, as well as grounds for an action of damages. There have been comparatively few criminal prosecutions for libel, but as long as it remains in the category of crimes, newspaper men have an additional reason for caution and accuracy. The Illinois statute, which is typical of the statutes in force in many of the states, is as follows:

A libel is a malicious defamation, expressed either by printing, or by signs or pictures, or the like, tending to blacken the memory of one who is dead, or to impeach the honesty, integrity, virtue or reputation or publish the natural defects of one who is alive, and thereby to expose him to public hatred, contempt, ridicule, or financial injury.

Every person, whether writer or publisher, convicted of libel shall be fined not exceeding \$500, or confined in the

county jail for a term not exceeding one year.

In all prosecutions for libel, the truth, when published with good motives, and for justifiable ends, shall be a sufficient defense.

The writer, in concluding this brief review of the law of libel, realizes with regret that in many respects it has been incomplete and lacking in proportion. Limitations of time and space have precluded the citation of many illustrative cases. Without such citation the bare statement of legal principles is not any too helpful and may be even misleading. If, however, he has succeeded in outlining the subject so that readers may at least know when in their work they are treading on doubtful legal ground, he will feel repaid for what has been to him a very pleasant work.

Ad Writing Contests in Maine

An advertisement writing contest will be begun on April 1 by the Portland (Me.) Express, Lewiston Journal and Bangor Commercial jointly. The contest is in charge of the Zain Advertising Service of Boston, which recently completed a similar contest in the Manchester (N. H.) Union-Leader.

Food for Chicago Veterans

The Chicago Evening American got in touch with a restaurant and provided hot coffee and food for wounded veterans of the world war, payments to whom had been tied up through government red tape.

EDITORIALS IN PICTURES

Four Photos and One-Line Captions on Bonus in N. Y. News

An editorial in picture form was used in the New York Daily News, last week, four photographs, three columns wide, taking the place of the type editorial. The subject discussed was the soldier bonus, and the four views are actual photographs of episodes in the life of a soldier during the past five years.

The editorial was headed "You rich and prosperous people." The first photo, which showed the soldiers in parade prior to going overseas, was captioned "You cheered our soldiers when they went away." The second photo, portraying three American doughboys in the trenches, was entitled "You called them heroes when they suffered in the mud-holes of France." The third, showing the reception being accorded the "conquering heroes," was captioned "You welcomed them as saviors of the nation when they came back with the war won." The fourth picture depicts men out of work, sitting in the park, with the caption "And now you call them robbers and mercenaries because they ask simple justice—a bonus. Are you quite fair?"

Trophy for St. Paul Golfers

The St. Paul Dispatch and Pioneer Press offer a silver trophy to the winner of a prospective golf contest, for which members of all recognized golf associations are eligible.



Baltimore Leads in Millinery Jobbing

Baltimore leads the country in the millinery jobbing trade. Firms like Armstrong, Cator and Company, bringing a nation-wide business to Baltimore, make it no uncommon thing to have in this city on the same day 500 buyers from outside the state for this type of merchandise.

National manufacturers whose products are prominent in wholesale and retail stocks here, have the opportunity of reaching and impressing tens of thousands of merchant buyers visiting Baltimore wholesale houses yearly—an audience in a buying frame of mind.

By using NEWS and AMERICAN advertising to gain prominence for your products in Baltimore, you employ a combination, each unit of which possesses an individuality that makes it conspicuous in the newspaper world.

The AMERICAN, proud of its historic past, but not attempting to subsist on the glory of it, is a live, forward-looking morning newspaper of today, and a most vital element in the life of Baltimore and Maryland. The NEWS is Baltimore's pioneer evening newspaper, wielding a power and influence in an evening newspaper town that makes its columns of inestimable value to advertisers.

Nearly 180,000 homes in Baltimore and close vicinity are reached by the NEWS or the AMERICAN—either one paper or the other—every day.

NEWS and AMERICAN advertising gives the advantage of a combined rate on 1,000 line contract of 30 cents daily, Sunday 35 cents; Sunday American Rotogravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

How a web
ADVERTISING MANAGER

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

Carpenter's World Travels

1816 H Street
Washington, D. C.

FRANK G. CARPENTER
Dudley Harmon, *Associate*

MR. CARPENTER
ANNOUNCES
HIS SAILING IN JUNE
TO WRITE
A NEW SERIES
OF
LETTERS FROM EUROPE



TO BE AVAILABLE
FOR PUBLICATION
WEEKLY IN 1922
AND 1923.

“Reading Carpenter is Seeing the World”

CULTIVATING HOME-TOWN INTERESTS BUILDS BIG CIRCULATION

London Evening News Cited as Ideal Example of Success in Capitalizing Home-Town News and Features to a Fine Degree—Sales and Advertising Increase

By **HERBERT C. RIDOUT**

London Editor, Editor & Publisher

THE constant endeavors of EDITOR & PUBLISHER to indicate the vital importance of studying home-town interests and their news-values to publishers suggest that a British success in this special connection may have some points for those who may not appreciate to the full the significance of that phase of news gathering.

I should describe the London Evening News as a real model of the ideal materialization of the principle of cultivating home-town interests. It is as near 100 per cent in this respect as any paper in the British Isles.

The Evening News is obviously published for the masses. Its radius of circulation extends to about fifty miles from London, but the great bulk of its circulation is within the metropolis itself, the largest editions being those of 5 o'clock, 6:30 and the "late" edition, the latter being on sale in the city itself by the time the 6:30 has penetrated to the suburbs.

Its national news service is, of course, the first page predominant feature, but beyond this comes a remarkable service of London and suburban news treated not in the formal language of the average reporter, or in the direct, trimming-less style of the American journal, but in an easy, semi-chatty descriptive style that permits of a strong feminine appeal.

Indeed, it is quite evident to any who study the Evening News style that its directors aim to create a home-interest atmosphere in every direction, and this has the result of securing the paper being taken home for feminine perusal where the more dignified papers retain only the masculine interest.

OTHER REFLECTIONS

This reflects in other ways too. There is a well-conducted woman's page of a news-cum-magazine type and, of course, a serial—the latter invariably dealing with some domestic or feminine problem with its story centered mainly upon metropolitan scenes.

Everything is hinged on London, its people, its streets, its life and its comedies and tragedies. One example of the ingenuity displayed in treating London news, is the selection of some police-court case with a comedy touch and narrating it in rhymed paragraphs. On one occasion when it was omitted readers wrote asking why—and it is accordingly established as a daily feature, not prominently placed, but unobtrusively tucked away as any ordinary news item, so that readers have to look for it.

Perhaps the most appreciated section of the paper after the big news features, is a social gossip column under the heading of "Diary of a Man About Town," conducted by "Quex." This writer is a young officer who serviced in the war and with a bright pen he pictures the personalities in the London news—political, social, art and dramatic—sometimes hazarding shrewd guesses at the possible solutions of various current problems discussed in the news; guesses that—as in the case of foretelling the Irish settlement—frequently show him to be well "in the know." A deft touch is given to this feature by the final paragraph which always carries the headline "Who told you that?" and takes the form of a snappy joke—sometimes a chestnut, but as often as not the current good story going the rounds. It leaves the reader with a smile, anyway.

Flanking this column are the leaderettes—one discursive of the topics of the moment, and two or three light comments on outstanding items in the news. Let it always the London—the home-town—element predominates. Adjoining are invariably two or three short magazine

articles, which, in common with others on another page, invariably deal with some feature of special interest to London readers—dealing with the lure of London, its quaint phases, its odd characters, its strange and unfamiliar facets, its diverse modes of living, and its history as it affects contemporary doings. recently it showed a series of photos of street scenes of thirty years ago side by side with the same streets as they are today; again, a page of London celebrities or notorieties of a quarter of a century ago—again, a page of pictures of old London professions.

CORRESPONDENCE SHOWS INTEREST

That these touches of home-town interest are appreciated is shown by the voluminous correspondence many of them evoke.

Typical of the directorial attitude to this home-town atmosphere is a daily feature, signed by "The Londoner," a column of delightful philosophy on a multitude of subjects, but again, all invariably coming back to link up with the life and doings of the metropolis.

The natural question that here arises is whether that home-town treatment is profitable. The answer can be given in several ways. For one thing the Evening News has a guaranteed net sale of 784,000 daily—the largest of any London evening paper. It carries more classified advertisements—usually a half page in six point—at approximately a dollar a line. It carries more display advertising—with the London stores heavily represented—and the per-inch rate is about \$7.50 flat.

If ever evidence were desired as to the value of cultivating the home-town interest right down to the single-line news item, I think the London Evening News would provide it. I know of no other British newspaper in which it is practiced to so fine or so complete a degree. It is assuredly a model of what a home-town paper can and should be.

PRIZE PAPER RULES

Texas Press Contest for Belo Cup— Other Prizes Offered

A number of papers are going to compete for the Belo loving cup offered by A. H. Belo & Co. for the best and neatest weekly newspaper published in Texas. Sam P. Harben, secretary of the Texas Press Association and editor and publisher of the Richardson Echo, has announced the following rules for contestants for this prize: Any member of the Texas Press Association, publishing a weekly paper, may enter his publication. A committee appointed by the president will have charge of the award. Four issues of the paper must be submitted, all bearing date since Jan. 1, 1922. The award will be made on the point system, twenty points for each will be allowed for set-up and display of ads; make-up, considering advertiser's position and conveniences of the reader; press work; arrangement and classification of local and general news carried; general technical showing of publication, considering equipment available. Papers must be filed first morning of meeting and give information of shop, machines, presses and number of mechanical employees.

In addition, Harry Olmstead, president of the Southwestern Paper Company, has offered a silver cup for the best all-around showing of job work open to all members of the Texas Press Association. The winner of this cup three years in succession will be given it outright. The Barnhart Type Founders Company, Dallas, has offered three prizes for superior typographical work, and the Miller-Cooper Ink Company, a prize for the best inking combination on a job.

NEW VOTE ON "FREE" PAPERS

First A. B. C. Referendum Inconclusive— —One Question on New Ballot

The Audit Bureau of Circulation, which recently circulated a ballot among its membership for a referendum on the desirability of the audit bureau continuing or eliminating from its membership free circulation publications, announces that a new referendum is to be taken on the following question, inasmuch as the first was not considered by the board of directors to be decisive: "Are you in favor of the Audit Bureau of Circulation having in its membership publications whose circulation, under the rules of the bureau, is free?" The ballots were sent out March 28.

Rosier Creditors Divide Assets

Frank S. Schrenk, counsel for Oscar Rosier, the Philadelphia advertising man who was shot and killed by his wife in January, announced this week that the Rosier Agency was bankrupt. He said no petition in bankruptcy was filed because the creditors decided to make a pro rata distribution in order to eliminate the cost of bankruptcy proceedings.

Hagerstown Paper Increases Capital

Stockholders of the Hagerstown (Md.) Herald Publishing Company have voted to increase capitalization to \$50,000, from 1,000 \$50 shares.

Nebraska Daily Sold

The Columbus (Neb.) Daily News was sold to Edgar Howard, editor of the Columbus Weekly Telegram.

Business Is Coming to Baltimore

Manufacturers all over the country are beginning to wake up to the possibilities of Baltimore as a buying center.

That you can cover Baltimore thoroughly through THE SUN is evidenced by its concentrated circulation. Of its 226,000 daily, 183,683 are sold in the city limits—where, according to latest statistics, there are 123,000 white English-speaking families—

Seventy-three and eight-tenths per cent. of the population of Baltimore is native white. Sixty-two and three-tenths per cent. of the population of Maryland—902,122 people—live in the city and the four counties that form Baltimore's buying radius.

Here is a concentrated territory that is thoroughly worth going after—especially when you consider that it can be completely covered by one newspaper, the BALTIMORE SUN, which has a paid circulation of 226,000 daily and 156,000 Sunday, largely within this area.

Ask THE SUN'S Merchandising Service Department for further information.

Everything in Baltimore Revolves Around

THE MORNING		SUN EVENING SUNDAY
JOHN B. WOODWARD Times Bldg., New York		GUY S. OSBORN Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
---They Say "Sunpaper"



INTERTYPE
"THE BETTER MACHINE"

WHY is the INTERTYPE "The Better Machine"? Our series of practical talks in Editor & Publisher tell the story. Follow them—on page 2—every other week.

INTERTYPE CORPORATION
805 Terminal Bldg., Brooklyn, N. Y.
548 Rand-McNally Bldg., Chicago
301 Glaslyn Bldg., Memphis
301 Aronson Bldg., San Francisco

Canadian Agents:
Toronto Type Foundry Co., Ltd.

"CASE HARDENED" REAL ESTATE AGENT SOLD BY LABORATORY ADS.

Copy That Passes Sixty Students of Advertising Appealed to Prospect Who Was Deaf to Usual Solicitation—Where Classified Can Be Used to Supplement Display

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

"ARE we going to carry any of Billings' copy on his new tract?" Dawson, the classified manager, was speaking.

"Not a chance. It's a high class proposition: \$15,000 restrictions. He's planning to use the Times exclusively, display and classified. I hammered away for nearly an hour to no apparent purpose. I conceded that the Times was his 100 per cent buy, but tried to elose him on the claim that the Gazette would show him adequate returns also per dollar expended. But you know Billings," and Conway flicked the ash from his cigarette with a gesture of hopelessness.

Lawson did know Billings. He was a successful real estate man, a human cash register in his fifties, who was about as susceptible to the usual selling tactics as is armor plate to the attack of a mosquito. "Case hardened" was Conway's verdict.

"If Mr. Conway has no objection, I'd like to call on this man Billings. I've got an idea." It was Jennings, a cub from the local university, who had been given a small and barren territory the previous week. "You see," he went on. "We're hopelessly handicapped as regards the merits of our paper. But here's where my theory comes in of supplying a service which will counterbalance our drawbacks. Not that I guarantee anything," he added diffidently.

"So there you are, Mr. Billings. Each one of these ten pieces of copy describing Bellemead Acres has been subjected to laboratory tests out at the university. Each one has been read by each member of the advertising class of sixty. And upon averaging the conclusions they have been rated as the numbers indicate from one to ten. You'll note that some feature one advantage and some another: some are designed primarily to appeal to women, others to men. But also note that all features of conceded pulling power are in each one, although necessarily subordinated to the point selected to be stressed in that particular ad," and Jennings concluded by spreading the sheaf of ads out on the realty man's desk.

"And you say that your laboratory tests will co-ordinate with actual results in the paper?"

"Not absolutely but to a surprising extent. As it happens, our class at the university is probably a typical cross-section of the public you seek."

Billings sat silent, reflecting. New vistas had opened up during the past fifteen minutes. Although he spent nearly \$100,000 yearly in advertising, he had never before known that an ad's pulling power could be in any degree forecasted in advance.

"Well, this is very interesting," he admitted, finally. "It will have a great bearing on my entire advertising policy in the future. I'll run the first five of these ads in the Gazette, and if the returns support your assertions about their relative pulling power I'll sign a contract for my Bellemead Acres campaign. Although the Times' space may be worth more to me than the Gazette's, I owe the Gazette something for its enterprise."

"I KNOW nothing about classified advertising from the inside," remarked a national agency man the other day, "and consequently any suggestions I have to make, though very likely impracticable, possess the merit of reflecting a fresh viewpoint, not 'staled by custom.'"

"In all my experience as account executive in the national field I have never

been solicited either in person or by mail by the classified section of any newspaper. And I have bought millions of dollars worth of newspaper space for my clients. As I look over the classified columns of a daily or Sunday paper it seems to me that there are many national advertisers now using display who could to advantage divert a small percentage of their appropriation to classified. "Why divert it to classified?" you may inquire, "when one organization owns both display and classified?" And my reply is that any move which makes advertising more productive is to the advantage of any one who has space to sell.

"Adjacent to the used car columns, for example, I believe that money could be well expended to push tires, oil, spark plugs, gasoline and the thousand

and one auto accessories which loom so large in the national field. Certainly a man buying a car is a good prospect. A single inch of space, 14 lines, might sell as much here as ten times that space in display. And how easy to get that inch from an advertiser spending a half or a million dollars a year.

"Similarly, adjacent to the used furniture column, furniture polish should be advertised: to the phonograph column—records; to the Help Wanted—clothing and haberdashery (look prosperous when applying for a job); and so on.

"I know that I could be sold classified space for national advertisers if properly solicited. It is true that some national agencies might frown upon the idea because of the trouble and detail involved, but one could always approach the advertiser direct. The basis of my argument is really this. The advertiser is spending substantial sums anyway. In a city in which he is investing, say, \$10,000 in display space, it should be easy to get \$500 from him for classified. And 'every little \$500 added to what you've got makes just \$500 more.'"

JOHN L. IRVIN, classified advertising manager of the Des Moines Register & Tribune, is using an envelope stuffer urging advertisers to send in Sun-

day copy early. It is headed "Mail Early" and reads as follows:

"EARLY MAILED WANT-ADS PRODUCE BETTER RESULTS"

"To have your advertisement miss the early mail edition of the Des Moines Register on Sunday would be to miss more than 25,000 readers—approximately one-fourth of the entire number who read the Sunday Register each week.

"Can you afford to pay full price for your want-ads and have them printed in only three-fourths of the papers which are published? Of course, you can't.

"It would mean in other words that you could not expect to secure as good results as if your advertisement were published in all editions.

"We endeavor to publish all want-ads in every edition of the issues for which they are ordered, but, of course, we cannot do so if the advertiser will not cooperate with us by sending his order early.

"The want-ad section of the early mail edition of the Sunday Register closes each week at six o'clock p. m. on the preceding Friday. Make sure that your Sunday advertisements are in our office by that hour if you are to receive the complete service of all editions and secure maximum results.

"Week-day advertisements, also, should be mailed as far in advance of the publication date as possible."

Rio Has Sports Daily

The first South American daily newspaper devoted entirely to sports has been started at Rio de Janeiro. O. Esporto is a four sheet, seven column paper.



(ESTABLISHED 1892)

Over 8,000 Daily

In The Daily Net Paid Circulation

of

THE DAILY ARGUS

MOUNT VERNON, N. Y.

For the Year Ending March 31, 1922

Tells a Story of Local Appreciation and Recognition of a Model Home Newspaper That Must and Will Appeal to Every Advertiser Acquainted with the Fact

Westchester County's Leading Newspaper

MEMBER OF A. B. C.

FOREIGN REPRESENTATIVE
GEO. B. DAVID & CO.,
171 Madison Ave., New York City, N. Y.

STILES & MERRIAM, Prop.,
First Street at Second Ave.,
Mount Vernon, N. Y.

KROH GETS CITATION**Nycna Ticker Tells of Beats as He Takes New Job**

Eight "beats" of the 25 scored by the New York City News Association in 1921 were the work of Hubert R. Kroh, one of the staff men of the organization, according to the N. Y. C. N. A. Ticker, official organ of the association.

At the first of the year Kroh was assigned to the night news desk, but resigned on March 1 to become directing head of the New Jersey News Service, with offices at Asbury Park, N. J. This organization, with representation of many newspapers over the country assured, is handling general news, resort matter and feature articles, the latter on special assignment.

Building Lessons for Readers

The St. Paul Daily News will help solve the housing problem by building a cottage "to demonstrate that home owning is not for the rich alone." It will give its readers all the details—the cost of every item, the fun of building, the troubles and tribulations and the manner of financing. It will be for a family of from two to five whose income does not have to exceed \$150 a month.

Canadian Government Ad Bills Less

Newspaper advertising by the Canadian Dominion during the fiscal year 1920-21, according to a report of the Department of Public Printing and Stationery just issued, cost \$183,656, which compares with \$235,663 in 1919-20 and \$622,197 in 1918-19. The latter figure included cost of advertising in connection with flotation of the Canadian Victory Loan of 1918.

Contest for High School Papers

A competition among the high school newspapers of Ohio to determine their comparative merits has been started by the Ohio State University department of journalism. The high schools of the state have been classified according to registration and certificates of merit will

be awarded the winning newspapers in each class. Competitors will submit copies of their publication to Prof. J. S. Myers, head of the department of journalism. The contest closes May 1.

Help Oregon Auto Highways

Portland (Ore.) newspapers are organizing the Old Oregon Trail Association to promote a transcontinental automobile road into the state, led by Edgar B. Piper, editor of the Oregonian; Donald Sterling, managing editor of the Oregon Journal, and L. R. Wheeler, associate publisher of the Portland Telegram.

Weekly Seeks Daily's Ads

A weekly paper, the Enterprise, will be published at Walton, Ind., a town of 800 people, south of Logansport, March 10. Cal Sinninger, who has established several weekly papers in Indiana, will be editor and owner. The regular weekly Walton advertising in the Logansport Pharas-Tribune is said to have been the cause of the new paper.

Students Man Papers for a Day

Four editions of the Jacksonville (Fla.) Metropolis were gotten out by journalism students of the University of Florida, March 14.

The Mitchell (S. D.) Evening Republican was recently published for a complete issue by students of the English department of the Dakota Wesleyan University.

Scenario Course at De Pauw

Prof. Franklin Lee Stevenson, head of the school of journalism of De Pauw University, has announced that a department of scenario writing will be inaugurated with journalism work.

Protests Party Press Agent for News

J. R. Boyle, M. P. P., leader of the opposition in the Alberta Legislature, has voiced strong objection to the policy adopted by the new farmer government of the province in employing a press agent to report proceedings of the house.

He declared that such a service, which is being supplied to the rural newspapers of Alberta, is against all British precedent. The storm centers around C. C. Groff, of Calgary, recently appointed publicity agent by the Government.

Russian Papers Come High

Street sale of newspapers is now being permitted in Russia. The Moscow Ivestia, formerly given free to Soviet officials is now sold for 2,000 rubles Bolshevik currency, a copy. One of the Moscow papers is selling about 6,000 copies a day. Monthly subscription rates in Moscow are 40,000 rubles and 45,000 in rural districts.

Official Paper Changes Name

The Weekly Trade Bulletin, issued each Monday by the Commercial Intelligence Branch of the Department of Trade and Commerce, Ottawa, has become the Commercial Intelligence Journal.

Buy Third Canadian Daily

The purchase of the Galt (Ont.) Reporter makes the third paper owned by H. M. Hueston, Allan Holmes and A. D. McKenzie, proprietors of the Sarnia (Ont.) Observer and the Prince Albert (Sask.) Herald. Henry J. Foster, manager, will be associated with Allan J. Foster in its conduct.

Plans Tour of South America

The Brooklyn Eagle is organizing a tour to South America, leaving New York the last week in July and arriving at Rio de Janeiro for the Brazilian Centennial celebration September 7. The party will probably sail through the Panama Canal and down the west coast of South America as far as Valparaiso, Chile, with several stops on the way and then go overland to Rio. The party will reach home the last of September. H. V. Kaltenborn will be in charge.

McVeigh Starts Weekly Paper

The Belleville (N. J.) Citizen has been started as a weekly by Blake McVeigh, formerly of the New York World, Philadelphia Public Ledger, Newark Evening News, and managing editor of the Daily Garment News, New York. R. McLaughlin, previously with Montreal papers, is business manager.

Paper Gives College Radio

The Birmingham News has announced the gift of \$2,500 to the Alabama Polytechnic Institute at Auburn for purchase and equipment of a broadcasting station to be known as The Birmingham News Broadcasting Station of the Alabama Polytechnic Institute.

David Adds to List

George B. David, New York special representative, has added to his list of newspapers the Staten Island Advance and the Gloucester (Mass.) Star, which starts publication June 1.

Give your ad-alley a chance to make good

Give this vital part of your plant unlimited capacity for display faces—12 to 60 point.

Give them slug lines to make up instead of single types.

Give them cases that always are full—ready for the biggest job in any display face—all the way up to 60 point.

Give your compositors the unlimited capacity of the Ludlow System—and they will give you better display at a smaller cost.



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

Eastern Office: World Building, New York City

The Ludlow is a system for display composition on slugs—12 to 60 point

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT

REG'LAR FELLERS

by Gene BYRNE'S

Nobody but an editor should take comic pages seriously. He should. Here is a colored comic which we believe is worth your consideration. It attains humor in a new way. It creates genuine fun without the use of brick bats, mallets, custard pies, big noses, fat stomachs, sledge hammers, boot-jacks, firehose or any other customary accessories of the conventional comic artist.

"Reg'lar Fellers" is its name. And the name describes the comic. So many of our comic page boys have been young villains that it is a joy to see the job turned over at last to some Reg'lar Fellers. Jimmie Dugan and Beano Golden are two really likeable small boys—Reg'lar Fellers. You realize their reality and your affections go out to them just as they go out to Penrod and Tom Sawyer. They are not tricksters.

These boys have minor troubles and reconciliations with their parents and with their teacher Miss Killjoy, but they never attempt to bomb their parents or wreck the school-house. They go on with their parents and their teacher about as other normal boys do.

We can furnish this page in full page matrices, full color, black and red, or black alone, or as the first page of a printed comic section.

HERALD-SUN SYNDICATE

280 Broadway

New York City

THE WAY TO GET SOUTHERN TRADE

Get acquainted with the South; get in touch with its people; get into intimate touch, by getting into their homes.

The South has one-third of the area and population of the United States. One-quarter of the coal reserve. Over fifty per cent of the forested area. Mineral productions exceeding one billion dollars annually. Half of the natural gas and petroleum.

The South has everything necessary to make it a great market and she has the wealth to exploit her resources.

To get this trade in this market you must get in touch with its people intimately. The quickest, least expensive, most effective way to get to these people is through their local daily newspaper.

Commodities adequately advertised in this list of Southern daily newspapers reach the right people, every day in a responsive, persistent way.

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
*Birmingham Age-Herald.. (M)	24,923	.08	.08
*Birmingham Age-Herald.. (S)	26,787	.10	.10
†Birmingham News	64,648	.15	.15
†Birmingham News	69,412	.15	.15
*Mobile News-Item	10,840	.05	.05
*Mobile Register	21,165	.07	.07
*Mobile Register	33,739	.085	.085
FLORIDA.			
Jacksonville Metropolis.. (E)	19,223	.07	.07
*Florida Times-Union, Jacksonville	32,181	.08 (9cS)	.08 (9cS)
*Pensacola Journal	3,552	.025	.025
*Pensacola Journal	4,831	.025	.025
*Pensacola News	5,266	.03	.03
**Pensacola News	7,000	.03	.03
GEORGIA.			
†Augusta Chronicle	11,168	.045	.045
†Augusta Chronicle	11,404	.045	.045
*Augusta Herald	11,746	.05	.05
*Augusta Herald	11,674	.05	.05
*Columbus Ledger	7,700	.04	.04
*Macon Telegraph	20,882	.06	.06
*Macon Telegraph	22,454	.06	.06
*Savannah Mng. News (M&S)	21,201	.055	.05
KENTUCKY.			
*Lexington Leader	15,472	.05	.05
*Lexington Leader	15,581	.05	.05
*Louisville Herald	44,757	.09	.09
*Louisville Herald	57,246	.09	.09
NORTH CAROLINA.			
Asheville Citizen	12,118	.045	.045
Asheville Citizen	10,548	.045	.045
*Charlotte Observer	21,328	.06	.06
*Charlotte Observer	24,005	.07	.07
Greensboro Daily News.. (M)	18,913	.05	.05
Greensboro Daily News.. (S)	25,900	.06	.06
*Raleigh News and Observer	22,540	.06	.06
*Raleigh News and Observer	25,977	.06	.06

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA—Cont'd.			
*Raleigh Times	7,711	.03	.03
Wilmington Star	6,228	.04	.04
*Winston Salem Journal (M&S)	6,325	.04	.04

	Circulation	2,500 lines	10,000 lines
SOUTH CAROLINA.			
*Columbia Record	13,559	.05	.05
*Columbia Record	14,276	.05	.05
*Columbia State	20,815	.06	.06
*Columbia State	21,667	.06	.06
*Greenville Piedmont	8,282	.04	.04
Greenwood Index Journal	4,185	.025	.025
*Spartanburg Journal	3,901	.04	.04
*Spartanburg Herald .. (M&S)	6,112	.04	.04

	Circulation	2,500 lines	10,000 lines
TENNESSEE.			
*Chattanooga News	20,532	.05	.05
*Chattanooga Times	21,109	.07	.07
*Chattanooga Times	23,221	.07	.07
*Knoxville Sentinel	23,748	.07	.06
*Memphis Commercial Appeal	82,165	.16	.18
*Memphis Commercial Appeal	110,320	.19	.18
*Nashville Banner	39,384	.07	.07
*Nashville Banner	42,148	.08	.08

	Circulation	2,500 lines	10,000 lines
VIRGINIA.			
†Bristol Herald Courier (M&S)	7,011	.04	.04
Danville Register and Bee	12,012	.045	.045
Newport News Times-Herald	10,052	.05	.05
Newport News Daily Press	5,313	.05	.05
*Roanoke Times	10,904	.07	.06
*Roanoke World-News .. (E)	11,020	.07	.06

Government Statement, October 1, 1921.
 *A. B. C. Publishers' Statement, October 1, 1921.
 †Includes Bristol, Tenn.
 ††Publisher's Statement for February, 1922.
 †Publishers' Statement, Dec. 31, 1921.

DON'T TIE UP YOUR DISPLAY TYPE EQUIPMENT IN THE

MORE THAN 43,500 IN USE

TRADE **LINOTYP**

THE MACHINE THAT LASTS



522. B.E

This advertisement is composed of

EQUIPMENT
IN THE FORMS

43,500 IN USE
TYPE MARK ◉
E THE LASTS

IF you set display on the Linotype, your equipment is just as complete after ten pages of ads have been set as it was before composition was started.

In the one-type-at-a-time shop display equipment is limited. Many times a hand compositor is forced to pick sorts because the very characters he desires are locked up in the forms.

In the Linotype shop not one character of the equipment is ever tied up. Everything needed for any job is always available and within arm's reach. A form of Linotype-set display contains nothing but several pounds of metal, cast from equipment which remains on the machine.

An operator can set any string of display composition from the first to the last line without interruption or a short font worry.

Idle equipment is an important element of cost. Linotype equipment is never idle. If you set display on the Linotype your complete display equipment is always "on tap." It is never tied up in the forms.



MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO

PUBLICITY WON CHINA HER VICTORY

Reports of Impartial Correspondents at Washington Conference Focused Eyes of World on Injustices, Says Hin Wong

The outstanding feature of the Conference on the Limitations on Armaments, just closed at Washington, to Hin Wong, representative of the Press of Canton, was the fairness with which the international newspaper representatives treated China's complaint of foreign encroachments and her demands for justice and recognition of foreign rights. "The international journalists, observing the conference proceedings," declared Mr. Wong, "gave China what she needed and what she never had before—a sympathetic report of her reasonable requests to the powers to free her from the many detrimental treaties forced upon her in her hour of weakness"—and fair-minded public opinion did the rest.



HIN WONG

Mr. Wong, a young Chinaman with a thorough American education and newspaper training obtained at the University of Missouri and at Columbia University, believes that at last China is coming to be known to the world for what she is and that her progress as a nation from now on will be rapid.

Mr. Wong comes of a newspaper family. His father for years conducted a newspaper at Honolulu, Hawaii, and a cousin, Peter C. H. Huang, a graduate of Columbia University, is now American correspondent of the Canton Star, with headquarters in New York. At home, Mr. Wong is the Canton correspondent of the Associated Press, Reuter's and the Weekly Review of the Far East. He has also served as editor of the Canton Times and managing editor of the Star, and as superintendent of charities and chief of the intelligence bureau of the Canton Government. His present visit to America is his first in nine years and follows his participation in the Press Congress of the World convention in Honolulu last October, which he also credits with having rendered valuable aid to China's cause. He is now going back to China again to continue newspaper work.

"The Chinese press was represented at Honolulu by delegates who worked undivided, although one had gone there

with gifts from the Peking premier while another would call Dr. Sun Yat-sen and not Hsu Shih-chang the president of China," said Mr. Wong. "Press delegates from China left Honolulu with gratification, as they believed that they had succeeded in bringing their messages before the congress and making many friends for China. In passing a resolution introduced by a Chinese member, the congress instituted a special committee to study the conditions, purposes and extent of the Chinese-foreign news service in China in order to recommend measures for its improvement.

"The Chinese will be unprepared to participate in international discussions until they are better informed on world events and problems, and there is no better way available to educate the Chinese public than a fairer and more extensive Chinese-foreign news service.

"A Chinese delegate also succeeded in getting the press congress to appoint a permanent committee on the inter-change of journalists.

"Chinese suggestions were heard and acted upon at Honolulu, as fellow journalists from the sixteen or more different countries had gone there with no selfish aim—but just to co-operate in improving the press of the world and friendship among all races. Many delegates from the press congress, Chinese and others, went from Honolulu to Washington, and from simply agreeing to listen to the Chinese at the press congress, to actually assisting China by reporting accurately and extensively the desires of China as expressed at the disarmament conference.

"Nothing will help China more than a better understanding of her aspirations and progress by foreign journalists. China has made much progress the last ten years, but has not been given the credit due her because of her lack of friends to tell it to other peoples.

"Canton began to give seats to women in its legislature as early as 1911, while Great Britain and the United States were still debating whether or not they would admit them on equal terms with men.

"The 1920 national press conference of China and the 1921 educational convention of the country were held in Canton, in spite of the still existence of two governments in China. In a word, the Chinese people are not divided."

S. S. Smith Heads Critchfield Agency

Scott S. Smith has been elected president of Critchfield & Co., advertising agents of New York, San Francisco, Detroit, and Minneapolis. He established the Minneapolis office of Critchfield & Co. some time ago. Mr. Smith will make his headquarters in Chicago, taking Roy Scymiger, Ray Arnold, and A. J. Brosemer of the Minneapolis office with him to Chicago.

BENINGTON AGAIN ELECTED

Catholic Writers Honor New York World Man in Spirited Election

The Catholic Writers' Guild, New York, an organization of 250 Catholic newspaper men and women, authors, playwrights and poets, this week elected officers for the ensuing year. For the first time in the history of the Guild there was an opposition ticket. The regular ticket was headed by Arthur Benington, of the Sunday World, nominated by the nominating committee to succeed himself. Last week a ticket was circulated, headed by Martin Green of the Evening World. Mr. Green had not been consulted by the proposers of the opposition ticket and declined to run against Mr. Benington. On Monday the name of Hugh O'Donnell of the Times was placed at the head of the second ticket. Mr. Benington received a majority of the votes cast. Other officers elected on the regular ticket were:

Dr. Conde B. Pallen, Miss Elizabeth Jordan, Thomas F. Woodlock, vice-presidents; Hugh A. O'Donnell, treasurer; Thomas C. Quinn, secretary.

The following were elected members of the Board of Governors:

The Rev. John Talbot Smith, Mrs. Thomas A. McGoldrick, Austin J. Ford, James Blaine Walker, the Rev. John J. Wynne, S. J.; Daniel L. Ryan, Edward P. McNamee, Dr. Harold Becket Smith, the Rev. John J. Burke, C. S. P.; Augustin McNally, Patrick T. Rellihan, Dr. Joseph H. Wade, Miss Eleanor Rogers Cox, John Tyrone Kelly, Nathaniel P. Babcock, Miss Mary Sullivan, John F. O'Neil and the Rev. Francis P. Duffy.

Hospital Plans Newspaper Day

Superintendent William A. Bryan of the Worcester (Mass.) State Hospital, has arranged for a newspaper day at the hospital to get acquainted with the various publishers and newspaper men in the section.

The Times 28,918
2nd Paper 23,276
3rd Paper 21,438
4th Paper 13,456

That was the Saturday and Sunday, March 25 and 26, Auto lineage of the four Washington, D. C. newspapers in connection with the opening of the local Auto Show.

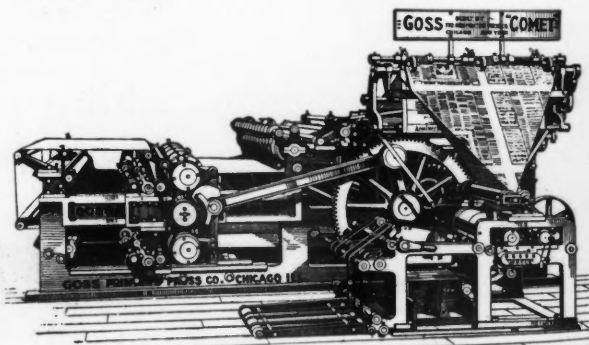
Last Sunday alone, The Times carried more automobile advertising than any single competitor carried for Saturday and Sunday combined.

And readers of the 10 cent Sunday Times spent more money for their newspaper than they paid for the other three Sunday papers combined—worth thinking about.

The Washington Times

3c Daily, 10c Sunday
G. LOGAN PAYNE, Pub.
National Advertising Representative
G. LOGAN PAYNE CO.,
Chicago, Detroit,
St. Louis and Los Angeles.
PAYNE, BURNS & SMITH,
New York and Boston.

GOSS COMET FLAT BED PRESS



Prints 4-6 and 8 Page Papers
From Type Forms and Roll Paper.
A 5 Horse Power Motor will drive it.

Now Being Built for Early Delivery

Write for Literature and Prices

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 So. Paulina St., Chicago
New York Office: 220 W. Forty-second St.

LEDGER SYNDICATE NEWS AND FEATURE SERVICES

Maintain Prestige — Create Circulation — Attract Advertising

NEWS SERVICES
(Via leased wire or laid down in New York, Washington, Chicago, St. Louis, Dallas, Seattle, San Francisco or Los Angeles.)
PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES
WEEKLY MAGAZINE PAGES IN MAT: Interview Page, Special Feature Page, Science Page, Short Story Page.
COMICS: "Somebody's Steno." (Hayward), "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn). CARTOONS: "Spies" Daily; "Follies of the Past" Weekly; "Children of Adam" (Reise), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories; Problem-Solution Chain Serials; "Deductions of Harvey Hunt," "The Love Doctor," "Ellen Young—Doctor of Sales." MIDGET FEATURES of stock length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?," "Human Curios," "Sportfollo," "What Are You Good For?," "Your Soul's in Your Hand," "Making More Money," "Daily Fun Hour," "Can You Tell?," "Correct English," "Read Your Character," "The Question Corner." DAILY HOME PAGE FEATURES: "Painting Up Your Personality," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dreamland Adventure," DAILY HUMAN INTEREST FEATURES: "Today's True Detective Story," "Famous Ghosts," Daily Anecdotes of Big Personalities. DAILY SPORTS COMMENT: "The Sport Reel."

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

PREFER CARTOONS TO SCANDAL

Students of Northwestern U. Read Editorials and National News

Newspaper cartoons, editorials, comics and national news are more closely read than murder and scandal stories, and humorous stories are more closely read than pathetic ones, according to a tabulation of questionnaires submitted to students at Northwestern University, Evanston, Ill.

One hundred and twenty-eight men and women doing third and fourth year university work in general subjects and specializing in journalism were questioned.

Sixty-two said they read every word of national news; one said he never read it, sixty-three scanned it and two read only headlines. Messages by the President were read thoroughly by forty-nine, never read by eight, scanned by fifty-three and read in the headlines by seven. Nineteen read all State news, eighty-nine scanned it, fourteen read it in the headlines and seven never read it, while local news was read in its entirety by sixty-four, fifty-nine scanned it, four read the headlines and two never looked at it.

Twenty-eight students said they read every word of crime stories, eighty-six scanned such articles, thirty-one looked only at the headlines and five did not read it, while nineteen said they read all scandal stories, sixty scanned them, thirty-eight "headlined" them and twelve never read them.

One hundred and twelve said they read all the daily cartoons, sixteen scanned them, one read their headlines and no one would admit never having looked at them.

Murder stories, the replies showed, were read in their entirety by thirty-five, eleven never read them, fifty-nine scanned them and twenty-three read the headlines. Fifty-eight persons read all sports, eighteen never read such stories, forty-three scanned them and six avoided them. Editorials were read in their entirety by eighty-four, scanned by forty-two, "headlined" by eleven and read sometimes by all those replying. Fifty-one said they read all foreign news; fifty-two scanned such articles, twelve read the headlines and three never read them.

EUROPEAN RESORT ADVERTISING AWAITS DEVELOPMENT

(Continued from page 7)

that his advertisement did not measure four inches, single column. Now the word for inch in French is "pouce," and "pouce" also means thumb.

When called upon, the advertiser produced a copy of the paper containing his advertisement, bent the first joint of his thumb and applied it to the side of the advertisement, which he triumphantly announced did not measure up to what he had paid for!

Once a general, collective order has been obtained from the local Syndicat d'Initiative, the agent seeking advertisements will have a much easier task in inducing the hotel proprietors individually to advertise their hotels. He can offer them space immediately following the collective advertisement.

It is as important for an advertising solicitor working in France, Switzerland or Italy to have a regular plan of advertising campaign to submit to his prospective clients as it is were he approaching American advertisers.

Most of the hotel proprietors appreciate the fact that if their town does not advertise, their own small, lonely effort

will lose more than half its value. The agent would do well therefore to come with complete designs of specimen pages, or half-pages, showing exactly what the illustrated, collective advertisement will look like, and in the scheme he can leave spaces to sell to the hotels separately where he succeeds in obtaining an order from the Syndicat d'Initiative.

There is no reason why the right man should not succeed in getting the Syndicats d'Initiative of the chief resorts along the Riviera, say, to combine to go in on a scheme of advertising for keeping the French Riviera before the American reader's eye at the appropriate season. Then beneath their general heading, each resort might be induced to advertise in turn, and the separate hotels in each resort be likewise induced to come in with their own town advertisement. This same applies to Switzerland and to Italy.

While it is of course preferable that a representative seeking advertisements should be able to speak the language of the country he is visiting, it is not so essential in soliciting resort and hotel advertising, for nearly all those interested speak English.

No campaign should be started upon, however, without thorough and careful preparation of the territory to be covered. Copies of the publication should be sent to all the principal hotel proprietors and Syndicats d'Initiative, accompanied by suitable letters calling attention to the special claims of the organ as a medium for advertisement to reach the traveling public, but care should be taken not to use up all the "ammunition" of the representative who will have to make personal contact and the final appeal.

A good connection takes time to build up, but it can be done. Once a paper gets on the lists of the Syndicats d'Initiative it is generally there for good. While Paris has no definite Syndicat d'Initiative, there is undoubtedly something to be done in the way of collective advertising, and here the more prominent dressmaking establishments would come in on a good scheme.

Large appropriations are spent yearly by European health and pleasure resorts, and American newspapers, magazines and other high class periodicals are not getting their share they should get in proportion to the number of Americans who come here. They are not getting the share that rightly belongs to them.

WELCOME CARBERRY HOME

Boston Post Managing Editor Covered Ireland, Rome and London

A dinner of welcome to celebrate the return from Europe of Clifton B. Carberry, managing editor of the Boston Post, was held on March 23 at Young's Hotel, Boston. About 150 Post employees were present. Stars from Boston theatres entertained during the dinner. A miniature edition of the Post, "The Junior Post," contained "wise ones" about many members of the Post organization, including Mr. Carberry, of whom a photograph as he appeared 10 years ago was shown. Mr. Carberry, writing under the name of John Bantry, during his four months abroad was "behind the scenes" in the Irish crisis, at Rome for the death of the late Pope and the coronation of Pope Pius XI., and in England at the wedding of Princess Mary.

Ad Solicitors Bonded to Stop Fakes

The city council of Henryetta (Okla.) has passed an ordinance prohibiting fake advertising. It provides that all advertising solicitors must secure a permit and give bond for faithful performance of their contracts before they can solicit advertising or conduct business in Henryetta.

MILWAUKEE

A. A. C. of W.

1922 Convention City

NO city in America is better fitted to entertain the 1922 Convention than Milwaukee—one of the liveliest, busiest, most prosperous cities in the Middle West. What—a hundred years ago—was an Indian village is today the home of half a million Americans—the site of thousands of thriving industries, many of them nationally known advertisers—and an ideal summer resort city.

Come to Milwaukee



June 11th to 15th, 1922

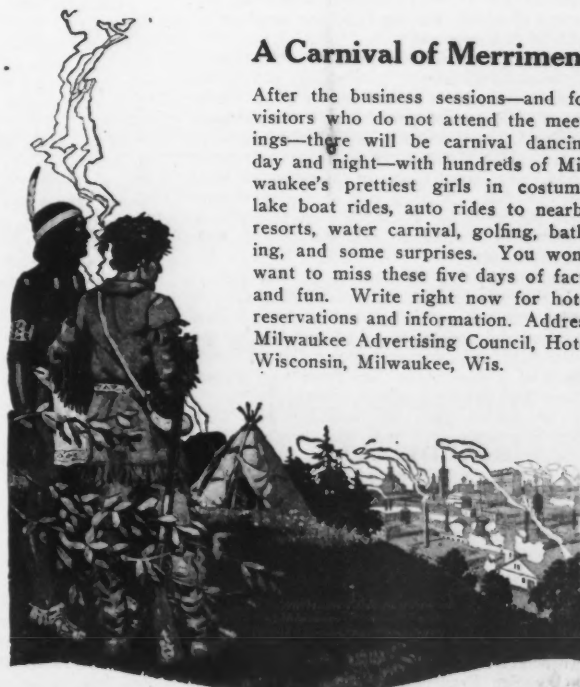
Extensive preparations are being made to entertain you. Delegations will be met at the train and a Milwaukee business man will personally see that you are properly housed, fed and entertained.

World's Best Equipped Convention Hall

All convention meetings will be held under one roof in Milwaukee's mammoth Auditorium, comfortably seating 10,000 in the cool arena and with smaller halls for departmental exhibits. Only a few blocks from all the downtown hotels.

A Carnival of Merriment

After the business sessions—and for visitors who do not attend the meetings—there will be carnival dancing day and night—with hundreds of Milwaukee's prettiest girls in costume, lake boat rides, auto rides to nearby resorts, water carnival, golfing, bathing, and some surprises. You won't want to miss these five days of facts and fun. Write right now for hotel reservations and information. Address Milwaukee Advertising Council, Hotel Wisconsin, Milwaukee, Wis.



EDITORIAL

KEEP THE NEWS DOOR OPEN

ONLY muddled thinking can be responsible for the deadlock that now exists among the Senate and House conferees on the resolution providing for an extension of navy radio facilities for press purposes on the Pacific.

It is inconceivable that men of the narrow vision of Representatives Greene of Massachusetts and White of Maine should be able to impose their will upon the nation in a matter so vital to the peace of the world as better communication between this nation and the nations of the Far East.

President Harding has promised his support to the resolution and has made it plain that he will use his good offices to break the present unwarranted and unreasonable efforts of the two Congressmen from New England, who, if we are to judge by their actions, don't know there is another side of the Pacific Ocean.

News rates quoted by private cable and wireless companies operating on the Pacific are prohibitive and stand as a barrier to understanding and peace. Much of the misunderstanding and ill-feeling that has existed between the United States and the other peoples whose borderland touches the Pacific can be traced to the word rates that the commercial companies now have in force.

If the United States Navy ceases to be a factor in the movement of news between this country and the Far East and the islands of the Pacific, the chief beneficiary will be the Pacific Commercial Cable Company and the sufferers will be the people of all nations that they link.

The Radio Corporation deserves no consideration at the hands of Congress and the American people in this matter. It is not seriously handling traffic on the Pacific and should not be judged a factor until its facilities are made adequate to care for service under normal demands.

The Pacific Commercial Cable operates under an American charter, but it is British-owned and controlled and it must be remembered that British news agencies now operate under a rate advantage in the Far East.

This is a matter of deep concern to the people of all nations linked by the limited cable and radio facilities of the Pacific. If the present Navy service is discontinued, all news and information will have to be so radically curtailed that world peace will again be endangered.

Newspapers and news agencies cannot carry the exorbitant burden of the commercial companies that now ranges from 87 cents to \$1.31 per word on information of first importance.

The driving forces for better understanding through news dissemination have happily entered the fight in a manner that is sure to be felt in the Senate and House of Representatives. The Press Congress of the World, press associations and newspapers of the country, which visualize the world as their newspaper field, have joined forces in their demand for a radio service that will keep out of the prohibitive cost class the news for Pacific transmission that is today needed in making an informative and well-balanced newspaper.

Easy and cheap news from and to the Far East is absolutely the only foundation upon which peace can be built between nations of the Orient and the United States. Men who oppose efforts to enlighten by the easy exchange of information, one people to another, are jingoes of a worse type than those who scream "blood" and cry for cannons.

Every newspaper man in America can help strengthen America's good will with her neighbors across the Pacific, by helping to bring the pressure of public opinion to bear on the ill-advised forces that are standing in the way of the only feasible plan that has been devised for immediate news transmission, between the United States and other peoples who live on the Pacific.

AND, speaking of radio, the wireless phone is winning its place as a newspaper adjunct. Programs flashed from Schenectady this week were heard in the San Francisco Chronicle's radiophone detectors. This was no special pampered test, but a part of the day's work and seems to portend important developments.



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
Vicksburg (Miss.) Herald

THUS saith the Lord God; Repent, and turn yourselves from your idols; and turn away your faces from all your abominations—(Ezek. xiv; 6). All the paths of the Lord are mercy and truth unto such as keep His covenant and His testimonies—(Ps. xlv; 10). Now we know that God heareth not sinners; but if any man be a worshipper of God, and doeth His will, him He heareth—(St. John ix; 31). The Lord is good, a stronghold in the day of trouble; and He knoweth them that trust in Him—(Nah. i; 7). And Jesus looked around about, and saith unto His disciples, How hardly shall they that have riches enter into the kingdom of God! And the disciples were astonished at His words. But Jesus answereth again, and saith unto them, Children, how hard is it for them that trust in riches to enter into the kingdom of God! It is easier for a camel to go through the eye of a needle, than for a rich man to enter into the kingdom of God—(St. Mark x:23-25). Blessed are they whose iniquities are forgiven, and whose sins are covered. Blessed is the man to whom the Lord will not impute sin—(Rom. iv; 7, 8).

TEN YEARS

IT is ten years today since EDITOR & PUBLISHER passed into the control of James W. Brown.

They have been eventful years—the world has passed through the most trying hours of history with civilization triumphant. Journalism has arrived as a dominant profession in the affairs of mankind.

The first year of the ten seems to have been but yesterday. EDITOR & PUBLISHER was then a struggling publication of limited circulation. Some readers paid their subscriptions; many did not. It then reached forth for the crumbs of the newspaper world. Today it sounds a call and it is heard around the world.

EDITOR & PUBLISHER is proud today. In ten years, a short period in the life of achievement, it has won the confidence of the most critical audience in the world—the makers of newspapers. It has erred many times but that is because it is human; it has not always been right, nobody is.

"It is our tenth birthday tomorrow, and we should say something about it," remarked a member of the staff last night. "Why waste the space—nobody cares about our birthday, it's the service we render that counts," replied J. W. Brown.

Maybe they don't, but we think they do—not J. W. B., but the rest of the staff.

In ten years the business of newspaper making has reached a new high plane of independence and the profession of journalism has achieved a place that gives it front rank recognition in the field of public service working for the betterment of mankind.

We of EDITOR & PUBLISHER now believe the success that has come with the last ten years is the result of an ideal and not a desire. It has never been expressed in words, but it is always present, because the man who is known intimately to thousands of newspaper men as "Jim" never loses an opportunity to point out journalistic successes built upon reader confidence that has been won by service.

Ten years ago EDITOR & PUBLISHER spoke to a limited few; today its voice carries across two oceans and into the out-of-the-way corners of the world; tomorrow—tomorrow, what would you have us do?

—BEN MELLON.

THE NEW A. B. C. VOTE

AUDIT BUREAU OF CIRCULATIONS is making a second mail poll of its membership on the illogical question of whether or not publications of free distribution shall be continued in membership and given the same standing as publications that sell on their merits, for real money.

A. B. C. has come to stand as a stamp of higher quality in the publication world; membership means prestige of unpurchasable value in the eyes of the advertiser buying space on merit.

One thing that is not made clear in the ballot now being circulated among the members of the A. B. C. is whether or not membership publications are interpreted as free publications. By this we mean publications of the house organ type which have an unknown subscription rate, that is included in the annual dues of members of national organizations.

There can be no honest vote on the question unless this is cleared up. Such publications rightfully belong in the "free" or "nothing" class. A. B. C. means real tangible value; publications of free or membership circulation have no tangible value so far as reader interest is concerned. They receive nothing from circulation and their circulation is nothing. Their circulation value can only be judged like the prizes in packages of circus peanuts. There is one good silver dollar in every 10,000, but 99.9 per cent of them contain tin whistles that generally have air leaks.

It is grossly unfair to ask a publication that has a value of from \$2.00 to \$5.00 a year to each of its readers, depending on its annual subscription price, to lend its prestige to the tin whistles in the publication world, whether they be free or prizes that go with membership.

It is the duty of every member of the A. B. C. to immediately vote NO on this important question and to urge upon the directors at the same time that all membership and house organ publications be excluded as the next step in the campaign to make the A. B. C. sign really mean what it was designed to mean—newspapers and publications of Above Board Circulations.

OVER 45,000,000 ENROLLED CHRISTIANS

THE importance of the religious statistics compiled by Dr. E. O. Watson, Washington Secretary of the Federal Council of the Churches of Christ in America, does not appear to be thoroughly appreciated from an editorial standpoint.

Total church membership of the country according to the latest available figures is shown to be 45,997,199. This is an increase of 4,070,345 over the 1910 census figures and indicates a clear gain of over a million members for the preceding twelve months.

Various religious bodies report 233,104 congregations manned by 200,090 ministers and priests, a gain of 5,617 congregations and 8,294 clergymen.

Protestant churches have an enrollment of 28,111,553 church members.

Roman Catholic churches have 17,885,646, including all baptized persons.

The total religious constituency of the country, including all members and adherents, is placed at 95,858,096 persons.

And yet, we are advised by one of the quality syndicates that after a three months' effort, they have been able to sell a daily prayer service to only four newspapers in the whole United States.

ONLY SIX PER CENT INCREASE

MOST of the newspapers that have recently reduced street sale prices from 3 cents to 2 cents and other subscription price in about the same proportion, have been rather shocked to find that the net increase in circulation has been the negligible quantity of about six per cent—an increase that on no common sense basis warrants such a move.

If our opinion were asked by publishers contemplating such a price reduction to the reader, we would unqualifiedly say, don't do it. Present schedules of cost do not warrant such reduction. A better plan would be to invest the money in editorial writing and executive capacity and ability. Improve the paper, not by adding more pages, but by better editing and better selection and by rendering more efficient public service.

PERSONALS

HERBERT F. GUNNISON, publisher of the Brooklyn Daily Eagle, has been appointed by Governor Miller to be New York State Commissioner at the Brazil Centennial Exposition, to be held at Rio Janeiro beginning September 7. Mr. Gunnison has accepted.

Negley D. Cochran, formerly editor of the Toledo News-Bee, has joined the Washington staff of the Scripps Newspaper Alliance, and has moved with his family to the capital.

J. A. Keefe, publisher of the Memphis Press, has been in Washington this week conferring with heads of Scripps Alliance here.

W. H. Porterfield, Washington correspondent for the Pacific Coast group of Scripps papers, has returned from a vacation spent in Bermuda.

Robert E. Hughes, formerly business manager of the Louisville Courier-Journal and Times, with Mrs. Hughes and their daughter, Miss Margaret, returned to Kentucky last week from San Diego, Cal., where they have been since last July. Illness of Mrs. Hughes' father brought them back to their home state somewhat earlier than they had planned.

Edward E. Brodie, president of the National Editorial Association, publisher of the Oregon City Enterprise, and United States Minister to Siam, was received by the King of Siam on January 31 and presented his credentials. After this the King entertained Minister Brodie at a royal command luncheon.

Maurice J. Seed, formerly publisher of the Mt. Vernon (Ill.) Daily Register, has bought a half interest in the Dayton (Fla.) Journal. He will take over the business management and H. C. Sparkman will continue as head of the editorial department.

George B. Winship, for thirty years editor and publisher of the Grand Forks (N. D.) Herald, who has retired and is living in California, is publishing a series of letters on pioneer days.

Col. James Elverson, Jr., publisher of the Philadelphia Inquirer, has returned from Florida, where he has been spending the winter.

Hon. Thomas Rees, publisher of the Springfield Illinois State Register, is now in Egypt. He is on an extensive tour of Europe and the Holy Land.

B. F. Irvine, editor of the Portland (Ore.) Journal, has announced that he is not in the field for the governorship of Oregon.

Kelton B. Miller, editor and publisher of the Pittsfield (Mass.) Berkshire Eagle, has contributed \$1,000 toward the purchase of 10,000 acres of mountain land in western Massachusetts to be used as a state reservation.

Allen Eddy is the new editor of the Glens Falls (N. Y.) Post-Star. For the past two years he has been executive editor of the Syracuse (N. Y.) Herald.

John P. Dwyer, managing editor of the Philadelphia Record, has returned from Florida, where he has been a guest on Commodore Louis Eisenlohr's yacht.

I. R. Kirkwood, of the Kansas City Star, has sold his home and he and Mrs. Kirkwood will occupy "Oak Hill," home of the late W. R. Nelson, founder of the Star, and father of Mrs. Kirkwood. Mrs. Kirkwood has presented a stand of colors to the W. R. Nelson Post of the American Legion, composed of 125 men who went from the paper to the army or navy.

Edward P. Mitchell, editor of the New York Sun, was seventy years old, March 24. He was the subject of an editorial appearing in the Herald on that day, written personally by Frank A. Munsey, proprietor of the Herald and the Sun.

Frank LeRoy Blanchard, formerly associate editor of EDITOR & PUBLISHER, is now with Henry L. Doherty & Co., New York, as director of the department of public relations, covering both

advertising and publications. George B. Walker, secretary of public relations commission of the American Bankers' Association and formerly a financial writer on the New York Sun, Evening Sun, and Times, is now editor of this Doherty department.

F. W. Kellogg, business manager of the Los Angeles Express, recently gave a dinner party of 50 guests in honor of Truman A. De Weese, publicity manager of the Shredded Wheat Biscuit Company at the Arroya del Vista Hotel, Pasadena.

Harry E. Andrews, assistant general manager and managing editor of the Los Angeles Times, last week underwent treatment which, it is hoped, will cure shaking palsy, from which he has suffered for some time. The operation, which consisted of the transplantation of goat glands and their juncture with certain arteries, was performed by Dr. John R. Brinkley, goat gland specialist of Milford, Kan., who was brought to Los Angeles for the purpose by Harry Chandler, general manager of the Times. Mr. Andrews is still under the doctor's observation.

IN THE EDITORIAL ROOMS

WALTER R. RUTHERFORD, telegraph editor of the Toronto Globe, and for sixteen years on staff of that paper, has been appointed private secretary to Hon. P. C. Larkin, new Canadian High Commissioner in Great Britain. He has sailed for London.

Victor M. Friar, financial editor of the Worcester (Mass.) Telegram has been promoted from first lieutenant to captain in the machine gun company of the 419th Infantry.

Frank W. Wood is now city editor of the Utica (N. Y.) Observer, succeeding M. F. Sammons.

Nason H. Arnold, Sunday editor of the Worcester (Mass.) Telegram, addressed the Worcester Exchange Club on ballooning. He served as chief pilot and instructor at the Collegiate Balloon School, Macon, Ga., and Rockville, Conn. B. Leroy Woodbury, advertising manager of the Telegram-Gazette, was elected as member of the club.

Frank G. Carpenter, Washington correspondent and head of the Carpenter Syndicate, has completed a year's vacation and has planned a trip to Europe in June.

W. G. McMurchy, Washington correspondent of the Minneapolis News, St. Paul News and Omaha News, has gone to Atlantic City for a rest. McMurchy has been in failing health this winter.

Cole E. Morgan, formerly of the Atlanta Georgian and other Southern newspapers, has joined the Washington staff of the Universal Service.

James C. Isaminger, sports editor of the Philadelphia North American, who has been spending several weeks at Eagle Pass, Tex., where the Athletics are training, is back at his desk.

Victor B. Klefbeck of the Boston Herald desk is the author of a series of fairy tales in modern form being syndicated by the Wheeler Syndicate as a daily feature.

Charles Segner, managing editor of the Chicago Evening Post, went to Louisville during the week to arrange to take his family to Chicago.

Rev. Gardner MacWhorter, formerly religious editor of the Chicago Tribune, is now pastor of St. Edmund's Episcopal Church.

Walter Wilgus, Chicago Tribune correspondent at Manila, recently made a tour of the Pacific islands which changed hands as a result of the war.

Frank A. Stetson, White House man for International News Service, is in a Washington hospital seriously ill with anemia, a malady from which he has suffered for nearly two years.

Hamilton Easter Field, art critic of the Brooklyn Daily Eagle, is ill with bronchitis. His department last Sunday was conducted by Esther A. Coster.

Hugh Curran is a Chicago Tribune

FOLKS WORTH KNOWING

MAJOR LUKIN JOHNSTON, Vancouver newspaper man and World War veteran, has just been elected president of the British Columbia Institute of Journalists, the eighty members of which are actively engaged in writing for the provincial daily, weekly and monthly press.



MAJOR LUKIN JOHNSTON

Plans of the Institute include an effort to secure legislation to compel educational training for the profession of journalism and a chair in journalism at the University of British Columbia.

Other officers for the year are: Vice-president, E. A. Paige, British Columbia Veterans' Weekly; honorary secretary, Sydney Scott, Vancouver World; treasurer, D. A. McGregor; executive, Miss Winnie Davenport, Charles Sutherland and J. Butterfield.

Major Johnston started his journalistic career on Victoria (B. C.) papers. With the British forces during the war he received promotion upon promotion until at the Armistice he was attached to Headquarters with the rank of Staff Major. He was mentioned in dispatches several times. He returned to British Columbia as representative of the London Times and has been editorial writer on the Vancouver Daily Province. He attended the disarmament conference at Washington as representative of the London Times and London Daily Mail and leading Canadian journals.

representative in Dublin, Ireland, assisting Paul Williams.

Wilson J. Weatherby has resigned from the Chicago Daily News to become publicity manager for the Westinghouse radio Chicago station.

John Steele, London correspondent of the Chicago Tribune, is coming to America with his wife and two sons on the new Tribune boat which is being built in the Clyde shipyards.

E. F. Rogers, for the past year managing editor of the Rochester (Minn.) Bulletin, has resigned to return to Winona.

Kenneth Duncan, news editor of the Aberdeen (S. D.) News, has resigned to handle publicity for the Republican state campaign in South Dakota.

W. H. Johnson, reporter on the St. Cloud (Minn.) Daily Times, has resigned to enter other work.

Carl Sandburg, Chicago poet, and motion picture editor for the Chicago Daily News, has returned from a lecture tour of the southwest.

Hall Whelton of the rewrite desk of the Boston Herald, has sold the first story he has written to Munsey's Magazine.

Gus Oehm is back filing wires in the New York office of the United Press after several weeks' absence on account of illness.

Charles S. Zach, night editor of the Springfield (Mass.) Republican, and Mrs. Zach, are parents of a son, Eugene, born March 16.

Richard T. Atwater of the Chicago Evening Post, will speak May 5 at the University of Chicago on the "Phenomena Column."

J. K. Ruthledge is a new reporter on the staff of the Chicago Evening Post.

Miss Arline Rumsfield has joined the sporting department staff of the Chicago Daily News.

Paul Paddock, formerly of the City News Bureau, is now on the Chicago Daily News.

John P. Marquand, formerly of the Boston Transcript staff and now writing fiction in Italy, and Miss Christina D. Sedgwick have announced their engagement.

Roger Foster, city editor of the Zanesville (Ohio) Times-Recorder, has resigned and is now on the copy desk of the Cleveland (Ohio) Commercial.

Phil Kinsley returned from the West Indies long enough to say Hello to his (Continued on page 28)

VISITORS TO NEW YORK

John Poppendieck, Jr., Milwaukee Sentinel.

Frank B. Noyes, Washington Star.

Charles Hopkins Clark, Hartford Courant.

Elbert H. Baker, Cleveland Plain Dealer.

W. L. McLean, Philadelphia Bulletin.

Charles A. Rook, Pittsburgh Dispatch.

J. W. Collins, Cleveland Plain Dealer.

T. F. McPherson, Tulsa (Okla.) Tribune.

Carl Gogel, St. Louis Times.

J. E. Hanway, Casper (Wyo.) Tribune.

H. C. Connally, Orange (Tex.) Leader.

The Haskin Service gives to newspapers four constructive features which build and hold circulation and good will.

WHAT OUR READERS SAY

The Watterson Memorial

BOSTON, March 23, 1922.

TO EDITOR & PUBLISHER—The Boston Post would be pleased to favor a movement for the establishment of a "Henry Watterson Memorial Farm" for sick newspaper men and to contribute toward the necessary funds for the same.

E. A. GROZIER,
Editor & Publisher.

DES MOINES, March 27, 1922.

TO EDITOR & PUBLISHER: I don't see how anything finer could be done in the memory of Henry Watterson or anything more valuable for the newspaper fraternity than to establish a farm where worn-out newspaper men could regain their health and strength. In a year's time there are quite a number of people in our small institution who need rest and recuperation and it would be a wonderful stimulus for them to go to a delightful spot in the mountains where they could exchange yarns with fellow newspaper workers, feel the sunlight and the wine-like air of the mountains and restore both their physical strength and their mental strength.

LAFAYETTE YOUNG, JR.,
Des Moines Capital.

March 19, 1922.

TO EDITOR & PUBLISHER: Your editorial of March 4 on a Henry Watterson Memorial interests me as it must newspaper men everywhere, but especially those in Kentucky. The Kentucky Press Association at its mid-winter meeting here in December named a committee to work on such a memorial. Individual members of that committee expressed a belief that there should be some permanent feature of the School of Journalism of the University of Kentucky established by this memorial movement.

When established in 1913 the course in journalism at the State university was given the dignity of being called a department, and it was named for Mr. Watterson. Certainly this State, with its crying need for well trained newspaper men in the rural communities and in the small towns, would benefit from an institution furnished with additional resources to carry out the teachings of so great a man as our "Marse Henry."

HERBERT GRAHAM, Secretary,
Alumni Association, University of Kentucky.

On Its Way Home

OIL CITY, Pa., March 17, 1922.

TO EDITOR & PUBLISHER: I enclose proof of matrix and note which we append in returning it to N. W. Ayer & Son.

As a space-grafting device, this is clever. It seems to me, however, that so big a concern as N. W. Ayer & Son should be above this kind of business.

If there has ever been a time in the history of advertising that a manufacturer, especially one who produces a trademarked product, ought to be educated to the fact that

newspaper space costs money, and that if it is worth while using at all it is worth paying a fair rate for, that time is now.

After you have concluded your perusal of the article enclosed in addressed envelope, will you please seal it, and mail, so it will reach its destination in Philadelphia?

THE OIL CITY BLIZZARD,
Samuel M. Rosenthal,
Adv. Mgr. and Secy.

EDITORIAL NOTE.—The matter to which Mr. Rosenthal refers in his communication called for 6 inches double column or a total of 12 inches of free advertising, with three illustrations for the Shelltex-Rimmed Eye Glass Co. We quote the following from Mr. Rosenthal's letter to N. W. Ayer & Son:

"As the article below, for which you sent us matrix free, would probably be of no benefit to your client, if we eliminated the word 'Shelltex' which appears twice, and as publication with the word not eliminated would be giving the word advertising, we must decline to use it."

This is a fine example for other publishers to follow in all cases of this kind.

From Far Off Hawaii

HONOLULU, T. H., February 8, 1922.

TO EDITOR & PUBLISHER: You certainly deserve the congratulations of every red-blooded newspaper man for your splendid fight in behalf of open conferences at Washington, and I have been glad to see that EDITOR & PUBLISHER has been getting credit from various men whose opinion we all respect, for what it has accomplished.

RILEY H. ALLEN,
Editor, Honolulu Star-Bulletin.

Those "Mixed Babies"

CHARLESTON, Miss., March 13, 1922.

TO EDITOR & PUBLISHER: It was not John Burke who "mixed the babies" in his article to you. "Hank" Carey is the one who is confused. It was Harry Brown, as Burke wrote, who covered the Matanzas bombardment. Harry reached Key West in his dispatch boat, around early daylight, long before the cable office opened. He found me trying to hold on to a few poker chips while mechanics were tinkering with the cylinder head on my dispatch boat. He gave me the dispatch to file, and went to a much needed rest.

WALTER S. MERIWETHER, Editor
Mississippi Sun.

What Is the Secret?

WEST CHESTER, Pa., March 24, 1922.

TO EDITOR & PUBLISHER: One of the valued religious papers, the Sunday School Times, of Philadelphia, has the following in an article on recent revivals in Scotland, and the writer in the Times apparently thinks the retort of the evangelist a clever one:

There was a good deal of spiritual passion in the meeting, and as it close the reporter approached Troup. "Will you kindly tell me," he asked, "what is the secret of this movement?" Troup looked steadily at him, and the gaze into the face of the inquiring journalist seemed to tell him something. "Oh," he said, "you are one of those newspaper men, are you? Well, if you really want to know the secret, get down on your knees and cry to God for mercy, and you will soon find it out."

As a matter of fact, I take it that any experienced reporter will say this retort was merely flippant and did not answer the question honestly. The reporter asked it, not for himself but for his readers, that they, through the information he gave, might be able to approach an understanding of the psychology of revivals.

It was as one might ask, What carries the wireless message? Why does a bicycle roll all over? How do cyclones originate? The question was perfectly fair and legitimate.

Could men know the secret of the revival, and how the power comes, this knowledge would be of infinite value in preventing riots, halting strikes, checking "hocs" and in other ways.

When Nicodemus went to our Savior by night he asked sensible questions and received sympathetic answers, and I take it this evangelist would have been a better servant of his Lord if he had spoken frankly instead of merely trying to turn the laugh upon the person who asked information of him.

E. L. MCKINSTRY,
West Chester Local News.

Handy Reference

OAKLAND, Cal., Feb. 23, 1922.

TO EDITOR & PUBLISHER:—I have received my copy of your International Year Book on my regular subscription.

In this connection, in a word, will say that your management is deserving of high commendation for putting the mass of detailed information most important to newspaper publishers in such a handy reference form.

Very truly yours,
W. F. D. BROWN,
Assistant to General Manager Oakland Tribune.

New Irish Papers

BELFAST, Ireland, March 6, 1922.

TO EDITOR & PUBLISHER: Allow me to tender my hearty, if belated, congratulations upon the super excellence of your Year Book number. It is a wonderful compilation, and has I am sure, deserved all the encomiums passed upon it by its readers. In the next issue you might include the following representative Ulster Newspapers: Antrim—Ballymena Weekly Telegraph, 2d. 7 2 3/4 2 1/2 per inch. Antrim—Larne Times, 2d. 7 2 3/4 2 1/2 per inch.

The following are representative Ulster weekly newspapers, but as they are not published from this office, I cannot supply dates: Down—Recorder, Downpatrick; Newsrads Chronicle, Newtownards.

WM. CASSIDY,
Belfast Telegraph.

Remarkable Piece of Work

PORTLAND, Ore., Feb. 7, 1922.

TO EDITOR & PUBLISHER: I have put in several hours looking over your International Year Book, and from this cursory examination I want to tell you that I have never seen anything so comprehensive and so satisfactory in this compilation of facts. For weeks to come I will dig away at it and will keep it on my desk as a reference to answer the questions which constantly arise. Congratulations on a remarkable piece of work.

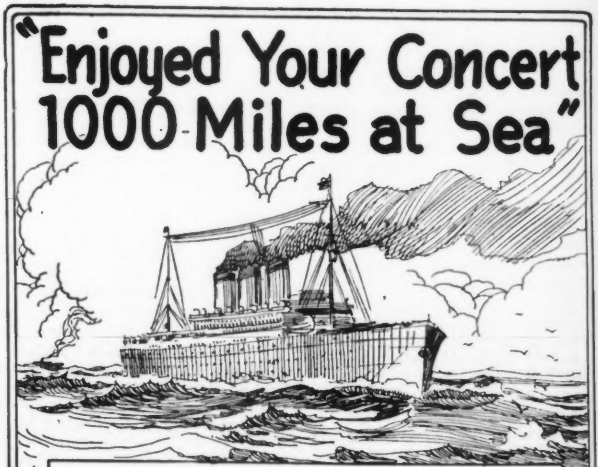
FRED LOCKLEY,
Assistant Publisher, Oregon Journal.

Comprehensive and Valuable

CINCINNATI, Feb. 13, 1922.

TO EDITOR & PUBLISHER:—I would appreciate it very much if you would send me four extra copies of the recently issued Year Book directory of EDITOR & PUBLISHER with a bill for its cost. This is the most comprehensive and valuable directory for newspaper executives I have seen, and I want to congratulate EDITOR & PUBLISHER for its initiative and progress in producing it.

HARRY W. BROWN,
President and Gen. Mgr. Cincinnati Commercial Tribune.



"Enjoyed Your Concert 1000 Miles at Sea"

On the way to Honolulu, 1,000 miles from San Francisco, R. H. Horn on board the S. S. Col. E. L. Drake, heard the concert broadcasted by STATION W.W.J. of The Detroit News.

Florida dances to music furnished by Detroit orchestras broadcasted by The News. Calais, Maine, listens each evening for voices from dynamic Detroit via News radio.

Zona Gale, authoress and dramatist, at Portage, Wisconsin, writes The News requesting Mendelssohn's Melody in F and the request is granted by Radio Station W.W.J.

A government engineer in a lonely spot in Cuba thanks The Detroit News for the weekly concerts by the Detroit Symphony Orchestra.

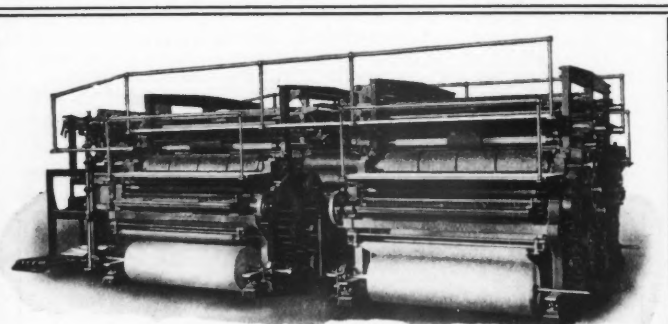
North, East, South and West they listen to The News radio. An appeal issued by radio for contributions to The Detroit Symphony Orchestra fund brings letters and checks from every corner of North America.

So The Detroit News leads in RADIO, pioneering for new fields of modern newspaper service.

The Detroit News

Sunday and Daily
Reaches 90% of All Detroit Homes

"Always In The Lead"



This Scott Double Quadruple "MULTI-UNIT" PRESS

is used by
The Sacramento Bee
and
The Los Angeles Express

and many other newspapers. They are more than satisfied with them and if you wish further information ask the publishers who operate them.

SCOTT PRESSES NEVER FAIL YOU

WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK
1457 Broadway

CHICAGO
1441 Monadnock Block

Obituary

HOWARD I. IRELAND, aged 62, president of the Ireland Advertising Agency, Philadelphia, died this week in Sharon Hill, Pa. Mr. Ireland had been ill for two years. When a young man he worked for a number of years as a reporter on Philadelphia papers, later going into the advertising departments. After serving as advertising manager of Strawbridge & Clothier, Mr. Ireland organized his agency in 1890. He had specialized in retail advertising.

Mrs. ALICE S. ALLEN, wife of Ike Allen of the San Francisco Examiner, died March 20, after a lingering illness.

CHARLES M. HARRISON, aged 80, publisher of the California Odd Fellow & New Age, and formerly connected with the Sacramento Union, died recently.

M. J. ROCHE, who died recently at Eugene, Ore., at one time was employed on the St. Paul Pioneer Press. He went to Portland 30 years ago as railroad reporter and later telegraph editor on the Oregonian.

Mrs. NANCY HOSKINS NEWKIRK, aged 92, mother of Newton Newkirk, newspaper humorist, died March 21, at California, Pa. In addition to her son, who is author of the "Bingville Bugle" feature of a number of newspapers, Mrs. Newkirk leaves another son and two daughters.

LEO RICHARD, aged 50, recently of the staff of L'Avenir National, Manchester, N. H., died at Manchester, March 23. Richard at one time was secretary to the late Honore Mercier, prime minister of Quebec.

J. ROY COTTAM, cashier of the Hotel and Railroad News Company, Boston, died recently.

MICHAEL J. MURPHY, aged 54, founder and publisher since 1890 of the Sonora (Tex.) Devil's River News, died recently following an operation for peritonitis. He was one of three brothers, all newspaper men. J. G. Murphy, a brother, founded the San Angelo Standard in 1884 and was its editor and publisher until he sold it in 1920.

Mrs. GEORGE A. SEAGROVE, mother of Gordon Kay Seagrove, formerly of the Chicago Tribune, died in Chicago last week.

Miss EUNICE S. MYERS, a copy holder on the staff of the Kansas City Star, died recently after a short illness.

HAVELOCK SPURGEON BURHOE, aged 35, an accountant of the Worcester (Mass.) Telegram-Gazette, died recently in Westboro from influenza.

FRANK L. KEHOF, aged 39, an employe of the Cleveland Press, died recently of sleeping sickness, which followed an attack of influenza and pneumonia.

Mrs. DAISY ELEANOR COCHRANE, aged 34, wife of W. W. Cochrane, sporting editor of the Kansas City Journal, died recently.

J. J. KIMBALL, aged 85, father of F. C. Kimball, editor of the Manhattan (Kan.) Tribune, died in Manhattan, recently.

J. STEPHEN VERNON, aged 27, formerly with the Philadelphia Public Ledger and department, was killed March 25, in an automobile accident at Los Angeles.

Mrs. ELISE R. PIER, wife of Arthur S. Pier, associate editor of the Youth's Companion, died in Milton recently.

NATHAN B. TOPPING, JR., 40 years, a newspaper man, died in Plainfield, N. J., March 21.

Miss MAUDE DE HAVEN OGAN, for the past ten years a special newspaper and magazine writer, died at Englewood, N. J., March 24.

Mrs. HETTIE J. O'NEIL, aged 73, widow of Frank R. O'Neil, a former vice president of the St. Louis Post-Dispatch, died recently of paralysis.

Mrs. J. HARRY HARTLEY, aged 60, wife of the military editor of the Boston Globe, died suddenly at her country home, Egypt, Mass.

J. WALTER KNAPP, aged 65, for several

years night stereotype foreman of the Boston Globe, with which he had been connected for 30 years, died recently in Boston.

WILLIAM S. WRIGHT, aged 62, for a number of years city editor of the Buffalo Times, died in Buffalo recently. He retired several years ago.

ERNEST ALFRED VIZETELLY, 61 years old, author, newspaper man, and translator of English versions of Zola's works, died in London, March 26. He was correspondent for London papers during the Franco-Prussian war in 1870.

W. R. DAVIS, for many years editor and proprietor of the Mitchell (Ont.) Advocate, died March 27, on the eve of his 60th wedding anniversary. Born in Ireland, he came to Canada at the age of 12 and joined the Quebec Mercury. From 1857-59 he was on the Toronto Globe. In 1860, with his brother, he founded the Mitchell Advocate. His son, H. D. Mitchell, took charge of the paper some years ago.

PHILO JACOBY, aged 84, veteran newspaper man, died in San Francisco, March 25. He founded the Hebrew, a weekly, many years ago and retained its editorship until his death.

ELIZABETH STEINER CLEMENT SEAVEY, wife of James Arthur Seavey, died March 29 in New York City. Her husband is well known in newspaper circles, having been with the old New York Sun, the Sun Service, the Minneapolis Journal and the New York Times.

McClure Held for Murder

Fred M. McClure, former circulation manager of the Cleveland Plain Dealer and until recently circulation manager of the El Paso Times, has been charged in El Paso with having murdered Miss Louise Pauline Frenzler. McClure told the El Paso police, it is alleged, that the young woman shot herself in a fit of jealousy because he was going to Baltimore to take over the management of circulation of a Baltimore paper. Detectives exhumed the body and photographed the wound, which was in the back of the head.

The Samaritan in Headlines

Rev. W. B. Norton, religious editor of the Chicago Tribune, delivered an address at the Medill School of Journalism of Northwestern University, March 23. "Jesus, heckled by lawyer, turns tables by story. Help ye one another, his radical doctrine." This would be the present day newspaper headline of the Good Samaritan story, a story which contains all the essentials of a good newspaper account. There is unity in it, concreteness, colloquialism, straightforwardness and vividness," he said in substance.

Sphinx Ladies' Night May 3

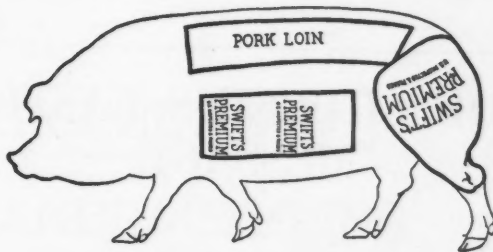
The Sphinx Club, New York, has postponed its annual "Ladies' Night" from April 1, to May 3, in response to numerous requests that the dinner not be held in Holy Week. Special entertainment and decoration schemes are being planned for the event, which will be held in the grand ballroom of the Waldorf-Astoria.

Sacramento Invites Editors

Invitations have been issued by the Days of '49 committee of the Sacramento Chamber of Commerce and the Sacramento Ad Club to 20,000 editors in the United States to take part in a '49er celebration which Sacramento will hold May 23-28. A "Bret Harte Night" in honor of visiting newspaper men is planned by the Ad Club.

Bust of Pulitzer Unveiled

A bronze bust of the late Joseph Pulitzer, founder of the St. Louis Post-Dispatch, was recently unveiled in the main exhibition hall of the Missouri Historical Society, in Jefferson Hall, St. Louis. It is the gift of his son, Joseph Pulitzer.



34 vs. 66

Swift's Premium Ham and Swift's Premium Bacon are produced from only the best hogs. Many of the animals we buy do not furnish meat of Premium quality.

Since these are the choice cuts from the best hogs, cured and smoked in the best way, with scientific care and precision, they are naturally in great demand; but these cuts, with the loin from which pork chops come, represent only about 34 per cent of the live animal.

The remaining 66 per cent consists of the cheaper cuts, such as spare ribs, shoulders, trimmings, pigs' feet, lard, etc., and skrinkage in dressing and curing. Shrinkage is equal to one pound in each five, and has no value whatever.

That is why the prices of "Premium" Ham and Bacon and pork loins are higher than the price of the live animal.

Everybody wants them—and yet they are only about one-third of the entire weight. "Premium" Bacon alone is only about 8 per cent.

The great demand for the choicer cuts, and the smaller demand for the cheaper cuts, constitute the reason for the comparatively higher price of the one-third, and the lower price of the other two-thirds. (Some of the lower priced cuts sell at less than the per-pound price of the live animal.)

It is only by utilizing all possible by-products and exercising the utmost skill and efficiency that we are able to average a profit of a fraction of a cent a pound on all our business.

N. B. Some very delicious dishes can be prepared from the cheaper cuts.

Swift & Company
U. S. A.



Half-Page Display Church Advertisement, for Publication in Daily Newspapers of April 15

THE CHURCH'S EASTER MESSAGE

There is a floral meaning to Easter.
 And a musical meaning.
 And an artistic meaning.
 Yet all these are mere echoes and types of the spiritual meaning of the great day which will be kept tomorrow.

Easter is the anniversary of the Resurrection of Jesus Christ from the dead.

Church attendance is greater on Easter than on any other day of the year. Some persons will go to church tomorrow who have not done so for months.

The music and the flowers are partly responsible for this; yet we are persuaded that the deep spiritual significance of the day is really the underlying reason. *A hunger for the Resurrection note in their lives draws men and women within sound of the Easter message.*

These weekly display advertisements have been setting forth that which the Church offers to the world. We have been trying to enumerate some of the valid reasons why men and women should attend church.

But yesterday and tomorrow suggest the loftiest, deepest, and most conclusive reason.

GOOD FRIDAY AND EASTER—THE CROSS AND THE OPEN TOMB—ARE THE HEART OF HEARTS OF THE CHURCH'S PLEA, AND OF HER VERY EXISTENCE.

They stand for her message of redemption and life.

I am the Resurrection and the Life; he that believeth in Me, though he were dead, yet shall he live: and whosoever liveth and believeth in Me shall never die.—John, XI; 25, 26.

By the Cross and the Tomb the Church is differentiated from all other institutions and organizations. They are the symbols of her divine nature and mission.

The Church's Easter message is Life—freer, fairer, fuller Life. She hears the word of her Lord, "I am come that they might have life, and might have it more abundantly."

Many of us are impoverished of life. Our souls are starved. We lack spirit-vitality. Instead of joyous, buoyant, overflowing lives, we are merely dragging out an existence.

To us all, the Church brings at Easter a message of

A NEW LIFE,
 A RISEN LIFE,
 A DIVINE LIFE.

Easter is the day of the Eternal Hope. It brings to memory our beloved dead; or most of all, the Redeemer who broke death's power and assures us of a Resurrection.

In every church tomorrow, whatever its name or usage, one may hear, in Scripture, in sermon, and in song, the Message of Life—of the risen life that is lived by Christ's power.

To the hearing of this message we summon the reader, promising him a welcome and an uplift.

THE MEANING OF EASTER IS FOUND ONLY IN THE EASTER MESSAGE.

Now is Christ risen from the dead and become the first fruits of them that slept. For since by man came death, by man came also the resurrection of the dead. For as in Adam all die, even so in Christ shall all be made alive.—Corinthians, XV.-20-22.

GO TO CHURCH TOMORROW

In case of Illness, Death or Other Trouble. Any Minister Will Be Glad to Help

NOTE: This advertisement, written by Dr. William T. Ellis, is offered by him and by THE EDITOR & PUBLISHER, for the free use, on April 15, of any newspaper. Others will appear in subsequent issues. A group of local laymen, willing to pay for this advertisement in half-page size, may usually be secured by the advertising department of a daily newspaper, with the co-operation of the Church Federation or the Ministerial Union.

PERSONALS

(Continued from page 25)

family and his desk and left for Mexico to represent the Chicago Tribune.

John B. Main, member of the re-write desk of the Chicago Evening American, has been made a major in the Illinois National Guard.

Mrs. Woodward Boyd of St. Paul, former reporter of the Daily News of that city and of the Chicago Daily News, is blossoming forth as a novelist. In August the Scribners will bring out her first book, "The Love Legend." Mrs. Boyd is the wife of Thomas Alexander Boyd, also a graduate of the reportorial corps of the St. Paul Daily News, of which paper he is now literary editor.

Malcom W. Bingay, managing editor of the Detroit News, P. J. Reid, managing editor of the Detroit Free Press, Harry Nimmo, of the Detroit Saturday Night, and James Schermerhorn of the Detroit Times spoke at the dinner celebrating the opening of the new First National Bank Building in Detroit.

Thurston R. Porter, for many years a Washington newspaper correspondent, has been appointed by President Harding as United States Marshal for China and will leave for his new post at Shanghai within the next two weeks. Mr. Porter has been connected with the Washington staff of the New York Herald. Before coming to Washington he had worked on newspapers in Columbus, Cincinnati, Buffalo and Detroit.

John Elliott has left the city staff of the Springfield (Mass.) Republican to become editorial writer for the New Bedford (Mass.) Standard.

Frederick K. Murkland, formerly of the Springfield (Mass.) Republican, has transferred to the city staff of the Boston Traveler.

Charles S. Donahue has resigned from the Springfield (Mass.) Republican to join the city department of the Rochester (N. Y.) Herald.

Windsor B. Williams has left the Springfield (Mass.) Republican's city staff to do publicity work for the American Legion. He is making his headquarters in Indianapolis.

James F. Wemyss has resigned as automobile editor of the Springfield Republican.

Miss Frances Linane of the Springfield (Mass.) Republican has recovered from a severe attack of influenza.

William Carney, late of the Bridgeport (Conn.) Telegram, has joined the city staff of the Springfield Republican.

Martin Durkin has left The Boston American to join on the city staff of the Springfield (Mass.) Republican.

Charles Maxwell, make-up man for the Chicago Evening American, is suffering from crsipelas.

William Braucher, sport editor of the Springfield Illinois State Register, who has been off duty for seven months because of rheumatism, has returned to his desk.

V. Y. Dallman, managing editor of the Springfield Illinois State Register, has returned from a trip to Florida.

William S. Harte, formerly of the Chicago Daily News, has joined the Chicago Daily Journal staff.

Samuel Horn, copy reader for the Chicago Daily Journal, has resigned to travel.

William A. Blynn, formerly of the Chicago Journal, is taking the place of Raymond Knott, who is ill, as magazine editor of the Chicago Evening American.

Wallace Smith, special writer for the Chicago Evening American, has returned to the re-write desk from California, where he "covered" the Taylor murder, Arbuckle and Burch-Obenchain trials.

W. E. Ingersoll and Miss Mary Clendenan, both of the editorial staff of the Winnipeg Free Press, were married recently.

Miss M. C. Hall, society editor of the Winnipeg Free Press, has gone to the Canadian Pacific Railway publicity department.

Leo F. Hagerty, associate editor of the Buffalo Commercial, has been appointed a first lieutenant in headquarters company, 54th Brigade headquarters New York State Guard.

William E. Carson has been appointed New York correspondent of the London Pall Mall Gazette and Globe.

Allen S. Raymond, formerly drama editor of the Detroit Journal, is now the Detroit Times copy desk.

Irving E. Sanhorn, former baseball writer of the Chicago Tribune, has purchased a home in Canandaigua (N. Y.). He had a nervous breakdown while at the Tribune and retired from work.

Miss Rachel McDowell, religious editor of the New York Times, covered a Methodist conference in Poughkeepsie (N. Y.).

John Blakely celebrated his 90th birthday March 21. He now lives at Westmont, N. J., and is still writing features with Charles School, Mr. Blakely published the Philadelphia Evening Ledger from 1866 to 1900.

Charles L. Martin of the Daily (Tex.) News celebrated his 83d birthday March 6, doing his regular work.

Everett Hamilton, for a number of years on the New York Herald financial staff, is now associated with Charles Dodge & Co., brokers, in charge of financial news of the customers' department.

A. B. Perlin of the St. Johns (Newfoundland) Telegram, in company with T. J. Walsh of the St. Johns News and J. R. Smallwood of the St. Johns Evening Advocate, in a recent aviation trip were the first newspaper men to cross Newfoundland. The trip was undertaken with the thermometer at degrees below zero.

George Allen England of Boston has been commissioned by Street & Smith to write a story of the Newfoundland seal hunt. He sailed from St. John's Newfoundland, March 9 for the fields.

Perry G. Malone, formerly of the Paducah (Ky.) News-Democrat, has bought the Hickman (Ky.) Commercial Gazette.

Wilbur Rogers, until recently telegraph editor on the Syracuse (N. Y.) Post-Standard, is now on the staff of the Associated Press in New York. He was at one time on the Brooklyn Eagle and the New York Evening Mail.

L. R. H. Perry, formerly night editor on the Nashville Tennessean, now connected with the Wilson Agency in Nashville. Jack Nye, formerly on Louisville newspapers, has joined the Tennessean as a desk man.

THE BUSINESS OFFICE

RICHARD H. THOMAS was today appointed advertising director of the Richmond Times-Dispatch and Evening Dispatch. He was born and educated in Baltimore and has been daily newspaper work for twenty years from coast to coast. He has been in Richmond since January, 1920, as special representative of the Times-Dispatch Publishing Company, following service as advertising manager of the Worcester (Mass.) Telegram. Mr. Thomas is president of the Richmond Advertising Club, president of the Richmond Athletic Club and an active member of the newly organized Lions' Club.

George A. Thall, who has been classified advertising manager of the Chicago Herald and Examiner for the past year, now has a similar position on the Detroit Free Press.

H. C. MacDonald, classified advertising manager of the Cleveland Plain Dealer, has just returned from a trip to Washington, Baltimore, New York and

other Eastern cities, visiting classified departments.

Kenneth Palmer, who has been on the classified advertising staff of the Albany Knickerbocker Press, is now classified advertising manager of the London (Ont.) Advertiser.

Lester Krupp is now classified advertising manager of the Janesville (Wis.) Gazette. He was formerly on the classified advertising staff of the Chicago Herald and Examiner.

H. L. Knight is now classified advertising manager of the Raleigh (N. C.) Times.

H. A. Lewis, business manager of the Iron River (Mich.) Daily Reporter, and M. M. Ramsde l, city editor, have resigned, being succeeded by E. E. Wessel of St. Paul, who is made both business and advertising manager, and George T. Breen, former advertising manager, who becomes city and telegraph editor.

E. S. Dobson, for many years with the Detroit News and for the last three years circulation manager of the Newark (N. J.) Ledger, has taken over the agency for the Butterick Publications in Newark and vicinity.

Bill Donahue, local display advertising manager for the Chicago Tribune, gave a talk to the advertising staff of the New Orleans Item, recently, while visiting New Orleans on his vacation.

A. H. Melville of the research department of the Conde Nast publications, New York, is visiting leading department stores in cities from New York to Kansas City, to find out what people are buying.

Ben Anderson, circulation manager for the Chicago Daily Journal, says the children's subscription contest through which a boy or girl is given 75 cents for one year's subscription and a pair of skates for ten, has been highly successful.

William Farrell, assistant paymaster of the Chicago Tribune, and Miss Marie Chandler were married last week.

H. O. Felten, formerly of the Milwaukee Sentinel, has joined the copy writing staff of the copy and art service of the Chicago Tribune.

J. M. Annenberg has been appointed circulation manager in charge of all editions of the Philadelphia Public Ledger. He has been in charge of the Morning and Sunday editions since the Public Ledger absorbed the Press, of which Mr. Annenberg was circulation manager. S. Tinkler, Jr., has resigned as circulation manager of the Ledger.

Miss Frances Okum, formerly connected with the advertising departments of the Newark Star-Eagle and the New York Evening Telegram, has gone with the classified department of the Newark Ledger.

E. J. Brandon has been appointed advertising manager of the Minneapolis Daily News.

C. H. Tobey, advertising manager of the Boston American, in the future will handle all promotion advertising.

Joe Wright, formerly with the Nashville Banner, has joined the advertising staff of the Dallas (Tex.) News.

George S. Tanner, formerly with the Back Agency, Nashville, has joined the Nashville Tennessean staff.

C. H. McGlothlin, formerly advertising editor on the Nashville Tennessean has more recently connected with the Promotion Advertising Agency there, is now on the Nashville Banner staff.

E. T. Hall, president of the Advertising Club of St. Louis, has returned from a three weeks' southern tour for the Ralston Purina Mills.

George H. Phelps, for several years advertising manager of Dodge Brothers, and before that identified with the Studbaker Corporation, Boston and New York, was the guest of honor at a recent dinner at the Detroit Athletic Club of Dodge Brothers' dealers from coast to coast. Mr. Phelps leaves the Dodge Brothers advertising department, April 1 to open the Phelps Advertising Company of Detroit, taking with him the account of the Dodge Brothers now handled by Theodore F. MacManus.

Miss Jeannette Israel is now manager of the advertising department of H. Black & Co., Cleveland, succeeding H. J. Winsten.

William A. McHany, who has been for three years advertising manager of Egger's Department Store, Dallas, Tex., has resigned to go to the Bry-Block Mercantile Company, Memphis, Tenn.

Julius Hall, advertising manager of the Link-Belt Company, Chicago, elevating and conveying machinery, was elected president of the Engineering Advertisers' Association at its annual meeting in Chicago last week.

NEWS OF THE AD AGENTS

THE J. H. Cross Company, Philadelphia, will shortly move from 12th street South of Walnut, to the Southwest corner of 15th and Locust streets. The company has leased the entire fifth and sixth floors and the building itself has been renamed the Cross Building.

Lee E. Donnelly, advertising agent of Cleveland, has incorporated his business under the name of Lee E. Donnelly Company. Oliver M. Byerly and Charles F. Sutliff are associated with him.

Joseph H. Neebe, recently appointed vice-president of Grandin-Dorrance-Sullivan, Inc., is co-author with Hiram Moe Greene and Avery Hopwood of a play which A. H. Woods will produce in New York this summer. It is entitled "Something for Women," and is an American advertising business comedy.

The Washburne-Flarsheim Advertising Company of Cincinnati has opened a branch office in Columbus, Ohio.

A. R. Bogin, Inc., of New York, has been incorporated as a general advertising agency.

The John Clark Sims Company has been reorganized and is now known as the John Clark Sims Co., Ltd. John Clark Sims is president, Thomas J. Mulvey, vice-president; Harrison I. Cowan, secretary-treasurer; Lawrence W. Burns, assistant secretary; and David Sellers Vogels, assistant treasurer.

W. V. Brown, formerly of the advertising staff of the Columbus (Ohio) State Journal, is now associated with J. G. Tritsch & Co.

Raymond Morgan, vice-president of the Cahill Advertising Company of San Francisco, and Miss Virginia Wiles of Boston, were married recently in San Francisco.

C. C. Buchanan, formerly vice-president of the Warfield Advertising Company, Omaha, has resigned and has opened an agency in the Peters Trust Bldg., Omaha.

The Hope Advertising Corporation has been formed in Providence, R. I., by William Mitenius, Edward Mitenius, and John M. Humphrey.

Clarence Horton, advertising manager of the Buffalo Motorist, a monthly publication of the Automobile Club of Buffalo, will join the staff of the Remington Advertising Agency, April 1. Arnett Schantz of the advertising staff of the Buffalo Commercial, will succeed Mr. Horton on the Motorist.

The William H. Rankin Company will move from the Monroe building, Chicago, to the LeMoine building, Lake street and Wabash avenue, May 1.

E. A. Moffitt, formerly with Shuster Stores, Milwaukee, has joined the staff of the Adamars Company, St. Louis.

(Continued on page 37)

IN
AGRICULTURE
MANUFACTURING
EDUCATION

a leader among the states

WISCONSIN

is worth knowing.

It is growing so fast in material wealth that past records are simply misleading.

In agriculture the crop value had an increase of 223 per cent or from \$137,830,966 (1910) to \$445,347,868 (1920).

The value of livestock increased 103 per cent in ten years and value of implements and machinery.

In the production of dairy products Wisconsin leads all other states.

To be a good territory for National Advertisers, a state must be first a good provider for its own people with something over to spend out of hand. That's why Wisconsin should carry a message for you in all these papers.

	Circulation	Rate for 5,000 lines
Beloit News	(E) 7,900	.045
Eau Claire Leader-Telegram.....	(M&E) 8,757	.035
*Fond du Lac Reporter	(E) 5,801	.03
Kenosha News	(E) 6,238	.03
Madison (Wis.) State Journal.....	(E&S) 17,111	.05
*Milwaukee Journal	(E) 111,862	.20
*Milwaukee Journal	(S) 87,593	.20
Milwaukee Sentinel	(M&E) 83,864	.14
Milwaukee Sentinel	(S) 63,545	.14
*Superior Telegram	(E) 17,588	.055
Superior (Wis.) Sunday Times.....	(S) 8,000	.045

Government Statements, Oct. 1, 1921.
*A. B. C. Publishers' Statement, Oct. 1, 1921.

TIPS FOR AD MANAGERS

Adamars Company, Pine and 21st streets, St. Louis. Will start a newspaper campaign in St. Louis and will extend as distribution is increased for Meyer Bros., Coffee & Spice Company, "Old Judge Coffee," 400 South 7th street, St. Louis.

Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Placing advertising for the Reading Iron Works, Reading, Pa.

Albee Corp., 14 E. Jackson Blvd., Chicago. Using about half a dozen towns, among them St. Louis and Kansas City, on "Hydrothoro" tire. Will handle account of the Richardson Company, "Heppes Roofing."

F. Wallis Armstrong, 16th and Locust streets, Philadelphia. Sending out 4-time orders for Boscul Coffee.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing 5-inch, 12-time orders with newspapers in various sections for Atlantic Refining Company, "Parowax," 3144 Passayunk avenue, Philadelphia; reported to be handling advertising for the Beaver Board Company, Buffalo, N. Y.; again placing copy with newspapers generally for the Kellogg Toasted Corn Flake Company, "Kellogg's Krumbles," Battle Creek; placing advertising for the Rosemary Manufacturing Company, damask pattern cloths and napkins, Roanoke Rapids, N. C.; will use newspapers in selected sections for the Star Motors, Inc., "Star" Automobile, New York.

Alfred Austin, 244 5th avenue, New York. Again placing orders with newspapers in various sections for Fine & Levy, "Sure Fit Caps," 702 Broadway, New York.

Earl S. Barber, 400 North Michigan avenue, Chicago. Has prepared and issued copy to a small list of northern papers on Kaufman clothes. Placing orders with newspapers in selected sections for Charles Kaufman & Bros., "Kaufman's Campus Toga," Chicago, New York, Boston and San Francisco.

Barrows and Richardson, 19 West 44th street, New York. Making 1,000-line contracts for the Huyler Candy Company.

George Batten Company, 381 4th avenue, New York. Placing orders with newspapers that have colored sections for the De Long Hook & Eye Company, 21st and Clearfield streets, Philadelphia. Will make up lists in May for the Central Stove & Gas Company, Gardner, Mass. Placing orders on Chicquot Club ginger ale for summer.

Berrien Company, 14 West 44th street, New York. Placing orders with newspapers in selected sections for Maillard Company, chocolates.

Birch-Field & Co., 110 West 40th street, New York. Placing orders with newspapers in selected sections for L. Sonneborn Sons, "Stormyte" Roofing, 262 Pearl street, New York.

Blackman Company, 116 West 42nd street, New York. Making 10,000-line contracts for the Vacuum Oil Company.

Bloodhart - Soat Advertising Company, Omaha. Has obtained advertising account of the H. R. Wilson Tractor Company, Ottumwa, Ia.

Brandt Advertising Agency, Tribune Building, Chicago. Preparing copy on Harrington Stoker, which was sold recently to the United Machine and Manufacturing Company, of Canton, Ohio, by the J. A. Brady Foundry Company. Double-page ads in trade papers are being used announcing the purchase. Also issuing copy on the Bankers and Merchants Savings System Department, Litho Paint Poster Company in the Central West on the new savings check system. Adding papers to list for James Beaser & Sons of Dubuque, Ia., in Iowa, Illinois, Minnesota and Wisconsin towns.

Emil Brisacher & Staff, Flood Bldg., San Francisco. Placing orders with some Pacific Coast newspapers and will extend Eastward as fast as distribution is obtained for the Petrie Italian-American Cigar Company, "Van Camp" cigars.

Brooke, Smith & French, Kresge Bldg., Detroit. Handling advertising for the Liberty Motor Car Company, 12141 Charlevoix, Detroit.

Calkins & Holden, 250 5th avenue, New York. Again placing schedules with newspapers for H. J. Heinz Company, Pittsburgh.

Callaway Associates, 1130 Little Bldg., Boston. Placing advertising for the Wondermist Manufacturing Company, Kilby street, Boston.

Chambers Advertising Agency, Maison-Blanche Bldg., New Orleans. Making 1,800-line contracts for the Eugene Ellis Company.

Chappelow Advertising Company, 1701 Washington avenue, St. Louis. Handling advertising and will later use newspapers for the Davenport Hosiery Mills, "Humming Bird" Silk Hose, Chattanooga, Tenn.

Nelson Chesman & Co., Publicity Bldg., St. Louis. Sending out 96-line orders to run twice for the Plapas Laboratories. Sending out 52-time orders for the A. H. Lewis Medicine Company.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Have issued three pieces of half-page copy to Schenectady, Erie and South Bend on Chicago Engineering Company. If this campaign is successful it is said that \$100,000 will be spent in advertising in newspapers.

J. H. Cress Company, 214 South 12th street, Philadelphia. Placing account for Super-Saftee Ink Company, 219 West 27th street, New York, makers of "Jinx" Safety Ink.

Making 1,000-line contracts for the United Medicine Company.

Arthur M. Crumrine Company, 225 West 53th street, New York. Making 1,000-line contracts for the Sarbol Company.

Dauchy Company, 9 Murray street, New York. Will make up lists in April for the Chichester Chemical Company, 2315 Madison street, Philadelphia. Again placing schedules with newspapers for Allen S. Olmstead, "Mother Gray's" Powder, and "Allen's Foot Ease," Le Roy, New York.

Dunlap-Ward Advertising Agency, Union Nat. Bank Bldg., Cleveland. Making contracts for the Chandler Motor Car Company.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts with newspapers and using 430-line copy in farm papers for the United States Tire Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing advertising for the Davenport Bed Makers of America, Chicago. Preparing list on Mirro (Aluminum Ware).

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with a selected list of newspapers for Hall & Ruckel, Inc., "Sodolont" and "X-Basin," 147 Waverly place, New York. Making 2,000-line contracts for the Tobacco Products Corporation. Handling advertising for the Cling Cutlery Company, New York; using California newspapers for the Ziz Zag cigarette papers; sending out orders to a selected list of newspapers for the William Maxwell Institute; using New York City newspapers for the United Retail Candy Stores.

Charles Daniel Frey, 104 South Michigan

avenue, Chicago. Has issued 1,000-line orders on Earle Motors to a large list of papers. Orders to be held subject to wire release.

Charles H. Fuller Company, 623 South Washburn avenue, Chicago. Handling advertising for the Stutz Motor Car Company America, Indianapolis.

Grandin-Dorrance & Sullivan, Inc., 130 42d street, New York. Reported having decided upon plans for Smith & Wesson, fire-arms manufacturer, Springfield, Mass.

Gray Advertising Company, Gray Bldg., Kansas City. Using 12-time orders in newspapers for Paratabs Laboratory.

Greenleaf Advertising Corporation, 516 avenue, New York. Reported sending orders on Salrite pencil.

Greve Advertising agency, New Ham Bldg., St. Paul. Placing advertising on Lisle, Daniels & Co., magazines, St. Paul, Minn.

Church Ad Series No. 2 Ready

Complying with requests of advertising managers who are using the first set of ten ads issued by the Church Advertising Department, another set of ten is offered.

This series, No. 2, consists of ten short ads, signed by the authors, under the general theme "Why I Go to Church." Here are five of the writers:

ROGER W. BABSON

SENATOR WILLIS of Ohio

FRANK CRANE

HENRY J. ALLEN of Kansas

SENATOR MORRIS SHEPPARD of Texas

They produced the copy especially for this series—and the other five writers are equally prominent the country over.

Use these statements on your church page, in space contributed by the paper, to stimulate advertising by individual churches. Or, sell the space to a church or federation of churches.

Copy only, mimeographed. Send stamp for ads for inspection.

Be safe, and order by wire at once

Right to use given one paper in a town. First paper ordering given privilege. Papers which subscribed to first series given preference. Right for their city will be reserved a reasonable time.

The price for series of ten—the five above, and five equally known names—only \$5 for papers under 20,000 circulation. \$10 for larger papers.

The first series has proved the biggest thing ever done for church advertising. Papers all over the country are using the material to help increase advertising returns on Saturdays. No greater community service can be rendered by a newspaper than to get a large proportion of the citizens in church every Sunday—some church. These ads will help that end. Editors willingly pay for an article by one of the ten writers as much as is asked for the entire series.

Send orders with check to Herbert H. Smith, 156 Fifth Ave., New York City. Make checks payable to J. Clyde Oswald.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

This space contributed by Editor and Publisher

Gandlach Advertising Agency Wrigley Bldg., Chicago. Has secured account of the Vitamin Research Association of New York.

Hand-Metzer, Inc., 95 Madison avenue, New York. Making 15,000 and 20,000-line contracts for the Texas Company. Will make lists in May for the Newton Giant Ice Machine Company, Harrisonburg, Va.

E. W. Helwig Company, 299 Madison avenue, New York. Renewing some of their contracts for the Corn Products Company, "Karo" and "Mazola," 17 Battery place, New York.

Hurst & McDonald, 58 East Washington street, Chicago. Placing advertising contracts for Fairbanks, Morse & Co., gas and oil contracts, 1900 South Wabash avenue, Chicago.

Hunt-Gannon, Inc., 52 Vanderbilt avenue, New York. Placing advertising for Heller & Co., files, tools, Newark, N. J.

Albert P. Hill Company, 233 Oliver street, Pittsburgh. Make up lists in May and November for Pratt & Lambert, Inc., Buffalo, N. Y.

E. T. Howard Company, 117 West 46th street, New York. Making 5,000-line contracts for Keystone Ice Cream.

Johnson-Dallis Company, 136 Marietta street, Atlanta. Making yearly contracts with farm papers for the Southern Fertilizer Association.

John Kamsler Company, 1123 Broadway, New York. Reported will use newspapers in New York for the National Hair Goods Company.

Philip Kobbe Company, 208 5th avenue, New York. Making 2,000-line contracts with newspapers for Talcum Puff.

Larcher-Horton Company, 75 Westminster street, Providence, R. I. Placing newspaper contracts for Nicholson files.

Thomas F. Logan, Inc., Hihhs Bldg., Washington, D. C. Placing advertising for the Dodge Hotel, Union Station Plaza, Washington, D. C.

Lord & Thomas, 400 North Michigan avenue, Chicago. Have issued schedules to a list of 1000 towns on Van Ess Laboratories. Mr. Turner of Lord & Thomas is the man to see.

Lord & Thomas, Times Bldg., New York. Placing experimental orders with Newark (N. J.) newspapers for Wallace & Co., gum drops, New York.

John Jex Martin, 202 South State street, Chicago. Using a few Illinois papers on American Steam Truck.

W. D. McJunkin Company, 5 South Wabash avenue, Chicago. Making up list for Orange Club.

News International Agency, 449 4th avenue, New York. Making 5,000-line yearly contracts for the Potter Drug & Chemical Company.

Norton Advertising Service, 23 Irving place, New York. Making 1,000-line yearly contracts for Kops Brothers.

Old Advertising Agency, Terre Haute, Ind. Making 3,000-line contracts for P. D. Q.

Pack Advertising Agency, 347 5th avenue, New York. Again placing orders with newspapers in various sections for the Englander Spring Bed Company, 102 West 22nd street, New York.

George Harrison Phelps, Inc., 110 Rewena street, Detroit. Reported will place advertising on Dodge Bros., Detroit.

Harry Porter Company, 15 West 44th street, New York. Again placing orders with newspapers in various sections for Thomas Lecomte & Co., "Bengue" medical, 130 William street, New York.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Using newspapers for "The Cho. Instant Malt-a-Milk Chocolate," Milk-a-Milk Company, Kansas City.

Frank Presbrey Company, 456 4th avenue, New York. Has secured the account of the Gillette-Eden Corporation, "Eden Washing Machines." Placing advertising of the Commercial Guaranty Corporation, bankers, Madison avenue at 38th street, New York.

Frank Presbrey Company, 456 4th avenue, New York. Make up lists in April and September for the Vanderbilt Hotel, New York.

Fred M. Randall Company, Book Bldg., Detroit. Will use newspapers for John J. Taylor & Co., "Red Brand" cigarettes, and "Buckingham" smoking tobacco, Detroit. Handling the following accounts: Williamson Furniture Company, Ferguson & Lange, Milburn Furniture Proof Tube Company, and I. A. Stewart Electric Manufacturing Company, all of Chicago.

Randall Advertising Agency, 34 West 33d street, New York. Again making contracts with newspapers in various sections for American Lead Pencil Company, 220 5th avenue, New York.

Joseph Richards Company, 9 East 40th street, New York. Making 1,000-line yearly contracts for the Conklin Pen Manufacturing Company.

Rudrauff & Ryan, 404 4th avenue, New York. Placing orders with newspapers for the National Fictorial monthly.

Frank Seaman, Inc., 470 4th avenue, New York. Making 3,000-line contracts with New England newspapers for the Heywood-Wakefield Furniture Company, of Boston.

Franklin P. Shunway Company, 453 Washington street, Boston. Sending out orders to newspapers on "Inswich Hosiery," Ipswich, Mass.

Schubler-Warner Company, 225 North Michigan Blvd., Chicago. Making 5,000-line contracts with newspapers for the Southern Sweet Potato Exchange. Sending out 280-line

orders, 12 times, and 400-line orders, 28 times for R. L. Watkins Company.

J. A. Snyder Company, 220 South State street, Chicago. Placing advertising for Cosmas Pharmaceutical Company, Watertown, Wis. Sunday newspapers are being used.

Southwestern Advertising Company, Dallas, Tex. Will use newspapers in Central and Southwestern States for the Gebhardt Chili Powder Company, "Deviled Chili Meat," San Antonio.

Sterling Advertising Service, 5 West 40th street, New York. Placing orders with newspapers that have rotogravure sections for Levi & Seligman, Inc., "Vel-Ette" silk fabric, Brooklyn, N. Y.

Jules P. Storm, 120 West 41st street, New York. Using 1,050-line copy 1 time for the Metropolitan Life Insurance Company.

Thomas, O'Brien & Coleman, Inc., 165 East Erie street, Chicago. Handling the following accounts: Frank M. Needham Company, "Avalon Farms" stock remedies, Chicago; Guaranteed Products Company, "Alaxo" mineral water, Sioux Falls, S. D., and W. N. Macqueen & Co., bonds and mortgage house, Chicago.

J. Walter Thompson Company, 242 Madison avenue, New York. Again placing orders with newspapers in various sections for Warren & Co., "Cutex" manicure specialties, 114 West 17th street, New York.

Trades Advertising Service, 665 5th avenue, New York. Making contracts for the By-Products Coke Company.

United States Advertising Corporation, 1415 Madison avenue, Toledo, Ohio. Placing advertising for the Martin-Parry Corp., Commercial Body Builders, York, Pa., and Indianapolis.

Vanderhoof & Co., 167 East Ontario street, Chicago. Have an Ok'd list on Canadian National Railways. Mr. Cushing is the man to see.

Wade Advertising Agency, Old Colony Bldg., Chicago. Sending out orders for Quaker Oats Company.

Warfield Advertising Company, Omaha. Has obtained account of the Nebraska & Iowa Steel Tank Company, Omaha.

Western Advertising Agency, 506 Baker Block, Racine, Wis. Making 1,000-line contracts for S. C. Johnson & Son.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Placing orders with newspapers generally for the Northwestern Yeast Company.

C. C. Winningham, Book Bldg., Detroit. Making 10,000-line contracts for Hudson-Essex Motor Car Company.

Arthur Woodward, 1476 Broadway, New York. Placing orders with newspapers in various sections for the McAlpin Hotel.

Lloyd W. Young, 823 Prospect avenue, Cleveland. Planning a newspaper campaign for the Metropolitan Bond Company, Chicago and Cleveland, Ohio.

ILLINOIS

See that it is put on Your List and always kept there

Third in population, the center of mighty railroads, vast grain and meat packing industries, the commercial hub of the progressive Middle West, Illinois offers unique opportunities to the National Advertiser and Manufacturer.

With an income of over \$5,000,000,000 for manufactured products and farm property valued at over \$6,500,000,000, Illinois is deserving of first consideration from any National Advertiser.

But the National Advertiser must think of daily newspapers as the media to carry his message.

To cover this territory properly to reach the buying millions with certainty Illinois newspapers are absolutely necessary, as they are part and parcel of Illinois homelife and activity.

Repeats Large Ad Section

So satisfactory were the results achieved with the twelve-page special advertising section run in the Dayton (O.) Daily News on March 3, that the Louis Traxer department store of Dayton repeated the idea on the following Friday.

New Ad Law in Wilmington, Del.

The City Council of Wilmington, Del., at the instance of the Chamber of Commerce and with support of the newspapers, has passed an ordinance forbidding questionable advertising. The new law provides a \$10 fine for violations.

Fruit Growers to Advertise

Michigan Fruit Growers, Inc., recently organized at Benton Harbor, Mich., is raising a fund for several thousand dollars for national advertising of Michigan fruit. Newspapers will be used largely.

New Merchandising Paper

The Oklahoma City Daily News has just issued the first number of its Oklahoma News Advertiser, an 8 page monthly tabloid retailer journal.

Delmarvia to Advertise

The Wilmington (Del.) Chamber of Commerce has appointed an advertising committee to attract the trade of the Delmarvia Peninsula.

A. N. A. to Meet May 4-6

The semi-annual convention of the Association of National Advertisers will be held in Chicago, at the Drake Hotel, May 3, 4, 5 and 6.

Changes from 7 to 8 Columns

The Mankato (Minn.) Daily Free Press has changed its make-up from 7 columns, 13 ems, to 8 columns 12½ ems.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
*Aurora Beacon-News (E)	15,251	.055	.055
Bloomington Pantagraph (M)	17,718	.05	.05
Chicago Herald-Examiner (M)	359,386	.55	.55
Chicago Herald-Examiner (S)	738,788	.85	.85
Chicago Daily Journal (E)	115,406	.26	.24
Chicago Tribune (M)	483,272	.70	.70
Chicago Tribune (S)	801,881	1.00	1.00
*Moline Dispatch (E)	9,732	.04	.04
*Peoria Journal-Transcript (M&E)	29,051	.11	.09
Peoria Star (E)	23,876	.075	.06
Rock Island Argus (E)	9,255	.04	.04
Sterling Gazette (E)	4,999	.03	.03

Government Statements, October 1, 1921.
*A. B. C. Publishers' Statement, October 1, 1921.

The high quality of
HUBER'S Grit-Free
BLACK NEWS INKS
 also prevails in **HUBER'S**
COLORED INKS
 for comic and magazine
 supplements.

Manufactured by
J. M. Huber
 Main Office: NEW YORK
 HUBER'S colors in use since 1780

The Miami Herald

FRANK B. SHUTTS,
 Publisher

In Miami, Florida,
 They Say:

"This Is Our
 Miami Paper"

TAKE CANADA, FOR EXAMPLE

How many cities in Canada in which good sized English language papers are published? Well, across Canada the Metropolitan Weekly Short Fiction Service is printed in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Regina, Saskatoon and Calgary.
 Why C? Send for samples.
METROPOLITAN NEWSPAPER SERVICE
 Maximilian Elser, Jr., Gen'l Mgr.
 150 NASSAU ST. NEW YORK

In LOS ANGELES the
EVENING HERALD

LEADS ALL other daily papers, morning or evening, in circulation.
 LEADS ALL other daily papers in advertising gains, 1922 vs. 1921.

Covers the evening field completely
 Many advertisers use it exclusively

Representatives
 New York: H. W. Moloney, 604 Times Bldg.
 Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

NEWS OF THE ASSOCIATIONS AND CLUBS

RUTGERS COLLEGE, New Brunswick, N. J., through Carl P. Woodward of its faculty, offered the use of the college to the New Jersey Press Association for a two-day conference on Journalism during August, at the association's executive committee meeting March 27, in Newark. J. W. Naylor, president of the association, appointed a committee to consider the offer and frame a tentative program for this conference. After the report of the committee on labor was discussed, it was instructed to make further investigations. A sub-committee on labor problems to consider particularly plans for lino type instruction or a lino type school was authorized. William Van Wart of the Caldwell Progress was appointed chairman. J. B. Varley, of the Somerville Messenger, and William M. McBride of the Passaic Herald were elected members of the association. James T. Barker, who recently retired as editor of the Passaic News, after many years of active service, was elected an honorary member.

C. L. Brittain, merchandising manager of the Scruggs-Vandervoort-Barney Dry Goods Company, spoke recently to the St. Louis Women's Advertising Club and recommended that a new word be coined to take the place of advertising, which he said had gotten into ill repute.

W. Russell Green, advertising manager of Charles E. Hires Company, recently spoke to the Newark (N. J.) Kiwanis Club.

Police Commissioner R. E. Enright will be the speaker at an "intimate luncheon" of the New York Press Club at its clubhouse April 7. At the next function of the club, a midnight frolic on April 15, theatrical stars and buffet supper are promised as features. The monthly meeting will be held April 4.

The New England Association of Circulation Managers will hold its next meeting at New Haven, April 19 and 20.

J. P. Woodruff, general manager of the Campbell-Ewald Advertising Agency, has been elected president of the Detroit Adcraft Club. Joseph G. Nemethy is first vice-president, Charles M. Boelker, second vice-president, and James Golding, treasurer.

The third annual convention of the International Association of Printing House Craftsmen will be held in Mechanics Building, Boston, the week of August 28.

The Public Ledger's campaign to boost Philadelphia has been taken up by the Chamber of Commerce, which will soon issue 50,000 copies of a booklet telling "Why Philadelphia is the 'World's Greatest Workshop'."

The Poor Richard Club of Philadelphia is already planning to send a big delegation to Milwaukee to attend the annual convention of the Associated Advertising Clubs of the World. An "On-To-Milwaukee" committee has been appointed as follows: Charles Paist, Jr., chairman; R. J. Considine, Bartley J. Doyle, Walter A. Fox, Lee E. Hood, Elwood S. Stewart, Charles A. Stinson, Walter L. Weeden.

An old book of peculiar interest to advertising men—"The Life and Essays of Benjamin Franklin, by Himself"—has been presented to the Poor Richard Club of Philadelphia by George R. Wilson.

"Financial Advertising" is the subject of a talk to be given by Ernest A. Knoblauch before the members of the Poor Richard Club, April 6. On April 13 Richard D. Leonard will speak before the same organization on "A Salesman's Job."

The Western Iowa Editorial Association meeting at Council Bluffs last week passed the following resolution: "That this association is decidedly opposed to the elimination of advertising agencies, which have done so much toward systematizing foreign advertising for our

local papers, that we are opposed to any material modification of the agency system." Officers elected were: President, J. R. Graham, Glenwood Tribune; vice-president, R. D. Shepard, Defiance Independent; secretary-treasurer, John M. Henry, Council Bluffs Nonpareil.

The Pen & Pencil Club of Philadelphia is making elaborate plans for its annual Night in Bohemia in May. One of the features will be a minstrel show, with Andrew Mack and Leo Corrillo as end men. Another feature will be the appearance on the stage of ten newspaper cartoonists from Philadelphia and New York.

Speaking before the members of the Poor Richard Club of Philadelphia last Thursday, J. Linton Engle, president of the United Typothetæ of America, made this suggestion to the advertising men: "Get a good printer and make him your partner. Fourteen years ago before printers started an educational campaign, the national credit agencies gave the printing craft next to the lowest credit rating; today only thirteen businesses have higher standings."

The Winnipeg Press Club, with 70 members, was started on March 18. The club will hold monthly meetings. Officers are: Hay Stead, president; V. M. Kipp, vice-president; Cecil Lamont, secretary; A. E. Parker, treasurer; and W. A. Tutte, Frank Williams, D. B. MacRae, Bruce Borham, and Alex. Rose, executive committee.

Will V. Tufford, secretary of the Inland Press Association, has reserved headquarters at the Waldorf-Astoria for the Inland Press Association members attending the A. N. P. A. and A. P. meetings.

The Attica (N. Y.) Advertising Club at its annual meeting elected the following officers: R. E. Slack, president; R. E. French, vice-president; and J. R. Crawford, treasurer.

The Illinois Press Association will hold a meeting at the Hotel Morrison, Chicago, April 21-22.

M. E. Holderness, vice-president of the First National Bank, has been appointed chairman of the St. Louis Chamber of Commerce publicity committee. R. Fullerton Place, editor of the Mid-Continent Banker, is vice-chairman. Other members are: Walter Donaldson, Billboard Publicity Company; F. J. Eisemann, manager, Thomas Cusack Company; Douglas Houser, Globe-Democrat; George M. Burbach, advertising manager, Post-Dispatch; E. T. Hall, president Advertising Club of St. Louis; Max Koenigsberg, advertising manager, Famous & Barr Company; W. S. McClevey, manager, Western Newspaper Union, and Walter B. Weisenburger, advertising manager National Bank of Commerce.

Editors of the third Georgia district met in Americus March 25 and formed an organization on a strictly business basis. The slogan adopted was "A higher standard for newspapers in third district." Officers elected were: President, Miss Emily Woodward, Vienna; vice-president, C. L. Rainey, Dawson; secretary-treasurer, Isadore Gelders, Fitzgerald. The editors were entertained at luncheon by Lovelace Eve, editor of the Americus Times-Recorder. The next meeting will be held in Cordele in June. Charles Brown, editor of the Cordele Dispatch, will be host.

General John J. Pershing will be the guest of the Boston chapter of the Military Order of the World War on April 6. Many Boston advertising and newspaper men are members of the chapter.

A fashion revue will be part of the Rochester (N. Y.) Ad Club ball to be held April 2. Retail stores will display the latest styles on professional models brought from New York for the occasion.

Robert C. Fay, vice-president of the Market Service Corporation of New

York, spoke at the March luncheon of the Trenton (N. J.) Advertising Club.

The Southern Illinois Editorial Association at its spring meeting at Grand City, March 17, unanimously passed resolutions endorsing the present relationship between newspapers and advertising agencies, declaring that no effort should be made to disrupt the present system of placing local and national advertising. The association was completely reorganized. The editors were entertained at luncheon by the Commonwealth Sales Company, following which the editorial party was conducted through Grand City. Addresses were delivered by Ira Lakin, Vandalia Union; S. P. Press, Gillespie News; Fred Rolens, Murphreeboro Independent; Victor H. Harbison, Greenfield Argus; John L. Cooper, Field Record; and W. H. McClevey, Western Newspaper Union. The Granite City Commercial Club tendered a banquet at the Masonic Temple. Among those who responded to toasts were Al T. Spivey of the East St. Louis Journal and Louis L. Lindley of the Granite City Press-Record. Plans were announced for a summer outing on the Mississippi river June 23-26. Will C. Carson, Greenville Advocate, president of the association, presided at all the association sessions.

The Fort Collins (Colo.) Chamber of Commerce has a secret advertising committee to investigate the legitimacy and practical nature of advertising promotional schemes.

Frank E. Howe, publisher of the Burlington (Vt.) Banner, has been elected president of the Vermont Press Association, with Harrison S. Thayer secretary. The election took place at the March 24 at Boston. The organization, which is 55 years old, opened its session by listening to an address by A. H. Merchant, advertising manager of the Boston Post, and inspecting the Post plant. At midnight a luncheon was served at Pilgrim Hall adjoining the Post. Members were given a talk on financial conditions by the president of the National Shawmut Bank and inspected the bank departments. At Filene's department store, an interesting talk was given by L. Filene.

A charity dance for the benefit of the Off the Street Club, the pet charity of Chicago advertising men, will be held

Indisputably Supreme
 DURING January and February The Passaic Daily News led its competitor by one quarter of a million lines of paid advertising.
 In alone, The Daily News led by over 175,000 lines.
 ADVERTISING supremacy, quality circulation, reader confidence—these are the attributes which mark The Daily News as Passaic's Leading Paper.
 Advertising Lineage Audited by De Lisser Bros. A. B. C., of course.
DAILY NEWS
 Passaic, New Jersey
 G. M. HARTT, Editor. R. E. LENT, Gen'l Mgr.

HOME OF
Star-Journal
 SANDUSKY OHIO
 Sandusky's Leading Daily
 98% homes in city read
Star-Journal
 Reaches by Carrier All Towns in Radius of Twenty Miles

GATHERED AT RANDOM

WHILE Lord Riddell, editor of The News of The World, London, was in the United States as unofficial press representative of the British Government at the Conference on the Limitation of Armaments, the Foreign Correspondents Association gave a reception in his honor in New York.

Shortly before the hour set for assembling, His Lordship walked into a room where four or five newspaper men had already gathered.

He stepped up to the first and extending his hand said, "I am Riddell."

"Glad to meet you, Mr. Riddell," said the New York newspaper man, as he grasped his hand. And then proceeded to introduce him to the other early comers as Mr. Riddell.

TH' DAILY PAPER

"The newspaper is pre-eminently a thing a man wants when he wants it." Former Postmaster General Hays to American Newspaper Publishers Association.

When dad comes down some mornin'
An' finds no paper there,
My mother says, "Take warnin';
You boys had best beware!"
For father cuts some caper,
An' gets all out o' breath
A-shoutin' "Where's my paper?"
An' does th' dance o' death.

At ev'nin' ma starts pleadin'
To keep us fellows curbed;
When pa's in there a-readin'
He must not be disturb'd!
When we lived out on Court Street
He cleaned th' place up right.
He couldn't find th' sport-sheet.
Gee! Gosh! My dad's a sight!

I'd hate to have a temper
Just like my daddy's got—
He always shouts, "Sic Semper
Tyrannus!" when he's "hot."
And he gets tough as leather
When "newsies" fail to bring
Th' paper, with th' weather
An' ev'ry other thing.

I guess my dad would sooner
Us boys were lost at sea
On some old sinkin' schooner
—Espe'ly Buck an' Me—
Than miss th' funny capers
He reads about each day.
He always wants th' papers.
An' wants 'em right away!
—John J. Daly.

Better Business Bureau for New York

Directors of the Advertising Club of New York have appointed William H. Ingersoll to prepare a report on the feasibility of a Better Business Bureau. Financial and investment houses of New York are planning an organization to prosecute fraudulent financial advertisers. Mr. Ingersoll will report on the advisability of having the proposed club bureau join with the financial organization. The National Vigilance Committee of the A. A. C. W. is also preparing plans for a New York Better Business Bureau.

Brooklyn Wants Business Bureau

The executive committee of the Brooklyn Advertising Club at a meeting on March 27, decided to recommend to the Brooklyn Chamber of Commerce that a Better Business Bureau be established in Brooklyn. William P. Green, field secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, met with the committee and gave a short talk.

WEST VIRGINIA

is first or ranks high in

High grade bituminous coal available

Daily coal production per miner

Pa. grade of white sand petroleum

Amount of natural gas marketed

Amount of glass sand available

And in its percentage of white American born

And its agriculture is second only to its mineral industry. In fact it is rapidly forging ahead in its production of peaches and apples for commercial shipments.

Here is a wonderful field for advertising to nearly 1,500,000 people within the influence of these daily papers listed below.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
†Telegraph(M)	6,736	.025	*Journal(E)	4,013	.03
Charleston			Morgantown		
*Gazette(M)	17,892	.06	††Post(E)	4,500	.021
*Gazette(S)	28,471	.06	Parkersburg		
Clarksburg			†News(M)	5,338	.025
†Exponent ..(M&S)	8,198	.03	†News(S)	6,288	.025
*Telegraph(E)	7,783	.035	*Sentinel(E)	6,659	.024
*Telegraph(S)	9,666	.035	Wheeling		
Fairmont			*Intelligencer ..(M)	13,154	.04
*West Virginian.(E)	4,810	.03	*News(E)	13,861	.06
*Times(M)	6,016	.03	*News(S)	18,328	.06
Huntington					
*Advertiser(E)	10,094	.035	†Government Statement, Oct. 1, 1921.		
*Herald-Dispatch (M)	12,768	.035	*A. B. C. Report, Oct. 1, 1921.		
*Herald-Dispatch (S)	12,811	.035	††Publishers' Statement.		

April 21 in the First Regiment Armory.
Robert E. Ramsey was the chief speaker at the March dinner of the New Haven (Conn.) Advertising Club.
E. L. Hitchens has been elected president of the Cincinnati (Ohio) Allied Printing Trades Council, succeeding Harry V. Dill, who refused re-election after 10 years as president.
The annual convention of the Canadian Weekly Newspapers Association will be held in Aoota, June 8 and 9.
The "Spring Gambol" of the Pilgrim Publicity Association of Boston will take place April 27 in Convention Hall. The committee in charge includes A. C. MacCary, Henry C. Pragoff and Ernest E. Mills.
A better business bureau has been organized by the Houston (Tex.) Advertising Bureau. Temporary officers are J. B. Westover, chairman; J. M. Jackson, treasurer; and Miss Eliza J. Winn, secretary.
The annual summer meeting of the North Carolina Press Association will be held at Shelby on July 26, 27 and 28. A trip to Chimney Rock will be taken Friday, the 28th. Following the meeting, the members of the executive committee were the guests of President Sherrill at luncheon at his home.
Frank Ricard, jeweler, of Lowell and Lawrence, Mass., has been named president of the recently formed Lowell Advertising Club. Miss Grace Burns of the Chalifoux Company is vice-president. Edward W. Galagher of the Chamber of Commerce is secretary, and on the executive committee also are Benjamin S. Pouzner, proprietor of the Lowell Sunday Telegram, and William H. Bolger of the Lowell Courier-Citizen. The club has become affiliated with the Associated Advertising Clubs of the World.
General Pershing and General Harbord were the guests of the National Press Club on "Army Night" this week. This was the first of a series of meetings at which heads of various government departments will be present. "Navy Night" comes next, with Assistant Secretary Roosevelt as guest.
Senator Robert Owen, of Oklahoma, who hurried home from Europe to vote for ratification of the Four-Power Pacific Treaty, will address the Overseas Writers in Washington today.
The Representatives Club, New York, will hold its next meeting at the Yale Club on April 3.
The spring meeting of the National Commission of the Associated Advertising Clubs of the World will be held in Cincinnati, April 4 and 5.

Find Beauty Without Voting

The Los Angeles Times has launched a contest to find the most beautiful girl in the Southwest and is offering \$10,000 as prizes to stimulate interest. This will not be a "beauty contest" in the usual sense, says the Times. There will be no voting, so that the most popular girl or the girl with the most wealthy friends will have no advantage. The winners will be chosen by a board of competent art critics.

California Paper 70 Years Old

The Shasta Courier, now a part of the Redding (Cal.) Daily Courier-Press, celebrated its 70th year of continuous publication March 12. This paper was founded at Shasta, today a deserted mining camp, in 1852, and is the second oldest paper in California.

New Papers for A. P.

Two evening newspapers in Mexico City, the Universal Grafico and El Mundo have been elected to membership in the Associated Press. O. S. Wodrich has appointed correspondent at Austin, Tex.

Waterloo, Iowa
POPULATION 36,230
Waterloo Evening Courier

A. W. Peterson, General Manager
RATE 5c FLAT
Representatives
STORY, BROOKS & FINLEY
The circulation figures, totaling over 15,000, tell a wonderful story for Waterloo, and emphasize Waterloo as an important and intelligent center for national advertisers. The big point about this circulation of the Waterloo Evening Courier is the fact that it is absolutely steadfast—3,000 in Waterloo and 7,000 outside. Look up the record for any previous year, and see if the Courier's circulation has ever slumped in any year, or ever increased radically. Just a steady increase. Careful examination will show no trace of premiums, cut rates, or anything else that leads in some measure to subscribers taking a paper which is not their real choice.

The Best Paper
in
New Orleans—
New Orleans
States

Watch for next A B C
Statement from New Orleans Papers.

The New York Times is the only New York morning newspaper which showed a gain in want advertising in February, over February of 1921.

THE
NEW YORK
EVENING
JOURNAL
has the largest circulation of any daily newspaper in America.

Few Papers—(if any)—surpass the
TRENTON **TIMES**
NEW JERSEY

AS
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 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Henry Beetle Hough, co-editor and publisher of the Martha's Vineyard Gazette, will be a regular contributor, but your ideas on money making and for money saving are wanted also. For each idea published we will pay \$1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR and payment will be made by return mail. Your ideas must be workable, told in as few words as possible and new to this department. Contributions to this department will not be returned.

MANY industries succeed through utilization of waste products. The small town newspaper can turn some useless things to profit without added expense. One of them is the office pest, the publicity hound.

Every city and town has it. Sometimes the publicity seeker travels in the costume of a clergyman, sometimes as a retired business man; he may be anything at all. The metropolitan press steps on him and throws him out of the office.

But in the smaller places he is likely to be a person of standing in the community, and if he is, his passion for rushing into print can be utilized for the manufacture of real, unadulterated news.

The type that is most useful is the man who has always desired to be distinguished but has never succeeded; he has wound up, well along in life, in one of the smaller places with no prospect of ever being distinguished at all. The nearest he can come to fame is being heralded in print. If he is well treated he will run errands for the editor in order to break into the paper.

The natural newspaper impulse is to rebuff this sort of man, for he is invariably verbose, vague and removed from the interests of the day.

But the economic position of the small press is not such that it can afford to neglect even this much opportunity. What the editor should do is to treat the man as a reporter. Give the publicity seeker proper direction and he will get himself into the news of the day and bring back news stories in spite of himself.

This is not at all an impracticable or trivial idea. A clergyman in a New England town was addicted to writing about the American Revolution and he insisted on bringing his patriotic effusions to the newspaper office. A few weeks of guidance and he reported the first robin of spring—a small beginning, but one which grew. Now this clergyman is always found wherever there is a crowd and he is a faithful carrier of every current rumor. The chief difficulty is to keep him from trying to write news stories himself; as long as he sticks to oral reporting he is all right.

There is a hunch in this which is worth thinking about, although the application rests absolutely with the local editor and his local conditions.—H. B. H.

It is a boast of the small press, and especially the weeklies of the country, that they are "clean." Most of these boasts have a touch of envy of the great city papers whom they are intended to insult by comparison. Overlooking the aspersion, it is worth while looking into the cleanliness of the country. Often it means a simple failure to print the news.

No one will urge the country newspaper to yellow methods or to the hawking of local scandal. There is, as a matter of fact, no danger that the country press will become yellow in this particular respect for the simple reason that it cannot afford to. When it boasts of being "clean" it is usually making a virtue out of a necessity. And sometimes a harsh necessity.

This should be realized by the small newspapers for their own uplift. Here again a careful scrutiny and frequently a revision of news value is needed.

In the Story of a Country Town which Ed Howe wrote a good many years ago he said: "A man should not write for a newspaper long in one town for he becomes so familiar with the small affairs of the people that it is a great effort to treat them with respect. In the course of a few years he will have had occasion to criticize every man of any importance, if he is honest and truthful, and will be generally despised in consequence. Even if a complimentary twaddler, sowing good words to the exclusion of everything else, he will become unpopular for that, for the people will soon discover that he is a man of no discrimination or honesty if he speaks well of everybody."

This does not seem to offer much hope; yet the hope is in printing the news without fear. The successful small town editor is despised by a large part of his community, but he is not generally despised.

No sophistry about being "clean" should keep the newspaper from getting the news and printing it. The fate of the "twaddler" is worse than that of he who hits as he goes.—H. B. H.

A good source of news for small papers is in the town departments. The meetings of local bodies are usually reported. It is often an advantage to go further than this and run stories keeping up with the activity of the street department, the poor department and all the rest.—H. B. H.

Few produce houses in country towns advertise. This paper secured a schedule of several weeks, quarter page space, by showing proof of ad with comparison of local prices with lower prices offered for eggs and other produce by a commission house in a nearby city. In each ad for the three or four weeks the series ran, the local prices and the city prices, clipped from the daily paper, were run in separate boxes with appropriate copy calling attention to the advantage of selling at home. The city commission house finally stopped running their prices, and a schedule was run by the local produce house until Christmas urging farmers to "Sell poultry to buy presents for the kiddies" in preference to selling to wagon buyers or others.—N. B. S.

A paper published in a city of 5,000 in Wisconsin has found that it is not advisable to publish its agricultural news in a special section. This paper had been running eight pages of general local news and local advertising, and eight pages (as a separate section) of agricultural news and advertising. This has been discontinued because the publisher found that it was accentuating the class feeling existing between the town and country people. The paper now publishes just as much agricultural news but the news is scattered through the paper.—N. J. R.

"Our job office was an aggravation rather than a source of profit till I made a complete study of costs" said the publisher of a small western daily recently. "By taking the entire cost of production and distributing it to every piece of work turned out I turned what had been a source of annoyance into a source of income. Upon investigating other job offices I found a great many of them were run on the hit or miss system and very frequently by going over a job with the proprietor of a job office I have proved to him that he lost money on the job while he made an unduly large profit on some other piece of work which would result in that particular man sending his work out of the city in the future.—F. L.

Personals—the "Mrs. Jones came in from Centerville" sort of brevity—have a vast circulation getting quality in the weekly and rural daily. One of the easiest ways to secure such personals with little effort is to arrange with some friendly general store to permit you to look over their sales slips. Nearly everyone from the country who comes to town patronizes one of the leading stores and if the personals are garnered from this source you are certain to get all you can use.—D. A.

A change was made in the stereotype metal and it was necessary to empty the huge pot. Dipping it out ladle after ladle into moulds would take time and would prove mighty tedious. However, it appeared to be the only method of emptying the Times stereotype pot.

The pressmen came to the rescue by having the ad room set:

To the So & So Metal Co.,
Newspaper, Ohio,
From the Times, Marietta, O.

The stereotype made up a few mats with the foregoing address on it and cast many cylinders. Time was saved dipping out the metal in moulds; one man did all the work; it wasn't necessary to paste addresses on them and it wasn't necessary to box up and ship, as the cylinders were shipped just as though they had been trimmed up to insert on the press to run 12 or 16 or more pages. It solved a problem of labor and extra expense.—A. S.

What do you do when a big story breaks when your paper is on the press. Do you wait until the following week to give the news? Why not get out a little insert, printed on a job press, and distribute it with the regular issue. You'll be surprised at the number of people who'll buy the paper just to read that "extra."—G. H. D.

FIRST IN PUBLIC SERVICE
The Evening World.
The World and The Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
Advertise in Newspapers by the Year.
The Evening World
Pulitzer Building, New York
Maller's Building, Chicago Ford Building, Detroit

Greensboro, N. C.
News
Circulation paid A. B. C.
Over 18,000 Daily and 26,000 Sunday
Population of Greensboro and Suburbs (covering four mile radius from center of Greensboro)—Over 41,000.
Population of Greensboro Trading Territory over 230,000. Completely covered by
Greensboro News
CONE, HUNTON & WOODMAN
Incorporated
Publisher's Representatives.

In New Orleans it's
THE ITEM

Tried and Found True
Whether as a household necessity for the family or a productive salesman for advertisers
The Pittsburg Dispatch
has stood the test for generations.
Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

Perth Amboy, N. J.
Plants are putting on men.
Plant managers are optimistic regarding future.
Building trades active.
Evening News
F. R. NORTHROP
350 Madison Avenue, New York City
Foreign Representative

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 communications to the DOLLAR PULLER Editor. When they appear clip them and mail them in and receive payment by return mail. Unavailable ideas will not be returned.

HAVE you started a classification for "Radio" on your classified pages? Not everybody will want to keep their sets, some will want to sell and get better and others will be moving or for some other reason, find it necessary to sell.—F. H. M.

The Marion (Ind.) Chronicle sold a double truck for a two time run on a "People You Ought To Know" contest. In each ad appeared a picture of some prominent person (someone in the limelight nationally). Prizes were offered to the first four persons who sent in the pictures with the correct or nearest correct names written beneath.—R. B. M.

Some one has figured it out that the housewife who does her own washing puts in "two months a year at hard labor." You can make this the basis for a laundry advertisement that they'll grab for.—B. A. T.

One newspaper interviewed all of the non-advertisers and secured their excuses for not advertising. These were then run in a future edition (omitting names of the givers of course) and prizes offered for the best replies submitted to the paper by readers. The replies were then submitted to the non-advertisers and the majority of them capitulated.—B. A. T.

If the editorial department is running "recollections" stuff like early history, "twenty years ago today" or interviews with old-timers, turn them into co-operative pages. Advertisers are selling merchandise or services that would not have been possible in the days gone by. It is easy for any advertiser to contrast something he sells with the products of earlier times and emphasize its advantages.—F. H. M.

There is hardly a town of any size where someone of the local druggists does not manufacture some specialty of his own. Find out from the druggists what they are making and then help them push it through your advertising columns. For example, Newbros. Drug Store, in Butte, Mont., manufactured a hair tonic which was only sold locally. It was called "Herpicide." The papers and the advertising agencies helped make this nationally known. The same thing can be done with many a product now known only locally.—F. L.

A successful variation of the usual shoppers' column was developed by the New York Evening Post, under the caption of "The Particular Person." Each day a different shop, studio, or tea room was described in a chatty style, no name or address being given. Only shops or tea rooms that could be conscientiously recommended were chosen to maintain a certain standard of distinctiveness. This was run as an editorial feature, and letters from readers asking the whereabouts of the places referred to used to come pouring in. Soon there were requests for the write-up in a more permanent form, and a little booklet was brought out occasionally with the collected write-ups with the addresses printed after each one. Readers desiring booklets sent in stamps to cover the cost of mailing. The booklet was brought out by the advertising department, which included only such shops or little restaurants as had a yearly contract in the shoppers classified advertising department. When the column and the booklet were finally discontinued the classified advertisements were still run under the caption of The Particular Person. The charm of the column was the idea of a personality going about exploring the picturesque nooks and haunts of the city. Miss Any Bonner who wrote the column from March, 1917, until July, 1919, also used this style for writing advertisements which drew as well as the column. There are possibilities for the building up of a similar feature, column, or variation of this idea for newspapers in other cities.—E.

Take a few hours off at least once a month and study last year's files. Anticipate anniversary sales and special occasions of your advertisers. The ability to go to Mr. Smith and say "We mustn't forget your anniversary on the 15th" gets you on the inside. Frequently you can sell a week's space before the other fellow knows that Smith's are having an anniversary. It also gives you a clew as to the advertising tendencies of the individual advertiser and gives a definite check on advertisers who are "weakening."—D. A.

A novel special advertising page, tying up with the names of movie stars, to attract attention, is being successfully presented by the Worcester (Mass.) Post. Each of the advertisements on the page contains the misspelled names of two or more well known movie actors. The advertisements appear six times, with a change of names each time. Cash prizes are awarded to the persons who send in the correct list or nearest to the correct list of names, at the end of each week.—B. L. P.

The Denver Post gives the choice of a useful present to those who bring their want ads for the Sunday issue to the office on Friday. These presents include such things as cake, macaroni, spaghetti, whisk brooms, soap, tooth powder, stationery, chewing gum. It could be worked out as a method for distributing samples for display advertisers.—F. H. M.

Run across head of page large type caption: What is the Greatest Thing in Life? Invite the dentist to take space for his answer, Good Teeth; the piano house, Good Music; the bank, Money; the real estate office, A Home; the oculist, Perfect Eyesight; the insurance man, Protection for Dependents, etc.—J. L. L.

The Nelson (B. C.) Daily News secured one and two-inch cards from hotels in the city, on the understanding that guests' names would be inserted each day under the cards. The reporter calls around at the hotels before press time and picks up the names. This idea has been used for several years on the News and brings in the neighborhood of \$1800 yearly on that paper. At the same time the subscribers have for long considered the column as important news to them, for they can find out who is in town.—G. O. W.

To push its two or three pages filled daily with small advertisements of bargains in neighborhood stores over the city, the Detroit Journal paid \$1 for each letter printed in which housewives told the actual savings such ads made possible.—E. C. L.

The Atlantic City Gazette Review has purchased a new truck and the sides are made of composition board painted black. Each day someone in the circulation department marks the panels up with the best local news such as, MAN FOUND MURDERED ON THE BOARDWALK

See Today's Gazette Review For Full Details

Then at night when the truck is finished the driver gets the blackboard eraser and rubs it all off and we are all set for the next day.—S. B.

You can give your community a good boost and at the same time increase your advertising patronage by issuing a "Home Products Number." Have one of the best men on the staff prepare articles descriptive of flour mills, creameries, cheese factories, bakeries and other similar institutions in your territory. An editorial urging your reader to give home manufacturers the preference will make you a lot of friends and help build up your territory. In this number you will be able to carry a large amount of advertising from the various firms who manufacture products in your zone of influence.—H. L.

The Lowell (Mass.) Sunday Telegram has been publishing an interesting feature, and adding to its revenue by a weekly page story, entitled "A Middle Street Romance." Its characters meet on Middle street, one of the back business streets of the city, and, as the plot thickens, every business firm on the street has a part. This piece of business fiction made a distinct hit with readers and advertisers.—J. M. M.

Virtually every Sunday newspaper publishes motorlogues, or articles suggesting trips for motorists, in their Sunday automobile sections. And not yet very few, if any, advertisements are obtained from those who benefit from the travel that is encouraged over particular routes. It seems to me that not only the hotels and inns but real estate firms seeking to market land along the route suggested by the automobile editor would be especially good prospects.—R. A.

BUFFALO EVENING NEWS

Again Leads All Six-Day Publications in United States in National Advertising

In 1921 the Buffalo Evening News assumed the leadership of the National Advertising Field among all papers publishing only six days per week.

In 1922 the Buffalo News retains this leadership. National Advertising 1921—2,517,574 square lines.

THE BUFFALO MARKET. The Buffalo market is a responsive market, an economical market, and built upon the rocks of sound conservative growth.

In 1921 there were more building permits and more money spent for buildings of all kinds including factories and additions than in any other year of its history.

In 1921 there were more business structures erected in Buffalo than in any previous year. It is significant to note that at the present time there is no retail store for rent.

Buffalo is busy. Buffalo is prosperous. Buffalo is withstanding the onslaught of the reconstruction period.

Your campaign will pay in Buffalo. BUFFALO EVENING NEWS E. H. BUTLER, Editor & Publisher. Kelly-Smith Company, Representatives, Marbridge Bldg., New York, N. Y.; Lytton Bldg., Chicago, Ill.

BOSTON TELEGRAM

The newest, up-to-date and fastest growing newspaper in Metropolitan Boston

HAVING Largest Evening Circulation

REPRESENTED BY BENJAMIN & KENTOR

Los Angeles Van Nuys Bldg. Chicago Mallery Bldg. New York 225 5th Ave.

Because of its diversified resources the North Jersey Shore is doing an excellent business despite the depression in other sections. Advertisers should remember that this prosperous section can be thoroughly covered by

THE ASBURY PARK PRESS

(Evening and Sunday editions) FRANK R. NORTHRUP Special Representative

36 Madison Avenue, New York City Association Building, Chicago, Ill. J. LYLE KINMONTH Publisher Asbury Park, N. J.

New Haven Register

is New Haven's Dominant Newspaper

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 DAY AND THE WARHEIT

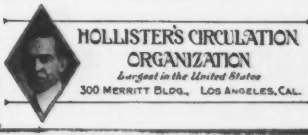
brings into being the most powerful advertising medium in the Jewish field

The National Jewish Daily

Win and hold BIG circulation with a Hollister Campaign!

We made big gains for The Philadelphia Inquirer (twice), Los Angeles Times (twice), Washington Post, Cleveland Plain Dealer, and others.

And now it's the San Francisco Chronicle. Write or wire for details.



Brass Tactics

in selling mean co-ordinated sales and advertising. It means advertising in the newspaper that will reach practically all your possible customers in a market in which you have distribution.

The Indianapolis News

New York Office: Dan A. Carroll, 150 Nassau St. Chicago Office: J. E. Lutz, The Tower Bldg.

NEWSPAPER ADVERTISING DEPARTMENTS

together with circulation and business offices taken over on a percentage basis. Profit guaranteed. Indemnity bond given.

NEWSPAPERS BOUGHT AND SOLD JOHN B. GALLAGHER CO 51 VANDERBILT AVENUE NEW YORK CITY

The Pittsburg Press

Daily and Sunday Has the Largest CIRCULATION IN PITTSBURG

MEMBER A. B. C. Foreign Advertising Representatives Metropolitan Tower Wrigley Bldg. I. A. KLEIN JOHN GLASS New York Chicago

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

NEW SHOPPING PAPER

Nugent's of St. Louis, Supplements Newspaper Advertising

Nugent's, one of the four leading department stores of St. Louis, is supplementing its newspaper advertising with a four-page weekly publication of its own, called Store News. The store weekly will be issued the latter part of the week, bearing date of the following Monday and announcing sales for that week.

A recent report stated that during 1921 six department stores in St. Louis used 840,550 more agate lines of newspaper display advertising space than they did in 1920. The total number run last year was 10,533,473 lines.

Newspaper Women to Dine

The New York Newspaper Women's Club will hold an informal dinner at the Hotel Vanderbilt April 9.

Remodeling Detroit Times Building

The Detroit Times building is being remodeled. Nine new linotype machines will shortly be installed. The editorial department is to be moved from the second to the fifth floor. The third floor will be used by the advertising staff, and the business offices, mailing room, presses will take up the first floor, with the composing room on the second.

Crookston Paper Buys New Home

The Crookston (Minn.) Daily Times has purchased the Grand Central Hotel, which it will remodel for its own occupancy by July 1.

Warsaw Daily Buys Weekly

The Warsaw (Ind) Daily Union has purchased the subscription list and good will of the Leesburg Journal, and the Journal office will hereafter be a job

printing plant only. This leaves Leesburg, a town of 500 located six miles north of Warsaw, without a newspaper.

New Equipment in Poughkeepsie

The Poughkeepsie (N. Y.) Eagle-News has installed a Model 8 Mergenthaler linotype. This is the second machine the Eagle-News has installed within the last three months.

Texas Paper Sold

The Breckenridge (Tex.) Weekly and Daily Democrat has been sold to the Breckenridge American, C. M. Caldwell, president. The daily paper will be stopped, but the Weekly Democrat, founded in 1899, will be continued. The

new owners also publish the Breckenridge Daily American.

New Building in New Rochelle

The New Rochelle Standard has completed a \$20,000 addition to its building and has put in new linotypes and make-up tables. Miss Jane Callahan, formerly of the Syracuse Herald, has been appointed society editor.

Added Capital for Labor Paper

The stockholders of the Wisconsin Tribune have pledged \$200,000 additional capital and thus averted suspension of this recently established labor daily.

SUPPLIES & EQUIPMENT For Newspaper Making

EDITOR & PUBLISHER

NEW YORK, N. Y. RATE CARD in effect March 11, 1922

1. General Advertising

a. Transient rate 50c per agate line (minimum space 14 lines—1 inch).

Full page	672 agate lines	\$200.00
Half page	336 "	113.00
Quarter page	168 "	60.00
Eighth page	84 "	35.00
Sixteenth page	42 "	20.00

b. PREFERRED POSITIONS.

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

2. Time Contracts

	Agate Lines	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	\$188.00	\$175.00	\$150.00	\$125.00
Half page	336	100.00	94.00	88.00	75.00
Quarter page	168	56.00*	50.00*	47.00*	44.00
Eighth page	84	30.00*	28.00*	25.00*	23.00
Sixteenth page	42	18.00*	15.00*	14.00*	13.00

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule. b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at \$47 per insertion is accorded the privilege of half pages at \$88 and full pages at \$150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c. per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract. are paid in advertising space to be used within one month after expiration of contract.

3. Classified Advertising.

a. Help Wanted	.06 a word
For Sale	.06 a word
Situations Wanted	.03 a word
Business Opportunities	.06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract-advertisers.
c. No discount for frequency of insertion.

4. Reading Notices—(None.)

Commissions. Allowed to recognized agencies on other than publishers' advertising.

6. TERMS.

- a. All accounts payable net 30 days and subject to sight draft immediately thereafter.
- b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.
- c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount.
- d. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%.

7. Mechanical Requirements.

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of page, 9 x 12 inches. Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 133 line screen.

8. Time Schedule and Miscellaneous

- a. All copy subject to publishers' approval. b. Forms Close Thursdays.
- c. Advertisements must be in office by Wednesday P. M. for current week's issue.
- d. Corrections on advertisements may be made up to Thursday, 5 P. M.
- e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.
- f. Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.
- g. Copy for advertisement should be received as early in the week as possible to insure good display and position.
- h. All cuts should accompany copy. i. All new cuts and art work made at expense of advertiser.

10. Circulation.

- a. Member of A. B. C.
- b. (February 1/22) Circulation 5,007.

11. Subscription Rates—Domestic \$4.00. Canada \$4.50. Foreign \$5.00.

12. Executive Personnel.

J. W. Ferguson, general manager; John F. Redmond, managing editor. J. B. Keeney, advertising; Fenton Dowling, circulation.

Wanted
A Hoe Quad press, printing 8 columns, 12 1/2 ems in width, by 21 inches in length. B-916, Editor & Publisher.

Color Press Wanted
Wanted, new or second-hand color and half-tone press to print a seven-column, 12 1/2 em page; 285 lines deep. State make, age, condition, price, etc. Box B-922, Editor & Publisher.

Printers' Outfitters
Printing Plants and Business bought and sold. American 'Typefounders' products, printers and bookbinders machinery of every description. Conner, Fender & Co., 96 Beckman St., New York City.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Newspaper Plant Equipments
Established in 1912
PECKHAM MACHINERY CO.
MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

8-page Goss flat-bed Web Press (entire plant sale)	\$3,900.00
2 Model 14 Linotypes, fine shape, each	3,300.00
20 Duplex Press chases, each	6.00
12 8-col. 12 1/2 em chases, each	35.00

Other good bargains in List 26.

R. HOE & CO.
For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds
Quality First—Progress Always
We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, paste, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.
**504-520 GRAND STREET
NEW YORK CITY**
No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

FOR SALE
3 Deck—Two Color
POTTER PRESS
New 1908—First-Class Condition
7-Columns, 13 Ems
Will print 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 pages from single set of plates. Full both mail and carrier.
Speed 12,500
For delivery October 1, 1922. Can be seen in operation.
**SUPERIOR TELEGRAM
SUPERIOR, WIS.**

Hercules
Electric - Welded
Steel Stereotype
Chases
Made of Special Analysis Cold Drawn Steel, guaranteed accurate in every particular and of thoroughly dependable quality in material and workmanship.
Repairs and alterations made.
Write for Prices.
**AMERICAN STEEL
CHASE CO.**
122 Center St., New York

For Prompt Service
**TYPE
Printers' Supplies
Machinery**
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
**AMERICAN
TYPE FOUNDERS CO.**
Boston New York Philadelphia Baltimore Richmond Atlanta Buffalo Pittsburgh Cleveland Detroit Chicago Cincinnati St. Louis Minneapolis Kansas City Denver Los Angeles San Francisco Portland Spokane Winnipeg

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 \$9 words) FREE.

Advertising Manager
Solicitors sales increased over 80% under my management. I keep staff fighting for business by setting a good example. Highest references as copy and salesman. University trained, married, now employed. Desire a position with a future governed by the results produced. Box B-919, Editor & Publisher.

An Advertising Producer
A copy writer and salesman with unusual record in winning new accounts and developing conservative advertisers desires a position with a future. References from both newspapers and advertising agencies regarding ability and character. Age 28, married, now employed. Box B-920, Editor & Publisher.

Are You After Profits?
As general manager I can save you expensive circulation and advertising managers, develop your news department and increase your profits. Doubled profits of one daily paper in six months and helped another to sell at record price. Can substantiate these statements. Now employed and am seeking permanent position. Address B-905, care of EDITOR & PUBLISHER.

College Graduate,
29, seeks staff position in literary capacity with organization where special qualifications and industry will be appreciated. Twelve years journalistic experience, covering reportorial, desk work; editorial, article and feature writing, short stories and light humor, trade paper write-up. Proved executive ability. H. B., 125 Halsey St., Brooklyn, N. Y.

Desk Work
On small city daily, or editing weekly, desired by trained newspaper woman, long experience on daily news and desk work, headlines, weekly makeup and other technique. Special punch, ingenuity, knowledge of affairs, accurate form. Initiative and steady hand work. Address B-912, Editor & Publisher.

Editorial Writer
Desires position. B-873, Editor & Publisher.

Editorial Writer
Experienced newspaper man, from reporter to editor-in-chief, recognized through the middle west as one of the best editorial writers in the country, desires change of position. At present employed, but can move on short notice. Writes a vigorous, pointed, authoritative comment, the intelligence and acumen behind which attracts attention. Independent paper preferred. Applicant can move among men. Is educated, cultured, high-minded, individualistic, and of unquestioned character. Correspondence solicited. Address Box B-894, Editor & Publisher.

For Editorial Page
Experienced man open for engagement to direct or assist. Qualified and experienced as editorial writer or editorial executive. B-911, Editor & Publisher.

Out West
Young man, married, employed, seeks position as managing news, city, telegraph, sports or copy editor in city over thirty thousand. Metropolitan experience. Present position managing editor two years. Come for \$60. Address B-898, care Editor & Publisher.

Reporter and Librarian
Young man, college education, with experience as reporter and librarian with important duties, desires better position. Special assignment work preferred. Address B-913, Editor & Publisher.

Wanted
Editor and manager of newspaper with 3,000 circulation in city of 10,000 wants wider field. Former head of metropolitan newspaper copy desk; able editorial writer and successful as executive. Present salary \$4,000 a year and giving satisfaction. 42 years old. B-895, Editor & Publisher.

Young woman
Have you place on your staff for young woman of initiative, energy, adaptability, good talker and mixer, who is thoroughly qualified as reporter and social editor, has several years experience, can furnish best of references, can and will tackle anything. Preference daily in small city in south or southwest. Address B-910, Editor & Publisher.

Drops Plan for City Journal

All preparations for an official city journal, except getting a newspaper to print it, were made by the officials of Dayton, Ohio. Then, something happened. No Dayton newspaper would name a figure for printing the official journal. A second bid for its printing was asked and refused. The matter has

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Classified Manager-Salesman Wanted
Aggressive producer with proven record of accomplishment; one who is used to going out and building individual classifications solidly under adverse conditions. Permanent position. Salary seventy-five dollars. Wire complete nightletter collect, stating experience and references. H. E. Bowden, Advertising Director, The Times, El Paso, Texas.

B. W. Hicks & Staff
Advertising Agency of Wheeling, W. Va., who are responsible for the "Telmor," "Selmor" Illustrated Classified Service, are in the market for a thoroughly competent man or woman for the position of classified manager and salesman (saleswoman). The man or woman who can "fill the bill" is one who knows classified advertising from every angle and who possesses the initiative to assume complete charge of the classified department of a daily newspaper. To the one who qualifies will be offered a most unusual opportunity to rise to a far better position than that of classified manager in a comparatively short time. Sell yourself in your first letter.

Opportunity
Metropolitan daily, contemplating special advertising, permanent, requires services of trained capable man to take charge of department. Write, in confidence, stating qualifications, experience connections and fullest details. B. O. Box B-917, Editor & Publisher.

Wanted
News editor for Arizona Republican, Phoenix, Arizona. Must be thoroughly experienced, capable executive, pleasing personality and prolific worker. If interested write immediately general manager, Arizona Republican, Phoenix, Arizona.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted
Daily newspaper property in a town or city upwards of 30,000 population; Pennsylvania or New Jersey locations preferred. Address Samuel G. Meyer, 335 Harrison Street, Passaic, New Jersey.

FOR SALE

Daily paper of National prestige. Established fifty years in a capital city of New England. Finest plant in the State. One of the best newspaper properties in the East, and singularly free from any drawbacks. Situation ideal from a newspaper standpoint. A paper supreme in the field. Full telegraphic service. A. B. C. circulation. No labor troubles to contend with. No debts or incumbrances of any kind. High advertising rates. Moderate overhead. Constantly increasing business. Returns owner net profit of over \$20,000 per year.

The business will bear the strictest scrutiny, and the situation is absolutely as stated. This splendid property will be sold only for cash. Owner has other large property interests that require all his time. Fuller details upon application. Address "Publisher," P. O. Box 1953, Boston, Mass.

been dropped for the present, although there is an appropriation of \$1,800.

Rival Papers in Joint Home

The Dover (Del.) Delawarean (Democratic) and the Dover State Sentinel (Republican) are going to build a joint home. They will remain separate organizations but will use the same equipment. Both are weeklies and will be published on different days.

SPECIAL CORRESPONDENCE

6c A WORD for advertisements under this classification. Cash with order.

The Clarksburg (W. Va.) New Bureau 280 Latstetter Building. West Virginia news stories; publicity; clippings; Trained newspaper writers. Clients invited. Trade Journal copy a specialty.

ADVERTISING SERVICE

6c A WORD for advertisements under this classification. Cash with order.

The "Telmor"-Selmor Illustrated Classified Service, prepared and issued by B. W. Hicks & Staff of Wheeling, W. Va., seeks a connection with newspapers who wish to enlarge and enliven their classified sections. The "Telmor"-Selmor Service (to cite just one specific instance) has, without any additions to the advertising force of the newspaper in question, increased its classified section from 3 columns (Sunday) to more than a full page—in a space of three weeks! And 99% of the increase comes in over the counter! Already there are six newspapers (the only ones solicited so far) using this service—the smallest having five thousand circulation and the largest having a circulation of 68,000. If you are interested in increasing the revenue, prestige and pulling power of your classified section, you owe it to yourself to write at once for full particulars. Address B. W. Hicks & Staff, Wheeling, W. Va.

NEWS OF THE AD AGENTS

(Continued from page 29)

W. H. Bushman, of the advertising staff of the A. S. Aloe Company, St. Louis, for more than two years, has joined the Ross-Gould Advertising Agency.

J. Coleman Bentley, for four years advertising manager of the paint and varnish division, lithotone dry color and pigment division, dyestuffs department and chemical products division, of E. I. DuPont de Nemours & Co., Inc., is now with the Associated Artists, Philadelphia. Mr. Bentley also becomes secretary and production manager of the Associated Artists. Arthur N. Edrop is art director and president.

A petition in bankruptcy was filed March 29 against H. K. Stroud, Inc., New York advertising agency, by the following creditors: Dancy-Davis Press, \$1,194; Donald Morris-Jones, \$150; Surrey Investors, Inc., \$1,291. Judge Know appointed Henry K. Davis receiver, under \$2,500 bond. Liabilities are about \$20,000 and assets about \$5,000.

R. R. Morgan, account executive of the Cahill Advertising Agency, San Francisco, has become vice-president.

The service department of the Premier Press, Cleveland, has been re-organized into the Premier Direct Advertising Service Company. Officers are: George W. Kinzel, president; J. Dean Halliday, vice-president and general manager; C. F. Lowe, treasurer, and Eleanor Farnham, secretary.

McLaughlin, Bryant & Co., Chicago, has changed its name to McLaughlin & Co., Inc., G. H. Bryant having withdrawn from the agency. Howard S. Markel, formerly vice-president, has been elected secretary and Sidney B. Egan, vice-president.

Horace S. G. Murnane, son of Tim Murnane, for over thirty years sports editor of the Boston Globe, is now on the staff of the O'Connell-Ingalls Advertising Agency, Boston.

Thomas W. Kivlan, formerly with the Gillette Safety Razor Company and the "Prairie Window Ventilator," has joined the McJunkin Advertising Company as account executive. John H. Sampson, late with J. M. Bundscho, Chicago, is now a member of the McJunkin design department staff.

Griffin & Johnson, Inc., is a new advertising agency, just formed in New

\$50,000

cash for first payment on a daily newspaper property. Locations near New York City preferred.

Proposition X. Q.

Charles M. Palmer,
Newspaper Properties,
225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

For Sale: 32-pp Hoe

Rt. angle, two decks, four plates wide, 8 cols. 12 ems, Kohler Control, type col. length is 22 in., tapeless folder, extra roller stocks and spindles, metal furnace, carved casting box, elevating table and double steam table.

IMMEDIATE DELIVERY

Southern Publishers Exchange

INCORPORATED

Newspaper Properties and Equipment
No. 203, Carnal Building
Richmond, Virginia

WE CONNECT THE WIRES

EDITORIAL WRITER and managing editor, let out by a merger, seeks new opening, east of Chicago. College graduate, skilled in copy reading and make-up, able in executive work, writes sanely and with vigor. Only 32, still growing, ready at moderate figure, excellent recommendations. Our No. 3029-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L. BLDG., SPRINGFIELD, MASS.

York by Henry F. Griffin, president; C. Haldane Johnson, vice-president, and Stevenson H. Evans, secretary-treasurer.

Thomas Walker and Franklin Holtje have established the Walker & Holtje Advertising Agency in New York.

E. V. Smith, formerly assistant advertising manager of Lever Brothers, Cambridge, Mass., has joined the staff of the Zain Advertising Service, Boston.

Philip Ritter, Jr., has resigned as vice-president of the Philip Ritter Company to become vice-president of the Blow Company, Inc., New York.

Ralph E. Tweed, formerly vice-president of the Arrow Company, Philadelphia, has joined the forces of the R. E. Tweed Agency, Philadelphia.

A. P. Enlarges Duluth Bureau

Enlargement of the Duluth bureau of the Associated Press has resulted through the establishment of a telephone pony service to the Hibbing (Minn.) Tribune. This service is handled by J. R. Vessels, bureau correspondent.

OUR EASTER PICTURE



2, 3 and 4-col. sizes

The International Syndicate
213 Guilford Avenue
Baltimore, Md.

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is not 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 by return mail. Unavailable hunches will not be returned.

THE Hamilton (Ohio) Journal has inaugurated a new plan and offers cash prizes to its subscribers for the most original essays on suggestions for beautifying the city. This plan is meeting with great success and could profitably be followed by papers in other cities of the country.—C. G.

A good way to forcibly bring to the readers' attention how many lives traffic accidents cost is to print over every story of a fatal traffic accident some such summary as this:

106 LIVES LOST THIS YEAR
IN TRAFFIC ACCIDENTS.

E. C. L.

Offer a small reward for each brief letter on "The Funniest Answer in an Examination." Stories along this line have been used frequently but this series will bring the interest of the teachers, pupils, parents and even those of the public who contend that schools of today are not as efficient as they used to be.—F. H. M.

If there are many foreigners in your city you may duplicate the series on "Detroit Nights" now current in the Detroit News. The writer of the series visits the hangouts and haunts of various foreign peoples in Detroit and describes them entertainingly. They are a revelation to Americans, few of whom know the picturesque and odd characters in their own city.—E. C. L.

"What little fear haunts you?" is good for a series of interviews. Some persons wonder if they locked the car, forgot to turn off the water, if the boy left his wheeled toy outdoors where it might be stolen and so on. Readers like to find that there are others like themselves.—F. H. M.

What will the bankers in your town or city do with regard to loaning money to former service men in case the certificate plan of bonus passes in Congress?—H. B. S.

Most successful men can recall something that they made when a boy—a model of a ship, a locomotive, or some project in company with other boys. Finding out these things will develop two classes of material—either a series of days of real sport in type or clues to the interests or awakening of talents that made the men achieve what they have achieved.—F. H. M.

Can newspapers help to cut down the number of unemployed in a city? That it is possible is shown by publicity carried on by the Buffalo News. Each day a list of types of workers applying at the city's employment agency is published together with a short account of the preceding day's placements and registrations. An occasional note of optimism can be sounded. At the same time appeal is made for both temporary and permanent work. The number of jobs which can be created when the matter is brought to the attention of the readers of a newspaper is surprisingly large.—A. C. R.

Only about ten per cent of the people that crowd the big department stores actually do any buying. What attracts the ninety per cent? Interviews with department heads and store detectives will unearth some interesting and possibly startling information.—J. L. L.

Many a "tip" for a good story is lost because the mechanical department employees of a newspaper have no good opportunity for communication with the news department. Place a box in the linotype room, the make-up room, the stereotyping and the pressroom with the suggestion that employees drop into it news items or "tips." Some good stories that would otherwise go unnoticed are thus secured.—H. B. S.

The Paris (Texas) Morning News has much success with a "Shut-In" department. It now rivals the society personals. In this column is carried the names of persons who are sick, injured, or otherwise prevented from their daily vocation. The condition of those hurt in accident of any sort is carried in the department from time to time until they are recovered. Instruction to the make-up are to never get the department in the same page with the deaths; and when possible to put it on

the page with the feature story on "Home Nursing."—P. N.

How many "Queer Trades" are there in your city? There's the man who rents a corner outside a store entrance where he sits and writes names with a Spencerian flourish on visiting cards for six for a quarter. And the man high up in an attic who cuts and polishes infinitesimal rubies on a toy lathe and sells them to jewelers for use in watches. Also the old fellow who makes goose quill pens for lawyers with old-fashioned clients who are impressed when asked to sign their names to important documents with such a tool, and are convinced that a signal honor has been done them when they are presented with the time honored writing instrument.—J. L. L.

How does your city compare with other cities in the matter of low rents, congestion, transit facilities, homes owned, business opportunities, home life, recreation and amusement, educational facilities, and religious opportunities? There is a chance to show that your city is a leader along these lines; or, if it is not, there is a good chance to start a campaign to correct present conditions.—F. L.

Consult the various members of your bar association. From nearly each member you can secure a good little feature story on the most comic situation in court in his experience, the most tragic, or the most interesting thing. Have one of the young lawyers tell you of his first appearance as a trial lawyer, explaining his feelings as he examined his first witness. One middle western paper has demonstrated that such stories make desirable features.—C. G.

Nearly all newspapers in towns of 50,000 or about, have plenty of cuts of individuals filed away. We are making a hit with a daily blind cut, varying men, women and children using care not to go back more than three or four years or to run a cut of anyone dead or whose past since we got it, would cause embarrassment. The feature is run under "Who is This" and as cut line running answer to yesterday's picture. It costs nothing, causes lots of interest and utilizes many cuts that might lie idle otherwise.—H. W. T.

A Sunday story on prohibition enforcement makes interesting reading. Ask the prohibition officials what has happened to the anonymous letter writer so plentiful in the early days of prohibition. Is the female of the species more deadly than the male? How can women help enforce prohibition laws? Are signed communications given more attention than the anonymous? How do arrests and quantity of booze seized in the first three months of this year compare with last year.—H. M. C.

Each year several farmers retire, usually they take up residence in the city or small town near their farm. The story of these farmers, their family and farm is interesting and will appeal to your rural subscribers. City subscribers are also interested in their former friend's retirement.—L. H.

A Mount Vernon (Ill.) paper is arousing interest among juvenile readers by a contest in which boys or girls submit letters telling what their dogs can do or have done, showing unusual sagacity. Cash prizes are offered for the best letters.—L. G. S.

Everybody is more or less interested in wild things, especially if unusual stories are given about them, and still more if they have a local bent. The swarm of bees on a trolley wire; the raccoon that is caught in town; the first robin; a moth hatched ahead of its time, all make good little first page box stories and cause much comment. One of the interesting recent stories of this sort was that of a pheasant which went to town and rode in an automobile on the main street—this happened in Pontiac, Mich.—R. F.

There ought to be a new angle to be found in the public library of your town as a feature story. People are interested in magic. Why not have a reporter find out what the demand is for books which show how to pull rabbits out of hats, make packs of cards disappear, etc. What sort of people read these books, the middle-aged business man looking for a hobby or youngsters? With this as a start, your reporter is likely to delve into all sorts of out-of-the-ordinary things which are worth featuring. The public library is always a service institution worth boosting, but you must find novel ways to do it.—J. M. M.

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has only been out a few days, it has already been ordered by

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San Francisco Journal
Springfield Union
Detroit News
Albany Times Union
Dayton Herald
Tacoma Ledger
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INCOME TAX RETURNS IN NEW YORK STATE

Under the New York State income tax law payments exceeded \$37,200,000 for 1919. The National Advertiser who knows his book figures that the Empire State this year will pay an income tax in excess of this figure.

Returns were filed by about 746,000 persons, and those who paid totaled over 618,600.

Records showed that about 50% had incomes between \$1,000 and \$2,000.

The total assessed valuation of real and personal property in 1921 was

\$14,850,989,607

Where greatest wealth is, the greatest opportunities exist.

The creators of greatest wealth are the greatest spenders.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	34,464	.09	.09	New Rochelle Daily Star.....(E)	3,690	.02	.02
*Albany Knickerbocker Press.....(S)	46,830	.11	.11	*New York Globe.....(E)	177,000	.40	.38
Auburn Citizen.....(E)	6,796	.04	.035	*New York Evening Mail.....(E)	167,813	.41	.40
*Brooklyn Daily Eagle.....(E)	58,435	.29	.29	*New York Evening Post.....(E)	32,706	.22	.25
*Brooklyn Daily Eagle.....(S)	72,159	.29	.29	*The New York Herald.....(M)	189,810	.50	.45
*Buffalo Courier and Enquirer.....(M&E)	85,510	.18	.18	*The New York Herald.....(S)	209,843	.50	.45
*Buffalo Courier.....(S)	115,296	.27	.22	*The Sun, New York.....(E)	182,279	.50	.45
*Buffalo Express.....(M)	38,732	.12	.10	†New York Times.....(M)	330,000	.65	.6305
*Buffalo Express.....(S)	56,784	.18	.14	*New York Times.....(S)	500,000	.75	.7275
Buffalo Evening News.....(E)	104,090	.21	.21	*New York Tribune.....(M)	142,195	.40	.36
*Buffalo Evening Times.....(E)	78,053	.15	.15	*New York Tribune.....(S)	141,301	.40	.36
*Buffalo Sunday Times.....(S)	97,942	.15	.15	**New York World.....(M)	352,852	.60	.58
*Corning Evening Leader.....(E)	7,350	.04	.04	**New York World.....(S)	609,290	.60	.58
Elmira Star-Gazette.....(E)	23,974	.09	.07	**New York World.....(E)	306,740	.60	.58
Geneva Daily Times.....(E)	6,353	.04	.04	*Niagara Falls Gazette.....(E)	13,154	.05	.05
Glens Falls Post.....(M)	7,363	.03	.03	*Olean Times.....(E)	5,306	.025	.025
*Gloversville Leader Republican.....(E)	6,830	.03	.03	Poughkeepsie Star and Enterprise....(E)	11,866	.05	.05
*Gloversville Morning Herald.....(M)	5,411	.035	.03	Rochester Times-Union.....(E)	63,106	.20	.18
Hornell Tribune Times.....(E)	6,568	.035	.035	Saratoga Springs Saratogian.....(E)	7,695	.04	.04
*Ithaca Journal-News.....(E)	7,283	.04	.04	*Staten Island Daily Advance.....(E)	7,812	.05	.04
*Jamestown Journal.....(E)	7,141	.025	.025	Syracuse Journal.....(E)	45,014	.10	.10
*Jamestown Morning Post.....(M)	9,489	.05	.03	*Troy Record.....(M&E)	21,853	.05	.05
*Middletown Times Press.....(E)	6,793	.04	.03				
*Mount Vernon Daily Argus.....(E)	7,362	.04	.04				
*Newburgh Daily News.....(E)	10,460	.05	.05				

Government Statements, October 1, 1921.
 *A. B. C. Publishers' Statement, October 1, 1921.
 **A. B. C. Annual Audit October 1, 1921.
 †Publisher's Statement.

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