



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879. Published every Saturday.

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Vol. 55. No. 39

NEW YORK, FEBRUARY 24, 1923

By Mail in Advance \$4, U. S. A.;
\$4.50, Canada; \$5, Foreign.

10c Per Copy

Merchandising Service in Chicago

The logical place to go for effective merchandising service is to the newspaper whose advertising leadership in its community gives it greatest influence with dealers. In Chicago that newspaper is The Daily News.

Cooperation of the dealer is easily secured by The Chicago Daily News because it means to him a repetition of merchandising success that has so consistently increased his profits.

It is the routine of good business with him. He knows The Chicago Daily News is as distinctly a part of his business as his own show window—that his customers habitually shop through it.

The day after day, year after year, advertising leadership of The Daily News in Chicago has established it in the minds of Chicago people as the great shopping medium—the market directory of Chicago, through which they buy and upon which they depend to keep up-to-date regarding desirable merchandise.

Accordingly, the first step in merchandising in Chicago is use of The Daily News' advertising columns.

The second is use of The Daily News' merchandising service.

THE CHICAGO DAILY NEWS

First in Chicago

More Repeat Orders for Intertypes

St. Louis Globe-Democrat

9 Intertypes in 1917
2 Intertypes in 1919
21 Intertypes in 1923
—
32 INTERTYPES

Indianapolis Star

8 Intertypes in 1919
1 Intertype in 1920
11 Intertypes in 1922
5 Intertypes in 1923
—
25 INTERTYPES

FLEXIBILITY

All matrices, magazines, molds, etc., in all the Intertypes used by these two representative newspapers are freely interchangeable. "Any job on any Intertype."

SIMPLICITY

Elimination of unnecessary wearing parts, including 910 escapement parts on each three-magazine machine, prevents expensive delays and reduces maintenance cost.

INTERTYPE CORPORATION

General Offices, 805 Terminal Building, Brooklyn, N. Y.

548 Rand-McNally Building, Chicago
301 Glaslyn Building, Memphis

560-A Howard Street, San Francisco
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, W C 1

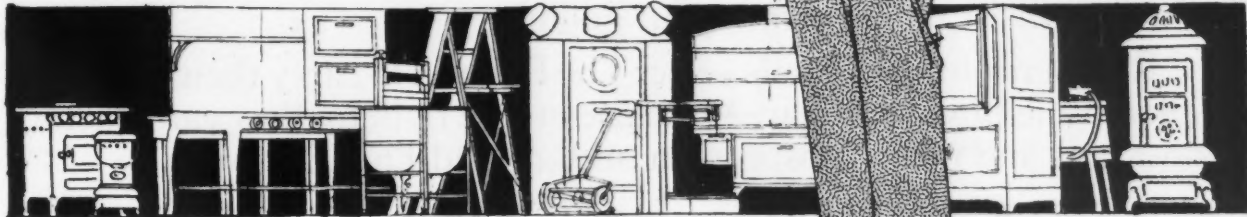
THE CLEVELAND PRESS not only publishes more local business than any other Cleveland daily newspaper but leads in every important local advertising classification.

In 1922 THE PRESS published more Hardware, Furnace & Stove advertising than The News and Daily Plain Dealer combined. Incidentally, this includes both foreign and local.

The figures for the entire year of 1922 are as follows:

THE PRESS.....	115,077
Plain Dealer.....	61,488
The News.....	45,826

Local merchants prefer THE PRESS because it thoroughly blankets and dominates the greater Cleveland market.



ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

The *The Scripps-Howard Newspapers*
Including the Scripps-McRae League
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

*Like a forest against the skyline,
radio masts tower over*

Philadelphia

Glance in any direction in Philadelphia from the elevated railroads, or from the taller buildings—you gain an idea of the great market for radio goods in the third largest city in America.

At the receiving end of each of these radio outfits are enthusiasts watching every new development—and buying equipment to perfect their sets.

If you make radio equipment, you can persuade this great army of fans to insist upon getting your goods.

Retailers of radio goods select The Bulletin to carry their selling talks to the buying public—because in The Bulletin they can reach most fans and radio prospects in and around Philadelphia.

Dominate Philadelphia

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

Philadelphia's Newspaper

The Evening Bulletin.



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO

Allen Hofmann,
Verree & Conklin, Inc.
681 Market Street.

LONDON

M. Bryana,
125 Pall Mall, S. W. 1.

PARIS

Ray A. Washburn
5 rue Lamartine (9)

EDITOR & PUBLISHER

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

Vol. 55

NEW YORK, SATURDAY, FEBRUARY 24, 1923

No. 39

RADIO BROADCASTING—IS IT WORTH WHILE?

Newspapers on Their Way, But Don't Know Where—Now Commencing to Take Stock on Investment—Some Everyday Problems in Keeping the Good Will of the Circulation of the Air.

By G. C. ARNOUX

JUST about a year ago newspapers were running more or less serenely about their business, unaware that just around the corner something "undreamed of in their philosophy" was about to burst upon popular imagination and the desires of their readers with the rapidity of a bolt of lightning and the resistless force of a tidal wave.



G. C. ARNOUX

Today, in many of these same newspapers a new department has installed itself and become one of the most expensive and certainly the most spectacular of all—The Radio Department.

Newspapers by the score have deemed it wise, bowing to popular demand, to install broadcasting stations, varying from the small 20-watt set serving a few listeners in a limited radius, to the giant 500-watt transmitters whose nightly range sweeps every remote corner of the continent and beyond.

Up to the present time, newspaper broadcasting station owners have had their hands full in one of the keenest competitions that the twentieth century has witnessed, one that has reached a mad pace, a pace that changed overnight the contest for supremacy in excellence, for winning popular favor in the ether, for having the best set and the best programs. The "Circulation" was the listeners of a Nation.

In the past year not much thought of the future or careful analysis of the return on the investment, as far as the newspaper is concerned, has been given. Today, however, the big newspaper broadcasters—and the small ones for that matter—are getting their second wind and attempting to take stock. A task that is like estimating the exact course of the stars.

EDITORIAL NOTE.—The author of this article is radio editor and program director for Station WBAP, the Fort Worth Star-Telegram. A radio program director must have the ability of a vaudeville booking agent and a good deal more artfulness, as he is dealing with volunteer talent.

The Fort Worth Star-Telegram happens to be among the newspapers of the United States that owns and operates a broadcasting station of the first magnitude, ranking with the first four in the nation. Since September 16, 1922, the date when the 500-watt Western Electric station was installed, the results of the Star-Telegram station have been most gratifying to its owners.

In the radio files of the station are approximately 90,000 letters and post cards, and 3,000 telegrams of congratulation. All unsolicited from listeners all over the continent—from every American state, every Canadian state, 18 Mexican states, Hawaiian Islands, Alaska, Honduras, Guatemala, Panama, Colombia, South America, Cuba, Haiti, the Bahama Islands, Porto Rico and ships far in the Pacific and Atlantic Oceans.

These letters are written by presidents of great banks, heads of nationally known industries, men prominent in public life, and the humblest worker and farmer.

They have advertised the Star-Telegram and Fort Worth as nothing ever before devised could have done or has done.

The import of hundreds of these letters might be expressed as follows: "Until the Star-Telegram put in its set I didn't know it or Fort Worth was on the map. Now when Texas is mentioned, I think of the Star-Telegram and Fort Worth."

A Pittsburgh banker advises that he always thought of Fort Worth as a cow town, but he now notes it is a musical center.

A Wyoming merchant wrote that he never thought of Fort Worth as a city of homes, yet it has to be such because only from a city of homes is that environment necessary to create the musical numbers he has heard.

The initial cost of the Star-Telegram station WBAP, and such stations as WOC at Davenport, Iowa, WWJ at Detroit, WSB at Atlanta, may be set at a minimum \$25,000. The weekly cost of

operating the department at the Star-Telegram is about \$500.

It may thus be seen that radio is no piker's pastime. This painful fact is becoming very evident to publishers, who are now asking themselves what they are getting out of radio broadcasting in dollars and cents.

The question of paid talent has not yet become serious as all concerts are gratis in most cities; but the time is not far distant when the paying of artists for their services will be squarely before the operators of stations. The necessity for the payment of talent will not reach the newspaper stations as quickly as the others because the newspapers can exchange publicity for services.

From my observation, regardless of the fact that talent is being used at a very fast pace, I think the supply will not be exhausted for another two years. There is much music in our homes and radio is bringing it to the surface. Here, we are booked months ahead and the supply greatly exceeds the demand. Churches, lodges, colleges and other organizations are developing programs with the idea of broadcasting only in view. However, it should be remembered that each radio concert is a first and final performance.

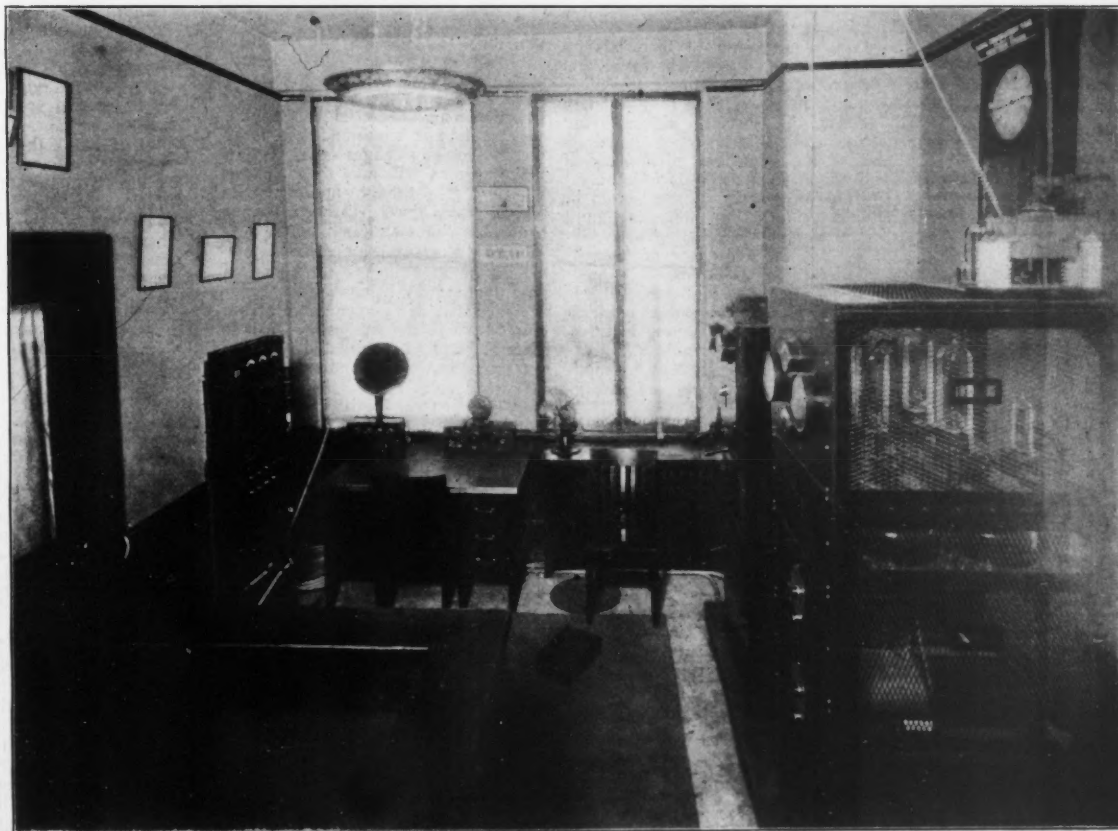
The same artists may appear but in different roles.

It is very easy to obtain the use of the music from theatres and hotels, as it furnishes good advertising for them. But the question of where talent comes from to continue the big programs is not the paramount problem by any means. Better entertainment must of course be continually given, but the artists will, I think, take care of that feature also.

If national advertising, outside the circulation territory, can be considered a definite asset then radio is paying big returns, and its influence undoubtedly should be felt in the volume of national advertising carried by the newspaper operating a big set. Some local everyday advertising is already showing itself prominently in the Star-Telegram.

The effect on circulation in the normal territory of the newspaper cannot

(Continued on page 26)



The WBAP operating room, where is housed the transmitter, power panel and input amplifier, adjoins the concert studio and is also used as the administrative office of the radio department.



FIG. 1—Poor make-up because ads are scattered all over page—making it difficult to use display heads, illustrations, or to feature reading matter.

FIG. 2—Making up ads in pyramid form from lower right-hand corner of page allows abundant leeway for heads, boxes and features. See Fig. 4.

FIG. 3—A page crowded with ads with the first column used for single-column ads, while the balance of the page is made up in pyramid form.

GOOD TYPOGRAPHY IN NEWSPAPER MAKING*

Advantages of Pyramid Form of Ad Make-up—How and Why This Style Makes Pages Attractive Vivid Description of What Type Is—Publishers Themselves Should Clean Up Typograpy

By H. FRANK SMITH

Special Lecturer, Department of Advertising and Marketing, New York University

Summary of Advantages of Pyramid Style of Make-up

THE so-called pyramid style of make-up, as briefly outlined and illustrated in this article, by no manner or means is intended to be the last word in efficient make-up. It has many exceptional advantages, however, and if layout men and make-up men would follow more closely this style of disposing of materials on the page, their work would be easier and newspapers would look a great deal more orderly and attractive than they do with the present hit-or-miss, hide-and-seek method of make-up.

Some of the important advantages of the pyramid style of make-up follow:

- (1) It permits most of the ads to be placed alongside of or following pure reading matter.
- (2) It provides a number of "island" or "top-of-column" positions.
- (3) It permits abundant space at top of page for playing up heads, working in double-column panels, boxing features, illustrations, streamers, etc.
- (4) It saves time in make-up by minimizing necessity of breaking and justifying column rules.
- (5) It makes the page more attractive to look at because it is arranged in a more orderly manner.

(6) It invites attention; encourages closer reading because of its attractiveness.

(7) It keeps the advertiser happy because his ad is not buried, but usually touching live news matter.

The pyramid style of make-up is not offered as a cure-all for make-up troubles, but the make-up man can certainly simplify his problems, and get the forms closed quicker, if he follows this style of make-up whenever possible—and this means with most of his pages, except on those days when there is an exceptionally heavy run of advertising. He will also save a lot of time and get more attractive-looking pages—that is, if the make-up man will give these suggestions a little careful thought and serious study, and is really sincere in his desire to improve his pages and will honestly try to apply these suggestions in his daily work.

One of the reasons for most of the poor typography in newspaper making is the fact that newspaper folks (from the chief down to the last galley kid) do not seem to want to understand type, or will not take the time to understand it. The following vivid and inspiring description of "Type" (by Owen Owen) is well worth study on the part of newspaper folks, and may encourage a more sincere effort to improve newspaper typography:

TYPE: by Owen Owen

What is type?

It is the symbol of a symbol. The printed word is the symbol of the spoken word, which in turn is the symbol of a thing.

Type is thus two removes from reality—but by so much and by the same distance nearer the mind and soul of man.

What is type?

It is the viaduct between past and present. It permits Volta to talk to Edison. Type bridges time as the wireless bridges space.

What is type?

Type is language. Language is the first and broadest of

the plateaus that lift man above—the animals. With it we communicate; to communicate is to co-operate; without co-operation, society as we know it would not exist.

What is type?

The most peculiarly human of all inventions.

The realm of books and newspapers, and so the sunrise land of new ideals; the garden of freedom; the kingdom with no crown but the laurel; the poet's, reformer's, dreamer's paradise; the country of all that is noble, intellectual and godlike in man.

Carelessness of Newspaper Typograpy and Make-up Almost Criminal

IT is almost criminal when one thinks of the great expenditure of time, effort, energy and money that the progressive publisher makes for copy—whether news, ads, features, or what not—and then dumps it all in the composing room; and forgets it.

Every newspaper should have some one on its staff who knows enough about type to make it deliver a message quickly and intelligently. A good make-up editor, layout man, or compositor, who is familiar with some of the possibilities of type, can take a piece of weak copy—whether it is a news story, a feature article, or an advertisement—and make it look like a thousand-dollar scoop—and readers eat it up! On the other hand, many big important stories are practically buried by being made to look like rewrite stuff used for fillers because of the crude manner in which these stories are treated typographically and then jumbled in the make-up.

Publishers Themselves Should Clean Up Typograpy and Makeup

PUBLISHERS could (and should) start something really worth while if they would study the typography of their papers, then call a conference of those responsible for the make-up and typography to consider ways and means of refining and improving the pages—instead of continuing forever the scrambled mess of unrelated materials that now muck up most newspaper pages. The trade papers and general magazines have done it, and the newspapers CAN do it, too—if some one responsible would only get on the job and stay there until the cleanup is completed.

It is not a really hard job; most of the materials are in the composing room; there is plenty of reference data available—it is merely a matter of the "Chief" himself getting on the job and arousing the interest of his organization to use these materials properly.

*EDITORIAL NOTE: This is the fifth installment of a series of informal talks in which newspaper typography in all its phases will be discussed by the author. Publishers, editors, and advertisers are invited and urged to send specimens to EDITOR & PUBLISHER with the idea of taking full advantage of Mr. Smith's desire to help them with their problems of typography, layout and makeup.

LAST month an effort was made to show how a newspaper page could be easily refined and improved if the ads were carefully grouped in orderly arrangement (instead of haphazardly scattered all over the page—Fig. 1) and built up in pyramid style from the lower righthand corner of the page, leaving the upper diagonal half of the page for reading matter. This style of make-up (Fig. 2) is perhaps the easiest and most efficient method of placing ads on a newspaper page—and it is so simple that it is quite difficult to understand why make-up men do not follow it more generally.

Pyramid Style of Make-up Provides Wide Latitude for Featuring News

ASIDE from the fact that the so-called pyramid form of make-up keeps the ads grouped and in order, it also permits wide latitude in the treatment of heads at top of columns of reading matter (Fig. 4).

Even though an island position does break in occasionally, with this style of make-up any kind of a head, or illustration, can be used almost as readily as if every page was a "first" page—two and three-deck single-column heads, double- or triple-column heads, streamers, panelled features, illustrations; in fact, there is ample room for any kind of layout the make-up editor wants to use to brighten up the inside pages—providing the ads are kept grouped in the lower diagonal half of every page.

Pyramid Style of Make-up Takes Care of Crowded Ad Pages

ON certain days the newspaper pages are so crowded this plan (as illustrated in Fig. 2) cannot easily be followed out, but the page crowded with ads can be taken care of almost as easily and still made orderly-looking and attractive.

This can be done by using the entire first column for single-column ads and following the pyramid-style in the remaining columns. Refer to Fig. 3 and you will note how this style of make-up works out in practice. Simple enough—yet seldom followed, except in the most efficient composing rooms.

This particular page (Fig. 3) is well filled with ads, yet it is attractive. This is the result of careful thought, however, and the material was not just dumped in form in any old way to fill the columns and "let 'er ride."

Comment and Criticism*

A Review of Newspapers with the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

By H. FRANK SMITH

W. Lee Tully, Reporter, White Plains, N. Y.—I should say the Reporter stacks up well so far as typography and make-up is concerned. There are a few things which might be done to refine some of the pages. Your mast-head is a little ratty—reset it, and keep it clean-looking and legible. Get the composing room to put a decent border on your Classified, Motorist and Directory pages. You ought to get some advertising and selling talk in your Classified head, too—the title "Classified Department" does not mean much to the reader and less to the advertiser. Your heads and make-up are a little crowded—open them up a bit.

Riley H. Allen, Star-Bulletin, Honolulu—Reading matter and heads splendidly handled; ads not set as well as they might be; editorial page good. Ad pages would look cleaner and brighter if pyramid form of make-up was followed (as shown on this and page 6). Put a double-column head on classified instead of two single-column heads. You can improve panels each side title last page with better rule. The kind of rule you are using seldom prints well in a newspaper—ask composing room for a better border for these panels.

H. C. Field, Journal, Loraine, O.—Your first page is exceptionally well handled, and so is all the news on the inside pages. The ads are not so good. Substitute that 6-point rule you are using for borders on most all the ads with something more attractive—get after the composing room and make it come through with some borders that will help make the ad columns look as attractive as the news columns. Put a new panel around your masthead—the one now in use is worn out. Reset your folios—most of them are battered. Editorial and Classified pages are certainly full of pep—typographically. Publishers anxious to learn how to put some life in the pages of their papers would do well to study the typography and make-up of the Journal.

Lew B. Brown, Independent, St. Petersburg, Fla.—There is not anything in the Independent that I can find that justifies serious criticism. The heads, ads and make-up are all very thoughtfully done, indicating that someone who knows how is paying a great deal of attention to these details. Think your Classified page could carry a better head—the present head looks too much like an ad. Why not make an 8-column streamer out of it, and group the ads a little better instead of scattering them on the page. That is, referring to January 9 issue, make up pages 16 and 17 the same as page 18—except that page 18 should carry a bigger head for the classified. The Kiwanis page was taken care of splendidly. It is a pleasure to see a paper free from big gothic heads and mourning borders.

Josephus Daniels, News and Observer, Raleigh, N. C.—Your issue January 4: Fine make-up for first page; editorial page well laid out; most of ads nicely set and arranged in orderly manner on pages—except pages 5 and 12. Think if you followed suggestion outlined in Fig. 3 your crowded ad pages would make up more attractively. Classified page very lively looking. Ads on page 12 crowded and cluttered—too much 6-point rule used—follow make-up of Fig. 3, this article, and let in a little daylight.

Stuart A. Mahuran, Iowan, Oelwein, Ia.—For a small tri-weekly The Iowan looks unusually good. There are many little refinements you can and probably will make when you get around to it. This article ought to give you some ideas about make-up. I would certainly replace those solid-rule borders with something more cheerful looking. The first pages of both the issues you sent are attractive and lively-looking. You can make 'em better if you try.

*EDITORIAL NOTE—Publishers may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of typography or make-up that might be bothering you.

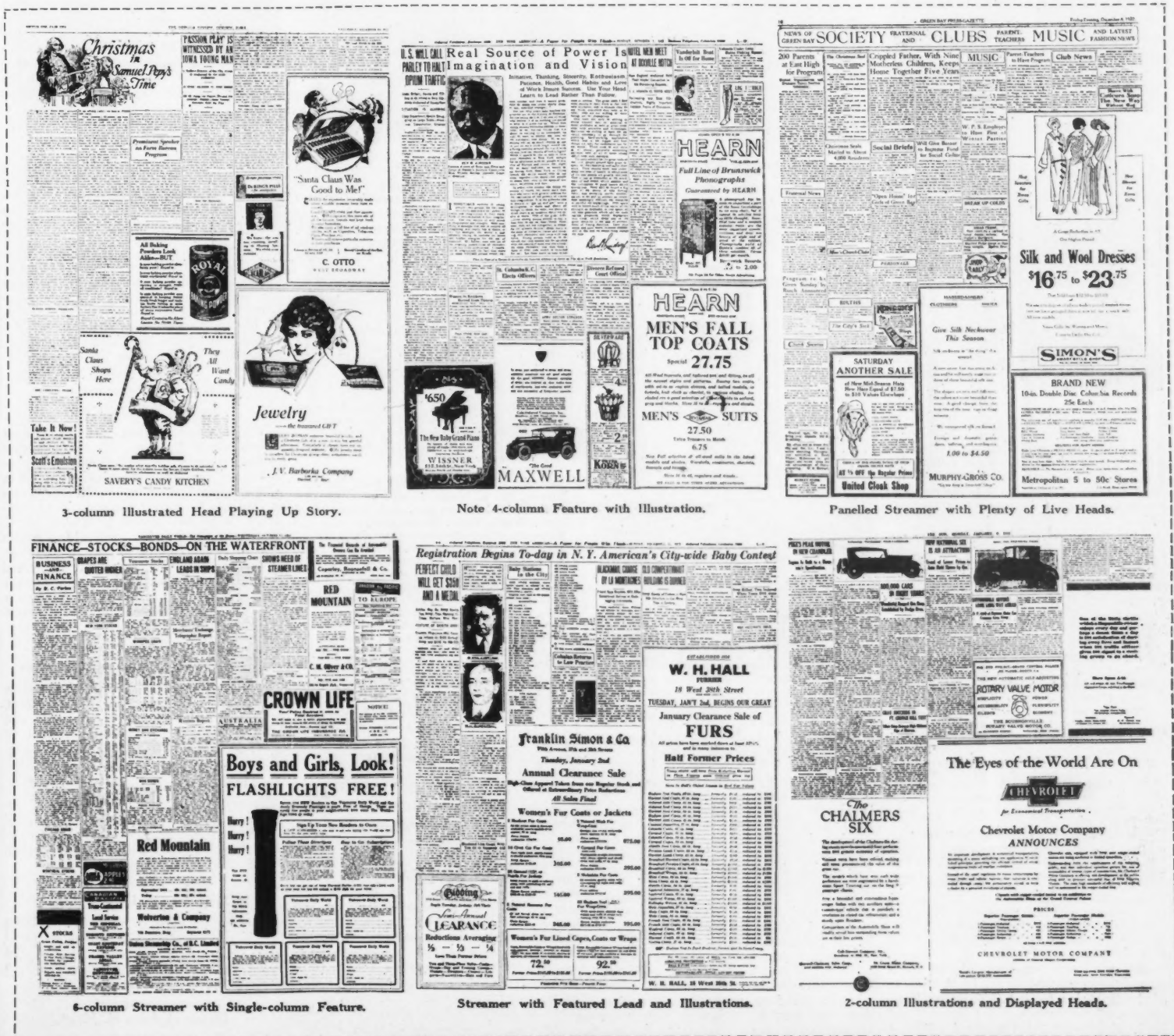


Fig. 4—How Does Your Ad Make-up Compare with These Pages?

Just a few of the many possibilities of featuring the reading matter resulting from making up the ads in pyramid form. Note the wide variety of treatment illustrated by these six specimens of effective newspaper make-up.

INLAND NEWSPAPERS DECLARE BAN ON ALL FREE PUBLICITY

Argument of Baking Powder Advertisers Enlivens Annual Convention—Burgess and Tufford Re-elected—Plan Special Train to A. N. P. A. Meeting

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Feb. 21.—Members of the Inland Daily Press Association at their annual meeting in the Morrison Hotel, which ended today, voted unanimously to bar free publicity from their newspapers. A resolution locking the news columns against press bureau copy was adopted, settling a question which has been the center of heated discussions through several of the organization's gatherings. The meeting bristled with pep and action.

Fiery exchange of argument, both verbal and typewritten developed when Harry N. Sehl of the Sehl Advertising Agency, Chicago, sought to have the Inlanders go on record against publication of the Royal Baking Powder Company's advertisement in which it states its product "contains no alum-leaves no bitter taste." Mr. Sehl branded the seven words as "poisonous gas" against the Calumet Baking Powder Company.



FRANK H. BURGESS

In a typewritten counter argument, F. C. Hitch, advertising manager of Royal Baking Powder, contended that his company is simply telling the truth as to the contents of its product and that one advertiser has no right to dictate the advertising of his commercial rival. He was followed by W. W. Jacques of the K. C. Baking Powder Company, who spiritedly attacked the promotion methods of both Calumet and Royal.

A. C. Pugh of New York spoke in opposition to the contention of Mr. Sehl, exhibiting various advertisements of other articles similar in sense and wording to the Royal copy that Mr. Sehl complained of. The sense of the Inlanders on the subject was not expressed.

The approved resolution barring free publicity follows:

"WHEREAS, the matter of free publicity has been before the Inland Daily Press Association at several meetings, and, "WHEREAS, an attempt to discourage this publicity has been made without complete success by having the secretary mail back all free matter sent to him by the members, and, "WHEREAS, the object can be accomplished only by united co-operation of the members of the Inland Daily Press Association and such other associations and organizations can be influenced to join them in this attempt, therefore be it,

"RESOLVED that the Inland Daily Press Association, in convention here assembled, recommends to its members that hereafter they publish nothing in the way of press bureau stuff and,

"RESOLVED that this resolution be published in such trade papers necessary to give it the widest publicity, and that the secretary seek the co-operation of like organizations in this effort."

The resolution was represented by a committee composed of A. L. Buchanan, of the Superior (Wis.) Telegram; J. K. Groom, of the Aurora (Ill.) Beacon, and L. I. Noyes, of the Ironwood (Mich.) Globe. The committee recommended that the secretary prepare a rubber stamp as follows for each member of the association:

"This matter comes under the head of paid advertising. We will be pleased to run this at our card rate."

In the midst of the baking powder advertising wrangle, it was brought out that 173 Inlanders to whom a questionnaire was sent by D. W. Grandon of the Sterling (Ill.) Gazette, for expression of opinion of the subject, were opposed 7 to 1 to the attitude taken by the Sehl Agency in behalf of the Calumet.

L. W. Alexander, of the Critchfield Advertising Agency, Chicago, delivered an address on "free publicity copy." He said co-operation on the part of the publisher should be refused unless the advertising schedule is sufficient to move goods. The association gave him a vote of thanks for his remarks.

Reporting for the cost committee of the association, C. R. Butler of the Mankato (Minn.) Daily Free Press said:

"The figures handled by the cost committee are, of course, confidential. However, it may be said, as a result of the reports received over a period of three years that the income of the average country daily should divide itself as follows:

"Advertising—70.5%.
"Circulation—28.6%.
"Miscellaneous waste paper, etc.—9." On the average paper this would be extended as follows:
"Editorial department—14.8
"Advertising department—6.9
"Circulation department—11.2
"Mechanical department—36.1
"Administration—18.5
"Profit—12.5

"Included in the mechanical department expenses is, of course, the item of paper and ink. Administration includes executives salaries, rent; depreciation and other similar items."

A. L. Miller of the Battle Creek (Mich.) Inquirer-News moved that definite action concerning the report be taken at the meeting next May. He said he believed the system would be very useful to the publishers within the association.

John A. Park of the Raleigh (N. C.) Times declared that he had satisfactorily adopted a similar system, having received the idea from the Inland association.

A report on the news print situation, read by Frank D. Throop of the Davenport (Iowa) Democrat, stated that the waste of newsprint by the large dailies was discouraging to the small publishers.

Jacob H. Rubin of Milwaukee spoke on "Russia from Within," which was followed by an open forum discussion. His address was enjoyed and commended.

Another interesting talk was given by Mrs. Florence Riddick Boys of the Plymouth Pilot and the woman's department of the National Republican Committee in Washington. She told of the success of women in politics as well as at home.

Following a report on the Kelly Bill, relative to reducing second-class postage, a motion by A. L. Miller brought a vote to continue the fight in support of the measure.

It was the opinion of the convention that if the present second-class postal rate continues, it will be but a short time until practically all the transportation service of the large publishers is rendered by private enterprise at less than half the rate which the publisher must now pay the government.

Frederic W. Hume, executive secretary of the National Publishers' Association, contended that lower rates can be given by the government because it is receiving the lowest transportation rate of any method of distributing, and costs are largely overhead which are not reduced when tremendous quantities of publications are sent by private means. Mr. Hume said:

"One business paper is furnishing material and suggestions to local merchants for their advertising in local papers which last year aggregated over \$20,000,000 worth of space in

newspapers. Yet, these business papers are handicapped in their distribution because they cannot ship by freight—they must get the quick service of the mail as they send small numbers of papers into every state in the Union. The average business paper has a circulation of about 10,000 copies per week and reaches approximately 4,000 communities. This is a service of education and is the greatest creator for advertising in newspapers that exists.

"So the local newspapers are vitally interested in making it possible for the business papers to live. This is only an example of interlocking interests of all publications.

"The largest newspapers today have adopted private methods of distribution to such an extent that in some cases there is not over 15 per cent of their publications in the mails. No small paper has the chance to become large if it is put up against discriminatory charges and arbitrary conditions which the large publishers have to contend with."

The fight of the publishers for fair second-class rates, along the lines of the Kelly, will be continued, said Mr. Hume.

A. J. Utt of the Erwin & Wasey Advertising Agency pointed out that there is a wide variation of dates in the system for discounting invoices and recommended that a uniform date be adopted. A. L. Miller explained that a committee, of which he is a member, now has such a plan under consideration.

The board of directors voted in favor of increasing the association's membership to 300 and the salary of the secretary from \$1,000 to \$2,000 a year.

A plan for the carrying Chicagoans to the A. N. P. A. convention in New York, April 26-28, was presented.

If 125 persons arrange to attend, a special train will be run from Chicago to New York on Sunday, April 22, leaving Chicago at noon and arriving in New York before noon on Monday, April 23. If less than 125 accept, special cars, exclusively for newspaper men, will be attached to the Twentieth Century Limited on the same date, arriving in New York at 9:40 Monday, April 23. Tickets will be good returning up to May 1 by any train via New York Central, except the Twentieth Century.

For passengers from points in Michigan, arrangements are to be made, according to the plan, to join the train at Toledo and if a sufficient number accept, a special car will be run from Detroit. If a special train is operated from Chicago entertainment will be provided.

Officers were elected as follows: President, Frank H. Burgess, Lacrosse (Wis.) Tribune (reelected); secretary-treasurer, W. L. Tufford, Clinton, Iowa, (reelected).

Directors: C. A. Elvin, F. M. Lindsay and J. H. McKeever.

Vice-Presidents:
Arkansas, George H. Adams, Pine Bluff.
Illinois, M. S. Shaw, Dixon.
Indiana, Will O. Feudner, Fort Wayne.
Iowa, Orville Elder, Washington.
Kentucky, Urey Woodson, Owensboro.
Minnesota, Mark Atkinson, Hibbing.
Michigan, L. I. Noyes, Ironwood.
Missouri, Fred Naeter, Cape Girardeau.
North Dakota, N. B. Black, Fargo.
Nebraska, J. H. Sweet, Nebraska City.
Ohio, L. N. Heminger, Findlay.
Ontario, J. W. Curran, Saute Ste. Marie.
Pennsylvania, J. F. Steinman, Lancaster.
South Dakota, George H. Bowman, Huron.
Wisconsin, O. J. Hardy, Oshkosh.

The following new members were elected: Brantford (Ont.) Expositor, W. B. Preston; Louisville Evening Star, N. L. Gordon; Battle Creek Moon-Journal, George B. Dolliver; Attica (Ind.) Ledger-Tribune, J. F. Demond, Jr.

CALLS HARDING BEST "TIPSTER"

Always Helping Newspaper Men in Their Stories, Says Barry

WASHINGTON, D. C., Feb. 21.—President Harding's established reputation for the best news "tipster" in Washington was emphasized by Robert Barry, Washington correspondent of the Philadelphia Public Ledger, in the eleven talks he made last week at six middle-western universities and schools of journalism. Mr. Barry spoke three times at Ohio State University, twice at Depauw, three times at Indiana University, once at the University of Illinois and at the Medill School of Journalism, Northwestern University, and the School of Journalism, University of Wisconsin. "The New Washington Correspondent," the subject

chosen by Mr. Barry, "is getting away from routine news such as is covered by the press associations and is "anticipating and interpreting events," he said.

Mr. Barry emphasized the tendency in Washington to fight off the government press agent "handout" system, which took hold during the war, and called attention to the growing strength of correspondents, who ignored routine and have confidential relations with public men to enable them better to interpret events instead of merely reporting them.

A Press Congress in Sweden

Prominent journalists of the United States and other countries are being invited by the Swedish Government to take part in an International Press Congress in Gothenburg starting June 15 in connection with the Gothenburg Tercentenary Exposition. Those officially invited will receive transportation to and from Sweden and will be entertained during their stay.

Burnham on Way Home

Viscount Burnham, owner and editor of the London Daily Telegraph, who has been visiting the United States and the West Indies, returned to New York Thursday on the United Fruit liner Metapan from the Bahamas, Jamaica and Cuba. Friday he had luncheon with Mr. and Mrs. Ogden Reid and in the evening was the guest of Melville E. Stone at the Lotos Club. He sailed today for home on the Celtic.

Oriental Splendor at Ball

The Advertising Club of New York entertained at its third annual ball February 21 at the Hotel Astor. It was the most brilliant affair which the club has ever given, and depicted "A Night in China." The ballroom was decorated in Chinese lanterns and softly shaded lights and the evening began with an elaborate dinner. The play from start to finish was the work of members of the Advertising Club. The libretto was written by D. Morris-Jones, the lyrics by C. M. McDonald, the music by Thomas J. Hughes, and it was staged under the personal direction of Edgar J. MacGregor.

Smith's Will in Court

Three appeals were filed in Illinois circuit court February 17 in settlement of the estate of Delevan Smith, late publisher of the Indianapolis News. The appeals were taken by the Illinois Trust & Savings Company from decisions rendered in probate court by Judge M. C. Decker. Under his will Mr. Smith selected the Illinois Trust & Savings Company to handle part of the estate and the Fletcher Trust & Savings Company to handle part. The former company contends that the trust companies should be joint executors.

J. Bain Thompson's Mother Dies

Mrs. N. F. Thompson, aged 80, mother of J. Bain Thompson, of the Benjamin & Kentnor Company, New York and Chicago special representatives, died on February 16 at Bardstown, Ky.

Mexican Herald Founder Dead

Frederick F. Guernsey, founder of the Mexican Herald and once manager of the Associated Press of Mexico and Central America, died February 22 in San Angel, Mexico.

Daily Sun in Long Beach

The Daily Sun is to be started in Long Beach, Cal., with C. C. Cutshaw as managing editor. Ward Anderson, of the Ward Anderson Printing Company, is to be general manager.

Death of John H. Hunt

John H. Hunt, founder of the Sag Harbor (N. Y.) Express, died February 22 in his eighty-eighth year. He published the Express for sixty-one years.

THEY ARE ALL IN THE DAY'S NEWS



C. A. McCurdy (above) late chief coalition liberal whip in the Lloyd George cabinet, has succeeded Lord Dalziel as head of the London Chronicle and associated newspapers.



Norman E. Mack of the Buffalo Times was going to Europe, but he probably heard about the storms at sea. As a result members of his party who went away, on sailing day were, left to right, Mrs. M. F. Fraley, Mrs. Mack and Miss Harriett Mack, and Mr. Mack said goodbye at the ship and left for Palm Beach.



Forty-six years on the same job at the same corner! When Edward P. Snyder was 12, he established himself as a newsboy at Green and Franklin streets, Baltimore. He's still there.



Nix, they're not talking K. K. K. Leonard Nicholson, head of the New Orleans Times-Picayune (left) and Governor Parker (right) are merely discussing their luck when finding a spot on the sunny side of the boat and having their overcoats with them.

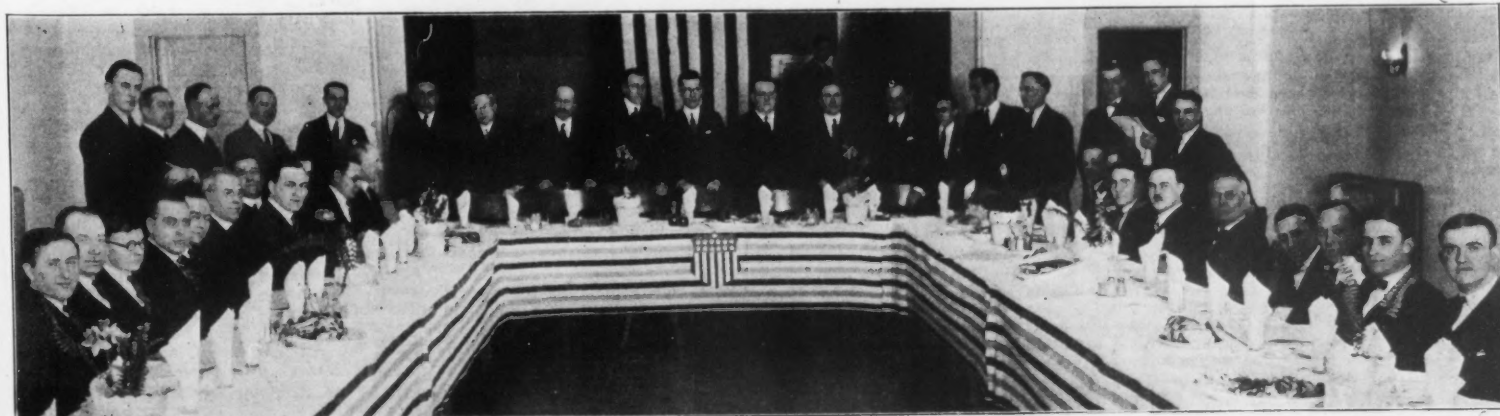
Elbert H. Baker (right) pauses in his round of pleasure at Miami, Fla., to read the day's news and strange as it may seem, it's not his own Cleveland Plain Dealer.



James M. Thomson, publisher of the New Orleans Item, has a life-and-death struggle with his cigarette and seems to be winning.

Leading the life some of us dream about. John Loomis Sturtevant (left) publisher of the Wausau (Wis.) Record-Herald, pauses for a moment's rest at Miami.

Below we have the crowd that puts the Buffalo News to bed every evening. Mark A. Rose, managing editor, is directly behind the shield. Ralph Thorne, news editor, is at his right and William F. O'Connell, city editor, at his left. The others are "the boys."



ROTHERMERE ROUSING BRITISH AD MEN FOR ATLANTIC CITY IN JUNE

Favorable Response to First Letter of "On-To-America" Campaign Encourages Horace S. Imber, of Associated Newspapers, Who Is Organizing Delegation

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

THINGS are happening at a tremendous pace and in the happiest fashion in London to bring about the big Associated Advertising Clubs' convention for 1924 in the heart of the British Empire.

As previously reported, all the advertising clubs in London, whether concerned with advertising from the discursive and theoretical point of view, or with publicity's side, are taking a keen interest in the matter and co-operating in the initial effort to inspire American advertising men in their serious intent by securing a strong delegation for Atlantic City in June.

But now the new factor in the movement, in the shape of the enthusiasm of Viscount Rothermere, is literally making things hum. At his direction the whole of his vast newspaper organization will center its energies first upon the delegation for the June convention and then upon the 1924 London convention as soon as there is evidence of this actually materializing.

By the courtesy of Horace S. Imber, the advertisement director of the Associated Newspapers, Ltd., to whom Lord Rothermere has entrusted the work of organizing the delegation for June, I was able to secure details of what is being done.

First, Lord Rothermere's splendid gift of \$25,000 towards the expenses of the convention in London shows how intensely desirous his lordship is of success. In a letter which has been addressed to a large number of the principal manufacturers of Great Britain, the Daily Mail urges the importance of the occasion and the significance of the convention in London. Speaking of the desirability of representation at Atlantic City, it is pointed out that "our manufacturers and sales managers, we believe, could obtain a most invaluable insight into American methods of intensive salesmanship by attending the great convention in Atlantic City next June. There is probably little that our cousins can teach us in regard to actual manufacture, works administration, good relationship with employees and similar matters—but they can tell us about selling the goods. The valuable information to be gained, and the interchange of ideas on a vital force in business, would, I am confident, repay many times over this comparatively small outlay which can be looked upon as a very sound investment."

The letter states that the round trip will cost about \$800, and that arrangements are being made for the party to sail for New York on the Berengaria on May 26.

Although this was circulated but a matter of forty-eight hours before, I was permitted to see a number of most sympathetic and encouraging letters declaring the project to be one that would receive serious consideration in every case.

There will be some surprises in the near future, for now that the vast Daily Mail organization has been put behind the "On to London" idea (and Lord Rothermere has declared he will devote the entire resources of his journals to the cause) whatever measure of success might have been possible before, it is certain that there will be nothing left undone to make it a triumph of advertising incentive from June, 1923, till the Americans land in London the following year.

It is early to speak of possible numbers to comprise the delegation to Atlantic City, but it is hoped to raise an army of some hundred or more stout-hearted representatives of British advertising interests to come over with big axes to

show the A. A. C. W. that when we invite Americans over here our intentions are not to be trifled with.

THE On-to-London movement in favor of the A. A. C. W. Convention in 1924 rose to exceptional heights of enthusiasm January 18 when the delegate of the A. A. C. W., F. A. Wilson-Lawrenson, was entertained at dinner by the Thirty Club of London, with a company fully representative of all advertising interests. John Cheshire, president of the Thirty Club, presided, and was supported by Sir Philip Lloyd-Greame, president of the Board of Trade.

At the outset, the chairman announced that a telegram had been received from America from the Associated Advertising Clubs, twenty-five thousand strong, sending the heartiest greetings to advertising interests of Great Britain. He extended to Mr. Wilson-Lawrenson a hearty welcome.

Sir Charles Higham, proposing the health of Our Guest, said that the United States had a great deal to teach the advertising people of this country. The advertising men of all countries were the electricity of business. They started and kept things going. Transport and selling were all they had to do with, and if they could solve both, the problem of unemployment would be settled. The press was the cheapest form of distributing goods known to the age. When they learned that in this country they would spend a great deal more in advertising.

Mr. Wilson-Laurenson, in reply, said the great problem in America and in this country was how to increase their business, sell more goods, and make more profit. The Associated Advertising Clubs of the World had enabled America to get over the depression and to enter upon the tide of prosperity. If the selling brains of America and those of Europe could be brought together, much would be accomplished to bring about the development of international trade. That was the sum and object of the 1924 London Convention, and undoubtedly the press was the best method for the distribution of goods. The problems in business were, finance, manufacturing, distribution and selling, and the greatest was selling.

The conference in America had had the effect of bringing together a vast amount of knowledge as regarded manufacturing costs and financial methods and how to advertise their goods. They had brought together the leaders of American industry, who had now confidence in one another. If America accepted the invitation of the Thirty Club of London to hold its convention in London next year, it would not be honoring London in accepting it, but would be honoring itself. A constructive program would be necessary to produce the best results. What was wanted was an understanding among business men of all countries as to ways and means of overcoming the problems of distribution—social, economic and political. The market in this country was as large as the market in the United States, but so far no advantage had been taken of that market. The real problem was that of distribution, and that was the one thing in American and British business that had failed to receive its proper development. In American advertising through the convention was now the problem, and they were spending a great deal of money in preparing the advertisements which appeared in the publications. The consumer in England and in America had got a wrong conception as to who paid for the advertising; and he thought they were doing nothing to educate the people as to why advertising reduced the price of goods. They must bring prices

down within the reach of the wage-earning class, and when they recognized that, then unemployment would disappear, and all would be well.

Mr. Wilson-Laurenson's speech was greeted with an ovation.

Sir Philip Lloyd-Greame, proposing the toast, Associated Advertising Clubs of the World, said that at a recent municipal election in a Northern town the issue whether they should have more than forty-four public houses to the square mile was a dominant one. The exponents of the measure against that, inadequately advised, produced 100 sandwichmen carrying on their bosoms the aphorism "Hell is a well of whisky." Their political opponents, more adequately assisted by publicity men, with the quick appreciation of expert advertisers of the needs of the people and of the psychology of the moment, countered that with 500 sandwichmen bearing on their business and behind them the counter reply "Oh, death, where is thy sting?" That simple episode and the amazing progress which attended it, convinced him as a politician as he had long been convinced in business, that advertising was worth paying for. The A. A. C. A. had raised the whole standard and efficiency of advertising in the home of advertising itself, and in doing that it had steadily and progressively increased the trade of its own country. Publicity was not only good business, it was good statesmanship. He believed that the proposed convention next year would do an enormous amount to make the world realize that upon interchanging trade the prosperity of countries depended.

Whether as politicians or as business men they had a great deal to learn from the convention. He knew enough of the work which that association had accomplished to know that it had raised the whole standard of efficiency by advertising, and had thereby increased the trade of its own country by making the commodity which they produced cheaper and better for the people who had got to consume it. Mr. Wilson-Laurenson had told them that he had no intention of revealing to them the secrets of his inquiry in this country, as to the holding of the next convention here next year; but he had given the most conclusive reasons in his speech why it should take place in London. He was sure Mr. Wilson-Laurenson would be supported in his arguments by a proper and representative delegation from this country. It was good business that such a convention should be held. It was more than that; it was good statesmanship to do it. In trade the prosperity of one country depended upon the prosperity of others. Trade in its essence was a mutual process or it was nothing.

Lieut. Col. Edward F. Lawson, proposing "The 1924 Convention," and speaking on behalf of the Newspaper Proprietors' Association, said the proposed holding of the convention in London next year had met with universal approval, including that of commercial men in every walk of life. The Newspaper Proprietors' Association supported the proposal because they realized that it would not only do inestimable service in the development of international trade, but also in the advancement of international good feeling. After all, international ill-will was the result of ignorance of the ideals animating peoples of neighboring countries. The more men of business got together to discuss their problems, the greater was the prospect of the future peace and prosperity of the civilized world.

W. S. Crawford, vice-president of the A. A. C. W., responded and urged the significance of the convention in London; Mr. Valentine Knapp, representing the Provincial Press; M. J. Evelyn Wrench, English Speaking Union; James Strong, Association of British Advertising Agencies, and Arthur Chadwick, Incorporated Sales Managers' Association, supported the toast, which was responded to by C. Harold Vernon, honorary secretary of the Thirty Club.

The company included representatives of every side of advertising, among those also present being Sir Ernest Benn, Benn Bros., Ltd.; Sir Edward Iliffe, Iliffe & Sons, Ltd.; Sir Napier Burnett, Sir George Lawson-Johnston, J. M. Bathgate, C. Arthur Pearson, Ltd.; Philip Benson.

S. H. Benson, Ltd.; Arthur Chadwick, Amalgamated Publicity Services, Ltd.; B. F. Crossfield, Crossfield & Sons, Ltd.; J. Dodds, E. Hulton & Co., Ltd.; J. S. Elias, Odhams Press, Ltd.; Gilbert A. Godley, Daily Mirror; Barrington Hooper, Edward Hunter, C. R. Johnson, Percival Marshall, Association of Trade and Technical Publications; E. T. Nind, C. Arthur Pearson, Ltd.; S. H. Perren, Arthur Richardson, Daily Chronicle; George Springfield, Institute of Journalists; James Strong, Incorporated Society British Advertising Agents; Thomas Young, Publicity Club of London, and Lieut. Col. J. R. Truscott.

MONTREAL BACKS 1924 AD MEET IN LONDON

Chairman Wilson-Laurenson of On-to-London Committee Home from Canadian Trip Optimistic Over Prospects

Canada has added its approval to the plan to hold the 1924 convention of the Associated Advertising Clubs of the World in London, according to F. A. Wilson-Laurenson, chairman of the A. A. C. W. London convention committee, who returned from the Dominion this week. Mr. Wilson-Laurenson was one of the speakers at the dinner tendered the board of directors of the Audit Bureau of Circulations, at the Mount Royal Hotel, Montreal, Saturday night, and received a rousing welcome. He was assured that any plans Montreal had for the 1924 meeting would be willingly waived in favor of London.

"During my stay in London, I interviewed leaders of British industry, important publishers and government officials, including the president of the Board of Trade and the prime minister, said Mr. Wilson-Laurenson. "After a careful study of the entire situation, I have made a report to the Associated Advertising Clubs of the World, through the committee of which F. Stewart, of Cluett-Peabody & Co., of Montreal, is a member, to the effect that, in my judgment, it is important that the Atlantic City convention vote unanimously to accept the London invitation.

"I have found that all interests of commerce of Great Britain are enthusiastically behind the plans of the Thirty Club, and I was authorized by Mr. Bonar Law, the Prime Minister, to inform the membership of this continent that the plan had his personal approval and interest, and would receive his personal support and the support of his government.

"Evidence of the interest of English publishers is indicated by the fact that I have received from Lord Rothermere, owner of the Daily Mail and other large publications, assurance of journalistic support to the enterprise, and a pledge of \$25,000 towards the London expenses. "Sir Edward Hulton, another important English publisher, has given me the same assurance of journalistic support and has pledged a contribution of \$25,000 towards the expenses of the convention and is willing to contribute more if necessary. "The British Newspapers' Association has already contributed \$10,000, and with the convention fourteen months away, and still to be voted upon at Atlantic City, they are out to raise a fund of at least \$250,000, in order that proper arrangements may be made for linking up American business men with British business men on their arrival.

"It is important that the convention invitation be accepted for 1924 rather than for any other year, because of the fact that it coincides with the opening of the great British Empire Exposition, which will give the delegates from this side of the water an opportunity to view the various products manufactured within the boundaries of the British Empire. The convention will be held at Wembley. "The good which can be accomplished by a thousand business men from this side of the Atlantic conferring with a thousand leaders of British industry for a week or possibly two weeks, can hardly be estimated."

NEW YORK DEPARTMENT STORE STRIKE AGAINST TIMES DEADLOCKED

Battle to Keep Down Rates Weakens as Newspaper Against Which Advertisers Act Maintains Lineage Volume During Week

THE boycott by eleven of the leading department stores of New York City against the newly announced advertising rates of the New York Times is still in effect, although it is generally conceded that the stores have weakened in their position owing to the fact that a number of conferences have been held in the office of Adolph S. Ochs, publisher of the Times, during the week and several display help-wanted ads were published in the Times, February 23, by Abraham & Straus.

All department stores "on strike" against the Times are said to be members of the National Retail Dry Goods Association and the present move finds its counterpart in other cities where department stores have joined hands to combat the efforts of the local newspapers to increase advertising rates to the point where they would meet increased costs of newspaper production.

The eleven stores that have withdrawn from the Times as a result of the announced increase in rates are Abraham & Straus, Lord & Taylor, James McCreery Company, Franklin Simon & Co., B. Altman & Co., Stern Brothers, Gimbel Brothers, R. H. Macy & Co., Oppenheim, Collins & Co., Best & Co., and Saks & Co.

The only three large department stores using large space in the columns of the Times that have not joined the "strike" are John Wanamaker and Arnold Constable & Co., and Fredk. Loeser & Co., the latter a Brooklyn store.

Horace Saks is the appointed spokesman of the department store interests, but neither he nor the officials of the Times would make any statement on the differences between the merchants and that newspaper.

Regardless of the present "strike," the Times continues to issue weekday papers of from 32 to 40 pages in size, and there is no change from the percentages of advertising against reading matter that prevailed in the same newspaper during the last twelve months, advertising in several totaling 60 per cent of the papers.

The Times in its letter outlining its reasons for demanding an increased department store rate of one cent an agate line daily and two cents an agate line Sunday, to meet increased costs of production, says, in part:

"The new department store advertising rate of the New York Times is unusually low when quantity and circulation are taken into account and a comparison is made with the rates and circulation of every other newspaper in New York, as well as with the newspapers in Chicago and other cities. The rate for department stores has never been commensurate with the service rendered, and the growth of the Times in circulation, influence and buying power. We have shown the greatest consideration to department stores in advertising rates, and the present moderate advance is in keeping with that policy.

"The new rate for the coming year (based on the use of 450,000 lines or more) will be 33 cents an agate line on week days, and 34 cents on Sunday. The new rate on Sunday is only one cent a line more than on weekdays, while the Sunday circulation is 200,000 copies in excess.

"With a circulation of 350,000 daily and 550,000 Sunday, it does not seem that there can be any reasonable objection to an increase of 2 cents an agate line in the advertising rate. Any criticism of rates should come from those competitive firms which use a smaller volume of space and pay a higher advertising rate.

"Department stores have long had and now enjoy a rate approximately 50 per cent less than that paid by other stores and general advertisers.

"The rate for retail establishments, other than department stores is 65 cents a line daily, and 75 cents a line Sunday, less 12 per cent for 100,000 lines used in one year, with agency commission, making a net rate of 48.9 cents per line weekdays, and 56.4 cents per line for Sundays. This gives department stores using a similar amount of space a special discount of 15.9 cents a line on weekdays and 22.4 cents a line on Sundays.

"Department store advertisements are ac-

corded location on forward pages of the Times daily edition, beginning usually with pages 4 or 5, without additional charge, unless specifically ordered. Other stores and general advertisers pay additional rates for preferred positions varying from 30 cents to \$2.35 per line on the first five pages, and from 15 cents to \$1.35 for other pages.

"For advertisements other than department stores on the page of the Sunday edition of the New York Times accorded department stores, there is a position charge of 55 cents an agate line, or 41 cents a line net on 100,000 line contract. The position rate for announcements of the department store on the same page is 9 cents a line, making a preferential discount of 32 cents a line for special position.

"The rate for retail stores and general advertising, on the page of the Sunday edition of the New York Times on which announcements of your store appear, is \$1.30 an agate line, less 12 per cent for 100,000 lines in a year, or 98 cents a line net. The rate to the department store for announcements on that page is 43 cents a line.

"This privileged department store rate, varying in accordance with volume of advertising and pages on which it is placed, applies also to other department stores on pages 4 to 15 of the Sunday edition.

"Contracts made March 1, 1914 for 150,000 lines in one year were at the rate of 20 cents an agate line. The circulation at that time was: Daily, 255,000; Sunday, 201,000; an average daily and Sunday of 246,000 copies. The rate per 100,000 circulation on that contract was \$.0784 daily and 10 cents Sunday.

"The advertising rate was advanced 2 cents per line on March 1, 1915, and 1 cent per line on March 1 of each succeeding year up to March, 1920, when the rate became 29 cents daily edition, and 30 cents Sunday. The circulation of the Times March 1, 1920, was 327,000 daily, and 499,000 Sunday. The increase of more than 100 per cent in the Sunday circulation made the rate, per 100,000, 2 cents a line less than in 1914.

"On March 1, 1921, the rates for both daily and Sunday editions were advanced 5 cents an agate line, and discounts established, making the 150,000 line contract subject to a reduction of 3 cents a line, when 450,000 lines or more were used. In the year from March 1, 1921, to March 1, 1922, stores that used more than 450,000 lines of space thus obtained the lowest rate. The increase in such contract rate, therefore, March 1, 1921, was really 2 cents a line and the net rate per 100,000 circulation was \$.0948 daily and \$.0633 Sunday.

"The circulation of the Times March 1, 1922, was 344,000 daily; 542,000 Sunday, a considerable increase, yet the rate for dry goods advertising remained the same.

"The advance of 2 cents an agate line for both daily and Sunday editions applies to a circulation much greater than that of a year ago. The rate per 100,000 Sunday, on an increased circulation since 1914, of more than 100 per cent, is \$.067, a decrease of 33 1/3 per cent.

"The high point of the Times circulation shown in the A. B. C. report during 1919, was followed by an increase in the department store rate of only 1 cent per line. Two years later, when the circulation was again normal, the rate was increased 5 cents per line, subject to discounts for quantity as high as 3 cents per line, making a net increase of 2 cents per line to those advertisers using 450,000 lines in one year.

"The total net paid circulation of the New York Times daily edition for the six months ended September 30, 1922, A. B. C. Statement, was 333,065—an increase over 1921 of 9,253. The sale of the Sunday edition during the same period was 514,157—an increase over 1921 of 16,721.

"The total circulation on October and November, 1922, was 349,155 daily edition, and 557,006 Sunday—an increase in excess of 13,000 daily, and 42,000 Sunday over October and November of 1921.

"The new department store rate for 150,000 lines, on a basis of net paid circulation, is far less than we are entitled to, quality and purchasing power of the Times circulation considered. On a basis of cost per unit of circulation, it compares favorably with the other New York Morning newspapers. The rate per 100,000 circulation is lower than that of the Chicago News and lower than that of the Sunday edition of the Chicago Tribune.

"The Philadelphia Bulletin has a minimum dry goods rate of 40 1/2 cents per line on contracts of 100,000 lines or more, charging extra for cuts and any service given. The rate for 25,000 lines is 41 cents per agate line.

"The Boston Post has a flat rate of 28 cents per line for department stores, based on 235,

000 circulation, for any quantity of advertising.

"The Boston Globe has a flat rate of 30 cents for any quantity of advertising based on a 274,000 circulation.

"The rate of the London (England) Daily Telegraph is \$200 a column.

"The following tables give details of rates based on the use of 150,000 lines a year:

	Circulation	Rate per Agate Line	Per 10,000 Copies	Per 100,000 Copies
The New York Times—				
Daily	350,000	.36	.0128	.1028
Sunday	550,000	.37	.06672	.0672
The World, Morning—				
Daily	352,627	.33858	.0096	.096
Sunday	555,426	.33858	.0061	.061
Evening	265,049	.33858128
The American—				
Daily	329,839	.40	.0122	.122
Sunday	600,000h	.68	.0113	.133
The Herald—				
Daily	Average		Average	
Sunday	178,078	.18	.0101	.101

a. One contract still in force is reported to have been made several years ago at a much lower rate.

h. Department stores are limited to this circulation.

"From 1914 to 1923 the increase in the net paid circulation of the New York Times within the metropolitan district of New York has been notable, the distribution of the daily edition advancing steadily from 226,000 in 1914, to 260,000 in September, 1922. It is now greater. The metropolitan circulation of the Sunday edition in 1914 was 156,000; in September, 1922, 300,000. It is now greater.

"The circulation of the New York Times, through the Nassau News Company, the largest distributing agency, is three times that of one of the newspapers in which your announcement appears, five times the circulation of another, and twice that of the combined distribution of these two newspapers, both of which are popularly classed with the Times as to quality of circulation.

"The principal business of the New York City department stores comes from families living in Greater New York and within the commuting radius—a zone of 50 miles around New York. The quality of the Times' Circulation we believe, reached through advertisements in the Times, is one of the strongest assets of a New York department store. Practically every family in which the Times is read throughout the metropolitan district is a customer or a prospective customer of your store and the others. The daily suburban circulation of the New York Times is double that of the newspaper next in total circulation.

"A large volume of business for New York department stores comes from families living within a radius of 200 miles of New York. Within this outer trading zone there is a distribution of the New York Times greatly in excess of the circulation of any other New York newspaper comparable with the Times in quality of circulation.

"The circulation increase of the New York Times within the 50 mile zone—and within a radius of 200 miles of New York, including the metropolitan district, has been as follows:

	Metropolitan Daily	Within 50 Miles Sunday	Within 200 Miles Daily	Including Metropolitan Sunday
March, 1920.....	259,206	296,014	284,751	379,924
March, 1921.....	255,955	293,982	284,664	383,800
March, 1922.....	277,122	311,024	299,802	411,920

"New York is a mecca for prosperous business and professional men of the West and South and their families. Thousands of these families visit New York once or twice a year. The circulation of the Times among this group is larger than that of any other newspaper in the United States, and the value of this out-of-town sale of the Times to department stores is undoubtedly recognized. The Times goes to 30,000 paid in advance single mail subscribers daily throughout the United States, and to 35,000 on Sunday.

"Between 1919 and 1922 the increase in the annual payroll of the New York Times amounted to \$1,500,000, more than \$30,000 a week. Wages in the mechanical department reached their highest point in 1919. There has been no reduction since the war, wages having been maintained in all departments, and in many cases have been advanced. We shall be glad to supply the actual figures if desired.

"Aside from wages, the greatest item of cost in newspaper production is news print, on which this year there is an increased charge of \$8 per ton. This will cause an additional outlay of at least \$500,000 for the year 1923, but with increased circulation and larger papers, this expense will probably be far beyond that amount. The postal rate imposed by the Government on publications as a war measure, has been maintained. The postage account of the New York Times for delivery of newspapers jumped from \$149,499 in the year ended June 30, 1918, to \$515,557 in the year ended June 30, 1922. The advertisements in the New York Times are taxed for postage at the rate of 2 cents per pound in the first, and second zones, 3 cents in the third, 5 cents in the fourth, 6 cents in the fifth, 7 cents in the sixth, 9 cents

in the seventh and 10 cents in the eighth. Each copy of the Sunday Times weighs about two pounds.

"An extraordinary quality of circulation is chiefly responsible for the selling power of department store advertising in the Times. Yet, in the face of additional expense in every item of manufacture, the dry goods rate of the Times per 100,000 has been increased but a trifle

since 1914. "No charge has been made for the cost of cuts used in department store advertisements, although the expense to the Times has been heavy. In several cases during the last few weeks we have been asked to illustrate full page advertisements at a cost of over \$200 per page for the cuts. Dry goods advertising in the New York Times amounted to 3,585,924 agate lines in 1922, about 15 per cent of the total volume of 24,000,000 lines.

"Many advertisers, including the smaller dry goods stores, complain that the large concession in rates given to department stores is unfair and unjust. They assert that for the same amount of space they should receive the same rate, not 50 per cent more, as at present. If the 24,000,000 lines published by the New York Times in 1922 were paid for at the minimum dry goods rate of 31 cents a line, the income of the Times would be cut almost in half and its business would be very unprofitable.

"Every Sunday, advertising for which the Times could obtain a much higher rate, is omitted from the main news section in order that department stores paying much less may be accommodated. Our average net rate per agate line, including classified and all other advertising, is 50 per cent more than the new department store rate.

"The advertising rate of a newspaper should not be considered from a point of view of its circulation alone. Different grades of the same merchandise are sold in your store. That for which the highest selling price is obtained has quality in its design, finish and durability. The Times in ten years has advanced greatly, not only in circulation, but in prestige and influence in the buying power and quality of its readers, and it, therefore, presents to department store advertisers quality and responsiveness of circulation possessed by no other New York newspaper, and by no other newspaper received in families in any part of the United

States in which the Times is read. The department store rate has not kept pace with the increase in quality and buying power of the Times circulation.

"The New York Times is received in the best homes in the New York metropolitan district and throughout the United States. The purchasing power of its readers does not need to be emphasized to you. We are confident that no other newspaper in which you advertise produces as prompt and profitable returns. This particularly strong purchasing power is not the only characteristic of the circulation of the Times within the metropolitan district, but applies with equal strength to the territory contiguous, extending two hundred miles or more.

"The thousands of subscribers in 8,000 cities, towns and villages throughout the United States, belong to the same group of intelligent, prosperous and discriminating persons who are the leaders in business, professional and social life and who make annual pilgrimages to New York City.

"The maintenance of a newspaper, the quality of which appeals to the type of persons who are readers of the Times, necessitates an expense of production greater than that of other newspapers. Since the department store advertiser benefits through the high quality of circulation, is it not just that in a slight degree he should contribute to this extraordinary expenditure?

"No other newspaper in the United States approaches the Times' quality of circulation. Its circulation is unique in that it combines quantity and quality.

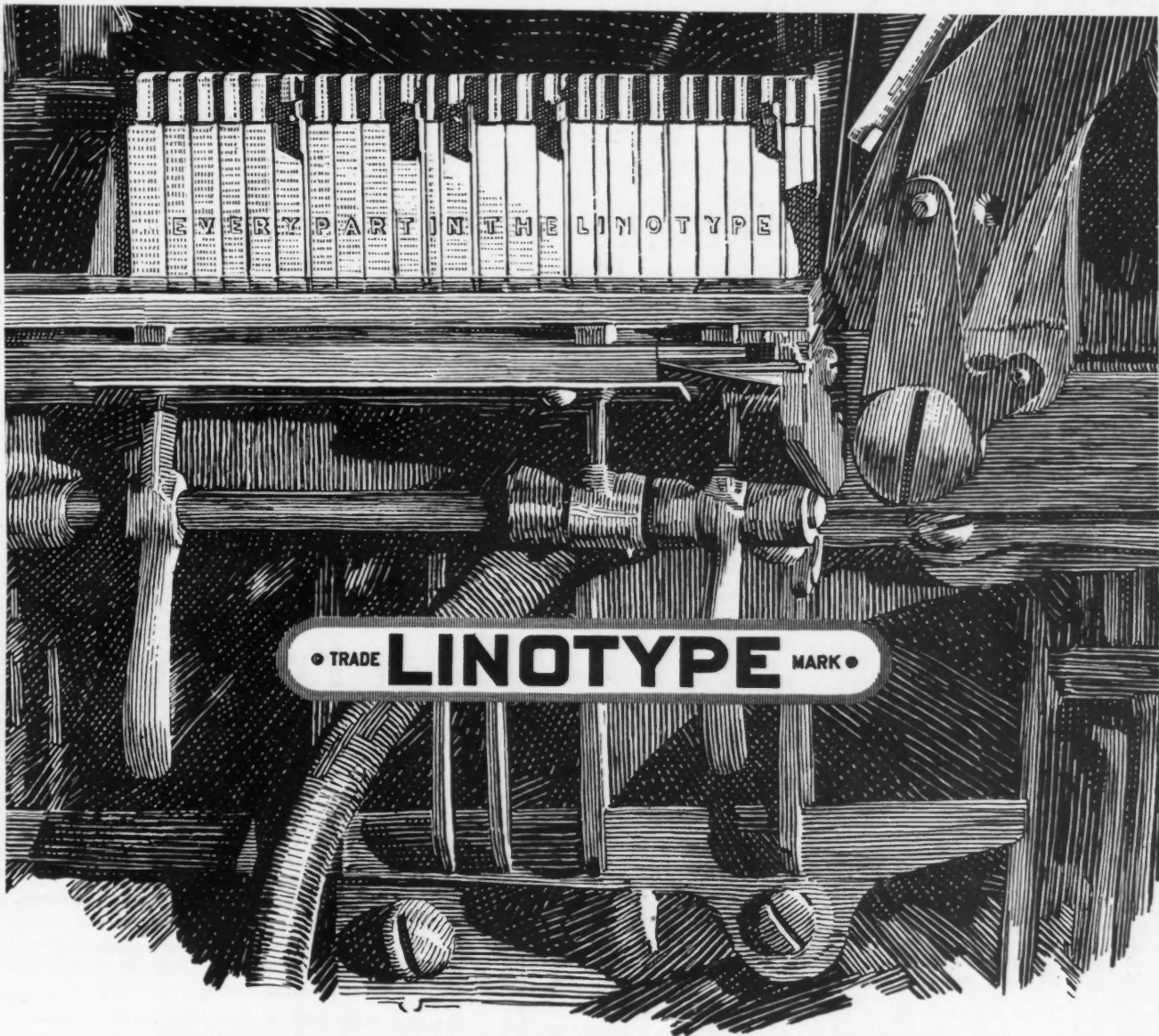
"We show our confidence in the growth of the Times' circulation by providing a new building and new equipment, at an expenditure of four

(Continued on page 14)

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK CORRECTIONS

Table with columns for publication name, issue details, and editor/publisher names. Includes sections for various states like PASTE ON PAGE 17, UNDER TUCSON; PASTE ON PAGE 19, UNDER ONTARIO; PASTE ON PAGE 22, UNDER WASHINGTON; PASTE ON PAGE 25, UNDER CHICAGO; PASTE ON PAGE 32, UNDER OWENSBORO; PASTE ON PAGE 34, UNDER BOSTON; PASTE ON PAGE 39, UNDER BATTLE CREEK; PASTE ON PAGE 41, UNDER VICKSBURG; PASTE ON PAGE 44, UNDER OMAHA; PASTE ON PAGE 46, UNDER BROOKLYN; PASTE ON PAGE 46, UNDER CANANDAIGUA; PASTE ON PAGE 47, UNDER NEW YORK; PASTE ON PAGE 48, UNDER ROCHESTER; PASTE ON PAGE 48, UNDER SYRACUSE; PASTE ON PAGE 48, UNDER YONKERS; PASTE ON PAGE 49, UNDER FAYETTEVILLE; PASTE ON PAGE 52, UNDER ADA; PASTE ON PAGE 57, UNDER POTTSVILLE; PASTE ON PAGE 59, UNDER JOHNSON CITY; PASTE ON PAGE 61, UNDER HOUSTON; PASTE ON PAGE 61, UNDER PARIS; PASTE ON PAGE 63, UNDER WALLA WALLA; PASTE ON PAGE 64, UNDER FOND DU LAC; PASTE ON PAGE 65, UNDER RACINE.

THE BIG SCHEME OF SIMPLE OPERATION



THE LINOTYPE ASSEMBLY

*The Quality of Hand Composition with the
Economy of the Machine*

THE individual matrices which are to compose a line are assembled in a "stick" and held in plain view in front of the operator. Until he is ready to release it for casting, it remains perfectly flexible, subject to any revision of spacing or arrangement.

That is the reason why Linotype composition never looks stiff or mechanical. It has all the quality and character of the best hand composition, but costs much less.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

HIN WONG'S FATE UNKNOWN, BUT U. S. CANNOT INTERFERE, SAYS STATE DEPT.

Editor of Canton Times Released and His Plant Seized, Says Unconfirmed Report from Tokyo—Wong's Family in New York, But He Is Not American Citizen

By SAM BELL

Washington Correspondent, EDITOR & PUBLISHER

WASHINGTON, D. C., Feb. 21.—News from China that Hin Wong editor-in-chief of the Canton Times and vice-president of the Press Congress of the World, was under sentence of death in Canton for publication of a denunciation of the military clique which dominates south China, attracted considerable attention among newspaper men in Washington. Wong was known here by correspondents who had served in the Far East and those who had covered the Armaments Conference, an assignment he undertook for several Chinese papers last winter.

The attention of the American State Department was called to Wong's predicament, but the Department, without official information on Wong's arrest and conviction, had taken no action in the matter. It was explained at the Department that a protest could hardly be lodged, because Wong was a Chinese, although his father lived in New York. In addition, it was stated that the United States has no official relations with the so-called South China Republic, which holds forth in Canton, and even if the United States had given recognition to the government which has been functioning there off and on under the leadership of Sun Yat Sen, it is doubtful if a protest would receive any consideration.

Last reports to the State Department were that Sun Yat Sen and suite had left Canton for Hongkong, evidently in flight, and officials would not undertake to say which faction of the three, that have been maneuvering for control at Canton, had gained the ascendancy.

Wong was a graduate of the School of Journalism of the University of Missouri in 1912, and his biography on file at Columbia, Mo., under the date of 1921 and his full name of Shin King Wong, showed him as editor-in-chief Canton Times; managing editor, Canton Star; director Intelligence Bureau of the Military Government of South China; for several years superintendent of government homes for the blind and infirm; honorary inspector of prisons and chief of the division of charity for the city of Canton; president Kwangtung College, lecturer of history and education in the Canton Union Normal School, and present correspondent for Reuter's Service, the Associated Press, the Weekly Review of the Far East, and other newspapers in Shanghai and the Straits Settlements; honorary secretary of the general Chamber of Commerce of Canton; secretary board of directors Union Middle School of Canton, and chairman of the elders of the town of Pingti, a suburb of Canton.

Wong was still alive on February 19, according to dispatches received by a New York Chinese newspaper. His father, Dr. Wong Shu Gong, a New York merchant, has not heard directly from his son since early in January, when he was first arrested, nor has he been able to secure any information as to his welfare from the American and British consuls at Canton. According to John R. Morris, Far Eastern editor of EDITOR & PUBLISHER, Wong was arrested January 10 but was subsequently released, although his newspaper, the Canton Times, was suspended by the anti-Sun forces.

When news of Wong's death sentence reached the United States, the Press Congress of the World, through James W. Brown, its secretary-treasurer, cabled Ernest N. Price, American consul at Canton, and to its Japanese office for transmission to the American consul at Tokyo, protests against execution of the sentence. The cable to Consul Price reads:

"Press Congress vigorously protests arrest, in-

carceration sentence Chinese member Hin Wong, born in China, educated Hawaiian Islands, University of Missouri, Pulitzer School. He is able fearless honest newspaper man credit to his profession. We bespeak your good offices in present emergency."

A similar cable was sent to Tokyo.

HERE'S "CO-OPERATION" FULLY DEVELOPED

The Ladies' Home Journal Wants 300 Newspapers to Sell Spring Hats It Selected to Their Local Retail Stores

Newspapers are again being asked to play the tail to the magazine kite—or the feather in the magazine millinery, in the present case. This time, their function, as the magazine sees it, is to sell a dozen hats featured in the magazine to local retailers, whose advertisement is to appear on the page opposite the full-page of the "national" medium. The speaking part is appropriated by the Ladies' Home Journal, which is featuring editorially twelve hat styles worn before the camera by Mrs. Irene Castle, and trying to put these hats into retail stores in 300 cities simultaneously with the newspaper advertising of the Home Journal announcing the feature.

A number of daily papers have been solicited for "assistance" by the Vogue Hat Company, 3 East 37th street, New York, which states that it has been asked by the Ladies' Home Journal to help select the styles, make up the reproductions and secure distribution through the leading stores.

Having selected the styles and produced them in quantity, the Vogue Company calls in the newspapers. It submits a list of three stores in the solicited paper's city, with the suggestion that the newspaper induce at least one of these stores to participate in the plan by ordering 12 hats, advertising their sale, and displaying the poster put out by the Ladies' Home Journal. The retailers' advertisement, it is suggested, should appear on the page opposite the page advertisement of the Ladies' Home Journal's March issue, which carried the two-page display of the millinery.

"It seems to us," it seemed to the Vogue Company, "that you would be in an especially strong position in pointing out to the store the influence of this full page on their customers."

Advantages of the plan as they appeal to B. Garfunkel, president of the Vogue Company, but not so strongly to the

newspaper executive who passed the tip to EDITOR & PUBLISHER, are:

"1. An immediate tie-up with the Ladies' Home Journal circulation—getting the Journal readers into their store. For this purpose each store will be sent a large photographic window display of Irene Castle pictured in one of the hats and a mat of a tie-up advertisement for them to run.

"2. A news interest in the store's merchandise at the height of one of their most important seasons. It is the Ladies' Home Journal's idea that these 12 hats will be the real style leaders for Spring, and will be perhaps one of the strongest influences in determining what the Spring styles are to be in this country.

"3. A very small commitment—12 hats—at a time of year when every store needs merchandise anyway. Every hat is wearable and salable—each one, a model chosen by one of the great Paris designers as his best.

"4. A tie-up to the advertising in the (name of paper) and its circulation. In this connection, we suggest that you offer the local store the opportunity to run their tie-up ad on the page opposite the full-page Journal advertisement on the day it appears."

Further advice by the New York jobber as to the newspaper's conduct toward its local business men is that the request for "co-operation" be addressed to the head of the store himself or to the advertising manager in case there be one—otherwise to the millinery buyer.

And a final word is that each store should send in at once a copy of an enclosed telegram—collect—so that "we will have time to make up the hats and send them, along with the advertising

material and window display." The price of the material and merchandise named is \$150, or a wholesale price of \$12.50 per bonnet.

N. Y. DEPARTMENT STORES FIGHT N. Y. TIMES

(Continued from page 11)

million dollars. With the additional circulation and the opportunity of carrying out plans for improvement which the new building and its equipment will give, the Times will be more valuable than ever to advertisers.

"We have endeavored to present our point with a completeness which may be wearisome. However, we believe that the facts are convincing both as to the justice and reasonableness of the new rate for dry goods advertising. We have enjoyed many years of exceptionally happy business relations, and hope that no difference will mar the spirit of co-operation with which we have worked together in developing the business of your great establishment and other department stores."

Newspaper Men Organize Company

Edward Staats Luther, for 30 years a political writer and legislative correspondent, is president of the newly organized Industries Development Corporation, of New York. Among the directors are Frank E. Perley, publisher of the Real Estate Record, and William E. Lewis, editor of the New York Morning Telegraph. The company specializes in the business of making loans and advances against contracts which various persons and concerns have with the State and City of New York.

Color Press for Sale

GOSS 3½ Deck, Single-Width Straightline Design

THIS press has seven complete pairs of cylinders, ten fountains and inking arrangements, complete with compensating rollers and oil fountains. Has high-speed type folder in first-class condition, with regular slitters, etc., and special jump slitter for running full size pages and tabloid size collect, thereby saving hand fill, make-ready and half the number of plates without reducing colors.

Can take three rolls of paper from 33 to 36 inches wide and can print as high as 24 pages in two sections in black with one color on outside or a four-page comic section with four colors on outside and three on the inside pages.

Press uses electrotype plates one-quarter inch thick, but can be changed easily to used 7-16 inch stereo plates by removing steel jackets from plate cylinders. Also has a set and a half of roller stocks and a full set of velvet oil rollers as well as roller racks and hardwood boxes with hinged tops for shipping rollers. Wrenches, extra knife-blocks, etc., etc.

It is equipped with 20 h. p. two-motor chain drive, 220-volt D. C. with Kohler control board and push button system, also has complete lighting equipment.

Used only a few years by The Detroit News in its new plant and is simply being replaced by a press of greater capacity. It has satisfactorily printed on an average of 250,000 supplements and colored comics regularly each week.

For Sample of Work, Price and Other Information Address Business Manager

The Detroit News

THE RECORD

1920-January-1923

Just a matter of three short years, but a period of healthy consistent growth in circulation for the Baltimore Sun papers, as is attested by the following statement of the average net paid daily, for January, 1920, and January, 1923, respectively:

	1923	1920	Gain
Morning	115,877	96,796	19,081
Evening	115,147	75,573	39,574
Sunday	162,334	130,658	31,676

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

Sprague Electric Motor Drive and Control Systems for Newspaper Presses

Conceded First Place in the Press equipment field for Superior Construction and Unequalled performance.

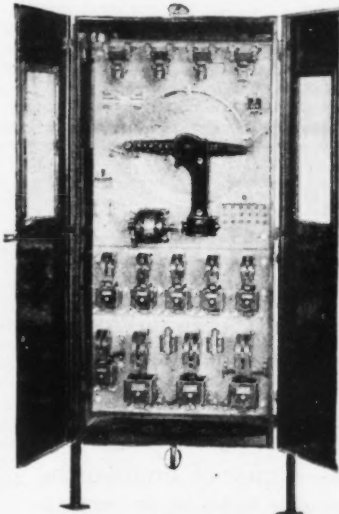
Over 400 installations in this country and abroad bear testimony to the

Reliability and Safety of the Sprague System

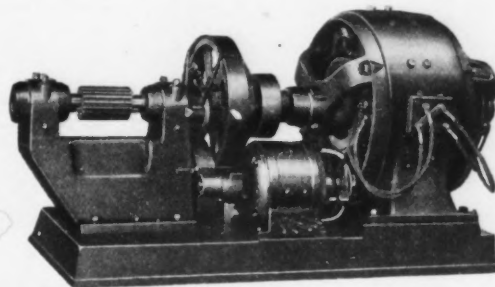
The largest contract for Controls and Drives for one plant was placed this year by the Philadelphia Public Ledger for Sprague Equipments, after a careful examination of all other systems.

So many publishers are recognizing the freedom from worry which comes from doing business with Sprague Electric, that this year has been one of the largest in their history in this specialized field.

Extensive Stocks Make Possible Prompt Deliveries Where Presses are Sold for Early Shipment



The Sprague enclosed Controller for Octuple Press—Dirt Proof, Fool Proof, Fire Proof—Meets all Safety Requirements.



The Sprague Double-Motor Drive, using the famous Sprague Type C Motors. There are more Sprague Type C Motors driving Newspaper Presses in the U. S. than any other one make of D. C. motors.



The Sprague enclosed Alternating Current Controller—designed for Newspaper Offices in the smaller cities.



The Bloomfield, N. J., factory of The Sprague Works where all parts of The Sprague System—Controls, Motors and Slow-Motions are made in coordination.


SPRAGUE ELECTRIC WORKS

 Of General Electric Company
 Main Offices 527 W. 34th St. New York PIONEERS OF THE INDUSTRY Branch Offices in Principal Cities

NEGLECT BY U. S. PAPERS NETTLES CANADA

**A. B. C. Directors Told Stillman Case
Got More Publicity in Six
Months Than Canada Had
in Six Years**

MONTREAL, Feb. 20.—Plain talk was addressed by Canadian Government ministers to the members of the Audit Bureau of Circulations at its meeting in Mount Royal Hotel, Montreal, on Saturday, February 17. Hon. George P. Graham, Minister of Militia, taxed the press of the United States with giving too little attention to Canadian news, drawing an unfavorable comparison with the extensive news given in Canadian papers of events in the States. Hon. Athanase David, secretary of the Province of Quebec, challenged the recent threat to stop Canada's supply of coal, and hinted broadly that the newspapers of the United States might find themselves in a difficult predicament as regards newsprint, if they mishandled public opinion to the extent of allowing that sort of situation to become a reality.

In addition to their regular business sessions, the A. B. C. members were the guests of A. McKim, Ltd., advertising agents, at luncheon, and concluded their day with a banquet, at which Mr. Graham, R. S. White, editor of the Montreal Gazette, Mr. David, E. T. Meredith, ex-Secretary of Agriculture in the United States, Senator C. P. Beaubien, F. A. Wilson-Lawrenson, and William Findlay of A. McKim, Ltd., were speakers. John Murray Gibbon and O. C. Harn presided jointly.

Mr. Graham rallied the American newspaper people with the fact that the Stillman case had occupied as much of their space in six months as Canada had in six years. So far as the American press was concerned, Canada might well be at the bottom of the sea. It was the fault of the American press that the people of the United States knew so little about Canada. He showed a Montreal newspaper with forty-two columns of information regarding the United States, and a New York paper of the same date with six inches of Canadian news.

Mr. David spoke deprecatingly of "Big stick" methods as applied by some

sections of the U. S. press towards Canadian questions, and instanced the coal troubles of recent days. Canada probably would not always be greatly in need of the coal from her southern neighbor, he said, but Canada's newsprint would be indispensable to American papers for a long time, and Canada's waterpower, now only in its infancy, was already greatly in demand to the south and would be increasingly so as its development grew. It behooved them therefore not to try to bully their young but growing neighbor.

The A. B. C. directors met in Montreal in compliment to their new Canadian director, J. Murray Gibbon, of the Canadian Pacific Railroad. A large volume of routine business was handled, but the only action taken was to abolish the requirement of Paragraph 12 of the newspaper reports for a statement of the press run of the two weeks prior to the filing of the publisher's report. The advertiser members declared it was not essential information for them.

New members were elected as follows:
Newspapers—Saratoga Springs (N. Y.) Saratogian, New York Staats Zeitung-Herald.

Advertisers—Auto Strop Safety Razor Company, New York; Hamilton Watch Company, Lancaster, Pa.; Addressograph Company, Chicago; Hoover Company, Canton, Ohio.

Business papers—Fire Engineer, New York; Candy and Ice Cream, Chicago; Candy Jobber, Chicago; Candy Factory, Chicago; Roundup, Chicago; Bakers' Review, New York.

Applicants for membership were—Tacoma Times, Walla Walla Times, Sporting Life, Philadelphia; American Hatter, New York; Sporting Goods Dealer, St. Louis.

Resignations were—Sweet's Architectural Catalog, New York; Sweet's Engineering Catalog, New York. Both are free circulated publications.

The next meeting will be held in Chicago in March.

Those present were—O. C. Harn, F. R. Davis, W. A. Strong, E. R. Shaw, Mason Britton, Ralph Starr Butler, J. Murray Gibbon, L. B. Jones, L. L. King, David B. Plum, F. W. Stone, G. Lynn Sumner, E. E. Taylor, C. C. Younggreen, Stanley Clague, W. F. Hoffman and E. W. Chandler.

EIBEL PAPER PATENTS HELD VALID

**Supreme Court Decides Against M. & O.
Paper Company in Dispute Over
Control of Fourdrinier
Machine Device**

WASHINGTON, D. C., Feb. 21.—Patents of the Eibel Process Corporation on improvements of the Fourdrinier machine for manufacturing newsprint paper, were declared valid by the Supreme Court on Monday in the case of the Eibel Corporation against the Minnesota & Ontario Paper Company. A similar case involving the Remington-Monte Company is pending, and the Court's judgment on the patents will prevail in that case as well.

The patents, claimed by the Eibel Corporation have for their object control and arrangement of the Fourdrinier machine whereby it may be run at a much higher speed. The corporation contended that the invention constituted an important advance in the paper-making industry, increasing the product 20 to 30 per cent.

Suit filed by the Eibel people in a Federal district court in Maine in 1917, and in 1920 the court entered a decree of injunction and damages against the Minnesota & Ontario Company. Another suit was brought in New York against the Remington-Monte Company. On appeal to the Circuit Court of Appeals in the Maine case the judgment of the district court was reversed and the case dismissed. Because of a conflict over jurisdiction as the result of the filing of the two suits, a review of the ruling of the

Circuit Court of Appeals was undertaken by the Supreme Court.

The invention patented by the Eibel Corporation permits the machine to be operated at a pitch of 15 inches as opposed to the old pitch of 6 inches. In rendering the opinion of the court Chief Justice Taft said:

"The evidence disclosed that after the suit was brought the defendant reduced the pitch to 6 inches and claimed the machine ran as well as when its pitch was 15 inches. It may be noted, however, that the admission of witnesses seem to show that this reduction was made for the purpose of the suit and immediately after the defendant won the suit in the Circuit Court of Appeals it restored the pitch to 15 inches, and when the decree of the Circuit Court of Appeals proved not to be final it was lowered to a 6 inch pitch. The decree of the Circuit Court of Appeals is reversed and the decree of the District Court is affirmed."

Washington Herald Two Cents

The price of the Washington Herald, recently acquired by William Randolph Hearst, has been increased from one to two cents. The increase announced this week was due, the management stated, to the large number of features which had been added since the paper came under the Hearst regime. The move leaves the Washington News, the Scripps-Howard tabloid, the only one-cent paper in Washington.

Daily Column for Women

"Political Activities of Women" is a new feature in the Chicago Evening Post. A column is given over to it each day.

A city of homes!

ONE hundred and forty-one thousand families in Cincinnati live in homes. Forty thousand of these families own their own homes!

A city of homes—a city of home-owners. A city of people who have money to buy; people who are regular, consistent buyers—the kind of buyers you have only to sell once.

And in Cincinnati there is a "home newspaper," the TIMES-STAR, which goes into four out of five of these 141,000 homes.

A dominant home atmosphere—a dominant home newspaper.

Naturally, local and national advertisers use more display space in the TIMES-STAR than in any other paper, even including those with Sunday editions.



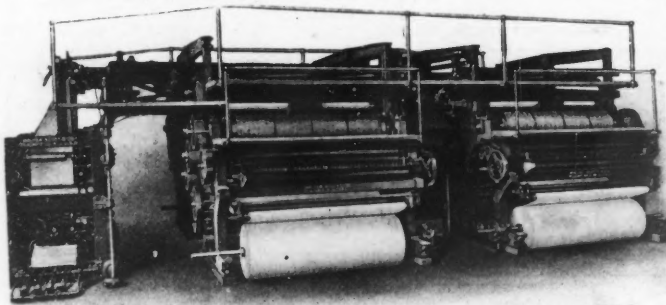
CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

The SCOTT MULTI-UNIT DOUBLE-QUADRUPLE Press



Publishers Visiting California

this winter or any time you will find these presses running at

THE SACRAMENTO BEE
LOS ANGELES EXPRESS
THE FRESNO BEE

Ask any Publisher about our Machines
Then tell us what you want.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

Growing with Des Moines

Reprinted from The Evening Tribune, Feb. 7, 1923.

REGISTER and TRIBUNE to Double Plant

BUYS LEASE FOR NEW HOME

**Will Erect Skyscraper
Adjoining Present
13-Story Plant**

The Register and Tribune thirteen story newspaper plant and office building will be more than doubled in size in a few years as a result of the purchase yesterday by The Register and Tribune company of the lease on the adjoining property on the northeast corner of Eighth and Locust streets.

The Register and Tribune company yesterday bought from the Guarantee Mortgage and Finance company its ninety-nine-year lease on the property, which is known as the Rogg building. The deal was one of the largest of its kind ever made in Des Moines.

Will Erect Huge Skyscraper.

Leases held by the Rialto theater, Gabrio's cigar store and other tenants have several years yet to run. As soon as they have expired The Register and Tribune plans to tear down the present three-story structure and erect a huge skyscraper, which will be joined to The Register and Tribune building.

The new building will be finished in Bedford stone and will conform in appearance to the present thirteen-story home of The Register and Tribune.

Except for small shops on the street level, the entire first five floors and basement will be used by The Register and Tribune, whose newspaper plant will thus be doubled in size. Upper floors will be rented as offices.

Growth Proves Amazing.

When The Register and Tribune moved in 1918 to its present home, which is one of the finest and largest newspaper plants in the middle west, it was thought that it would be large enough for all time, but the amazing growth of The Morning Register, The Evening Tribune and The Sunday Register has made much larger quarters imperative.

Outstrips Them All.

Since the new plant was occupied in 1918, the circulation of The Sunday Register alone for example has grown from 68,000 to over 125,000 and is today the largest of any newspaper in the world in a city the size of Des Moines.

When the new skyscraper is put up in a few years, The Register and Tribune plans to make it not only one of the largest and best arranged, but also one of the most beautiful newspaper buildings in America.



R. AND T. BUILDING AND LEASED CORNER ON WHICH ANOTHER SKYSCRAPER WILL BE ERECTED

ARROW POINTS TO NORTHEAST CORNER OF EIGHTH AND LOCUST STREETS LEASED BY THE REGISTER AND TRIBUNE COMPANY YESTERDAY. ON THIS SITE THE REGISTER AND TRIBUNE WILL IN A FEW YEARS ERECT ANOTHER SKYSCRAPER TO CORRESPOND WITH THE PRESENT BUILDING ADJOINING.

136,511 DAILY **JANUARY, 1922** **127,105 SUNDAY**
NET PAID AVERAGE

SIMPLER LEGAL SCHEME EDITORS' DEMAND

Present Practice Blocks Justice, Says Minnesota Press—Coughlin of Waseca New President—Free Publicity Condemned

ST. PAUL, Minn., Feb. 17.—The Minnesota Editorial Association, in 57th annual convention here February 16 and 17, with 250 delegates present,



J. P. COUGHLIN

Casey, Jordan Independent (re-elected); Laurence C. Hodgson, St. Paul; E. E. Carlson, Cambridge North Star, chairman executive committee.

Resolutions adopted urge the abandonment of "antiquated, involved methods of legal and court procedure that delay and often prevent the conviction of the guilty and the infliction of merited punishment." Renewing its pledge of unflinching devotion to the ideals of America, "this association urges its members to stay on guard constantly against the menacing advance of un-American doctrines."

Legislation protecting the public and the press in the legitimate use of radio communication is favored.

W. E. Verity, retiring president, said in his address that 65 per cent of Minnesota editors are now members of the association. "Today," he went on, "the average country newspaper office requires an investment sufficient to provide funds for the establishment of a good-sized bank. This cannot be compared with the earlier days when a man with an army press and a shirt-tail full of type was considered qualified to be a country editor."

"Prices advised by our committees are again too low. This is especially true of advertising rates, which should be increased without loss of time."

Efforts to obtain free publicity on every pretext, characterized as the greatest newspaper evil, is on the increase and Mr. Verity recommended that all such matter be consigned to the wastebasket without reading.

"After three years of doubt and depression, we have arrived at the dawn of a better day and that day for the country newspaper is likely to be brighter and better than anything which has preceded it," Mr. Verity concluded.

He advocated also passage of a law providing that all legal publications be printed in the English language only.

Bert Skinner of Albert Lea spoke on "Newspaper Advertising from the Coun-

try Merchant's Standpoint." He said that regardless of advertising value, no merchant should support a paper which lacked constructive ideals for the upbuilding of its community.

Mrs. Herbert C. Hotaling discussed "Free Publicity." "There are agencies," she said, "which exist solely for the purpose of supplying newspapers with free matter. There are writers who are paid large salaries for writing these articles—human interest stories—in which is concealed advertising for some person or thing—and getting them into the reading columns of the newspapers free of charge."

J. R. Landy of the Olivia Times, chairman of the Michael J. Dowling Memorial Committee, reported satisfactory progress in the work of raising a fund of \$100,000 to establish a school for crippled children at St. Paul.

D. C. Pierce, Goodhue Enterprise, discussed "Profit in Printshop Neatness;" L. A. Rossman, Grand Rapids Herald-Review, spoke on "Country Newspaper Bookkeeping;" Joseph Whitney, Marshall News-Messenger, read a paper on "Newspaper Make-Up," and A. M. Welles, Worthington Globe, presented a study of "News Heads."

Visiting editors and their families were entertained at dinner by the St. Paul Association of Public and Business Affairs and the St. Paul Supply Men's Association.

CANDIDATES NOT VICTIMS

Detroit News Declares Political Copy Will Pay Only Commercial Rate

The Detroit News announced in a front-page box February 12 that it will sell political advertising only at regular commercial rates, being satisfied that an independent newspaper, asking and giving no favors, should not treat political advertising as a special class. The News states its investigations have proven wrong the theory, held throughout the country, that the newspaper advertising which promotes the candidacy of those seeking office, should be paid for at rates far above regular commercial charges.

New Press for Kingston Freeman

The Kingston (N. Y.) Freeman has added a new 16-page Duplex tubular press to the similar machine it has operated for 12 years. The first 32-page paper ever seen in Kingston was printed February 9 to signalize the installation of the new equipment.

Roto for Times-Picayune

The New Orleans (La.) Times-Picayune will publish its first rotogravure section on March 4, the section closing 10 days ahead. The section will have eight pages.

Good News for Bridegrooms

The Milwaukee (Wis.) Sentinel will stage its third annual cooking school March 6-9.

BOOM GEO. SCHLOSSER TO HEAD N. E. A.

South Dakota Editors Favor Hotaling's Suggestion That He Be Elected In July—Will Employ Paid Secretary

(By Telegraph to Editor & Publisher)

SIoux FALLS, S. D., Feb. 19.—Endorsement of George Schlosser, of the Wessington Springs (S. D.) Republican, for president of the National Editorial Association, a decision to employ a paid secretary and acceptance of an invitation to make a mid-Summer auto trip of the Black Hills in July, were outstanding features of the South Dakota Press Association meeting here this week.

Paul Dutcher, publisher of the Brookings Register for the past forty years, was chosen president, while Eric S. Danforth, Vermilion Republican, was made vice-president and J. F. Halladay, Iroquois Chief, was re-elected secretary-treasurer. He has served two decades in this capacity.

Calvin P. Brown, chief of organization for the Chamber of Commerce of the United States, and H. C. Hotaling of St. Paul, executive secretary of the National Editorial Association, addressed the meeting. Mr. Brown showed how his organization is serving the business interests of the country by consolidation of industrial effort, collection and distribution of authoritative data on conditions and intelligent leadership through the

community organizations affiliated with it and pointed out how the publishers might assist the return of normal conditions through the country by their cooperation with it.

Mr. Hotaling speaking in place of Herman Roe of Northfield, Minn., who was snowbound, pleaded for a greater membership of the small South Dakota publishers in the National Editorial Association, referred to the coming convention at Saratoga, N. Y., July 10, and urged the candidacy of George Schlosser of Wessington Springs for national president. Retiring President Danforth paid a tribute to the work of Secretary Halladay and endorsed the work of the schools of printing and journalism at State College, Brookings, and the department of journalism at the University of South Dakota, Vermilion.

The question of a paid secretary was decided affirmatively and the executive committee was instructed to raise the finances necessary.

Mr. Dutcher asserted that the association had been responsible for the adoption of the Franklin cost price list, a higher rate for legal advertising and putting the label on political advertising.

W. G. Tamblin, Miller Press, advocated a fixed location for farm service news in each paper.

H. A. Sturges, Beresford Republic, declared there was greater understanding today between the country press and the advertising agency.

The Sioux Falls Chamber of Commerce tendered the editors a banquet at which John W. Carey, editor of the Rock Rapids (Ia.) Review and others spoke.

CIRCULATION

Goes UP and Stays UP

When You Use
WORLD COLOR

Family Circle Tabloid Mats

FEATURING

Russell True-To-Life Sketches

Action Toy Cut-outs

Annabelle Doll Cut-outs

Famous Bingville Puzzle Pages

"To-be-Colored" Crayon Pictures

Fairy Tale Picture Pages

and Other Fascinating
Tabloid Pages Teeming with
Strong Home Folk Appeal.
Original Entertaining

in Colors
4 - 3 or 2
or Black Only

Write or Wire for Proofs Today

THE WORLD COLOR PRINTING CO.

Est. 1900

R. S. Grable, Pres.

St. Louis, Mo.



CLARENCE

By CRAWFORD YOUNG

The Savannah News is the new
paper this week

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

PROPOSE STATE ADS IN ABSTRACT FORM

Hutchinson Bill Before New York Legislature Endorsed by All Newspaper Associations — Would Combine Ad-News Treatment

Publication of the laws of the State of New York in abstract form, combining a special news and advertising treatment, is proposed in a bill just introduced in the legislature by Assemblyman Hutchinson. The measure has the endorsement of all the state newspaper and press as-

hundred and twenty-three, and thereafter, shall be published in each county in the newspaper or newspapers designated by the board of supervisors pursuant to the county law for the publication of concurrent resolutions, except in a county wholly included in a city, and in such county in two newspapers representing, respectively, each of the two principal political parties into which the people of such county are divided, to be designated by the secretary of state on the nomination of the county committee of each of such parties. Such brief abstract of all such laws of a local nature shall be published in like manner in each of the counties interested in the same. All laws affecting two or more counties and not all the counties of the state, shall be considered local laws applicable to the several counties affected.

2. The secretary of state, as soon as practicable after its enactment, shall prepare a brief

New Laws--New York State

The following gives a brief, but comprehensive synopsis, of the recently enacted laws in New York State, with chapter number in each instance. Chapter copies of the laws may be obtained from Secretary of State James A. Hamilton, Albany, N. Y. Publication made in accordance with Chapter —, Laws of 1923.

The present motor vehicle law will be changed July 1, 1923, to the extent that all owners of motor vehicles in the State will be required to file an indemnity bond or insurance policy of \$500 with the State Tax Commission. At the present time, the bonding provision relative to automobiles in this state is limited to machines that are used in carrying passengers for hire.—Chap. 212.

The open season for woodcock has been extended to November 30, a matter of fifteen days. At the present time the open season for woodcock in this state runs from October 15 to November 15.—Chap. 213.

Fishing licenses will not be required in this state of persons who reside in other states, but who own real property in New York state on which that person resides for a portion of each year, with members of his family. Such is provided by an amendment to the State Conservation Law, which recognizes such persons in so far as fishing licenses are concerned as bona fide residents of the state.—Chap. 214.

Children's courts are to be abolished in all counties in the state having a population of less than 50,000 persons, unless the board of supervisors of such counties vote in favor of continuing the

courts. Actions pending in courts abolished are to be transferred to county courts. Effective July 1.—Chap. 218.

Four wild male pheasants may be taken during the open season in this state from next fall on. At the present time hunters are permitted to take three male birds during the four open days. Exceptions are made, however, to Essex, Warren, Washington, Orange and Sullivan counties, where there is no open season for pheasants at the present time. Chap. 219.

The speed law in this state has just been changed. In cities and incorporated villages, other than first class cities, or second class cities in a county adjoining a first class city, shall not be less than one mile in three minutes, instead of one mile in four minutes as at present. Effective July 1.—Chap. 220.

Farmers and others living in the country where there are still sleighs left, will be interested in an amendment to the state highway law, effective at once, and which requires sleighs to have runners four feet, eight inches apart, measuring between the centers of the shoes.—Chap. 221.

Further efforts to stamp out bucket shops in this state may

Here is a specimen showing how state legal advertising will look, if the Hutchinson Bill, now before the New York state legislature authorizing advertising summaries of legislation, becomes a law.

sociations. The cost of the advertising would be based on the newspaper's line per thousand circulation rate and would cost about \$60,000 annually for publication in 60 weekly newspapers, one Republican and one Democratic in each county, and in about twenty papers of larger circulation in the bigger cities.

The sponsors of the bill point out that the state constitution declares the laws must be published. They say the abstract form proposed will make them much more readable and effective for the people than the way they have been handled in the past—in 5-point type, massed together and run at random in periodicals and newspapers of all kinds.

The Hutchinson bill follows:

AN ACT

To amend the legislative law, in relation to the publication of brief abstracts of the session laws.

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Article three of chapter thirty-seven of the laws of nineteen hundred and nine, entitled "An act in relation to legislation, constituting chapter thirty-two of the consolidated laws," is hereby amended by adding at the end of a new section, to be section forty-nine to read as follows:

§49. Preparation and publication of abstracts of session laws.

1. A brief abstract of every law of a general nature passed by the legislature of nineteen

abstract of each law. Each such abstract shall state the chapter number and the date when the law is in effect and shall briefly set forth the essential features of the law, omitting all unnecessary details, or if it be impracticable to set forth the essential features, shall briefly specify the contents or topics thereof.

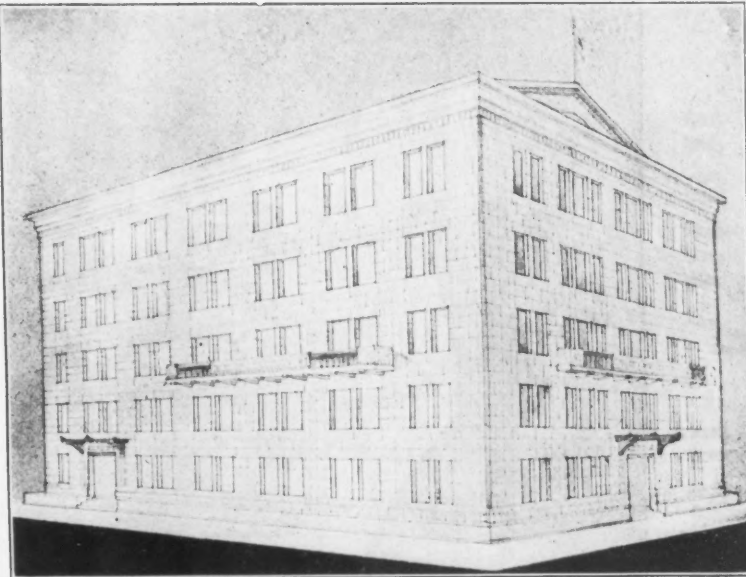
3. From time to time the secretary of state, in the order of the chapter numbers to which they refer, shall transmit such abstracts to the treasurers of the several counties, and to the publisher of each newspaper in which they are to be published. Each county treasurer shall cause the same to be published in such papers within sixty days from the date of the receipt thereof by him. The secretary of state shall cause to be stated upon each abstract transmitted by him the number of folios or other measure which shall be the basis for payment. Such abstracts shall be deemed continuous matter for the purpose of fixing such basis. The secretary of state shall also indicate in the same manner which are general laws and which are laws of a local nature.

4. Each such publisher, within five days after publication, shall forward to the secretary of state a marked copy of each newspaper in which any such abstract of a general or local law is published.

5. The county treasurer shall keep a correct record of all abstract of laws received from the secretary of state for publication, with the date of receipt and number of folios or other measure indicated, and annually, on or before October first, shall report to the secretary of state whether the publication of abstracts of general laws has been regularly made as provided by law. He shall also report to

(Continued on page 22)

報知新聞



The Hochi's Magnificent New Building Just Completed in the Heart of Tokyo

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

The Hochi Shimbun was established in 1872 by the late Marquis Okuma, and continuously since that early date has lent all its influence to the support of its great founder's lofty ideals.

In the foreign news field the Hochi has built up a service which is unexcelled, and which has earned for it many readers who are intensely interested in persons and events abroad. This interest has been found to exert considerable influence on their taste in the purchase of imported commodities and undoubtedly has increased their consumption of products from abroad.

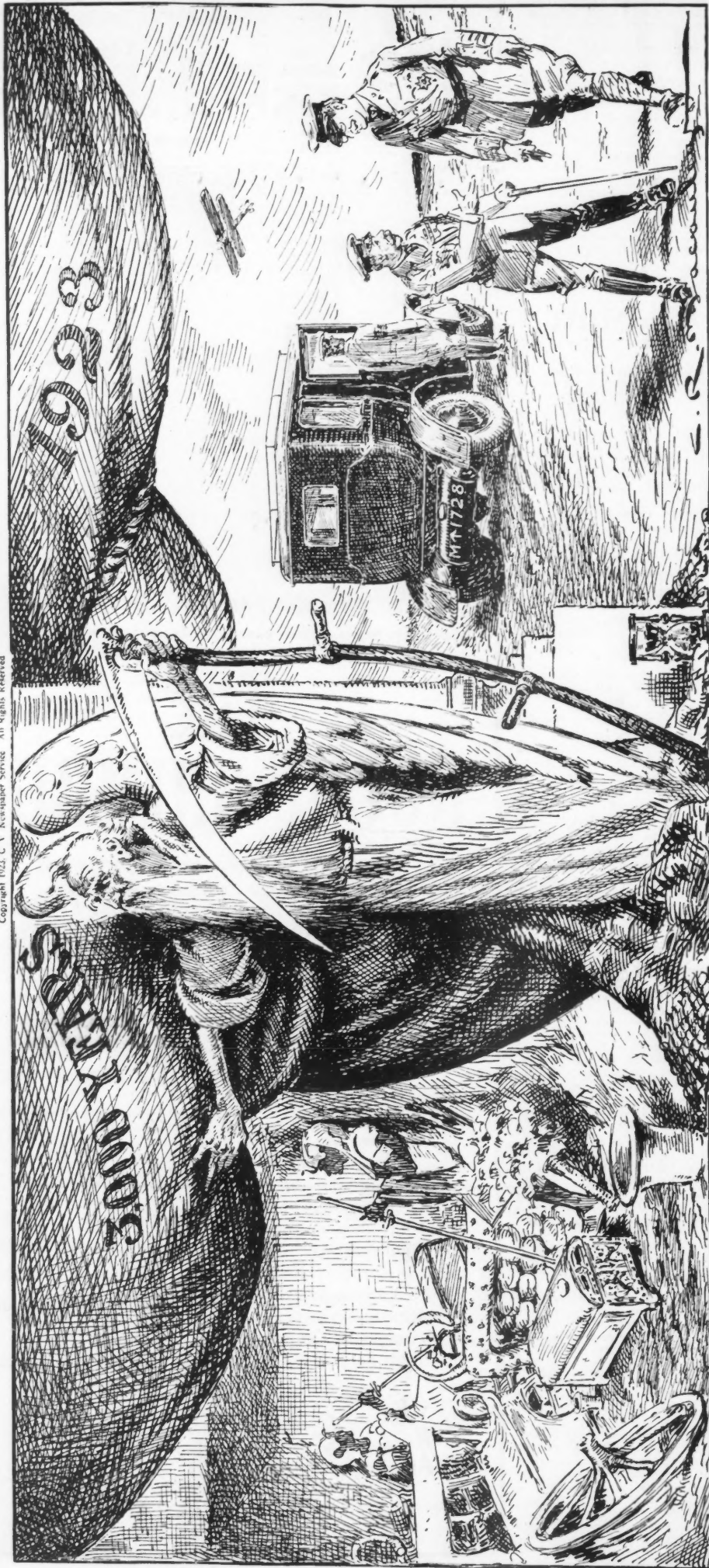
Advertising Rates

Per line Y	1.25
Per Column . . Y	170.00
Per inch Y	12.50
Per page Y	2,000.00

The Hochi Shimbun
TOKYO, JAPAN

The Tomb of Tut-Ankh-Amen

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THIS cartoon by C. R. Macaulay, is a vivid portrayal of the ADVANCE of civilization. On one side, from which Time has drawn the curtain of more than three thousand years, are a few of the spoils retrieved from the recently excavated tomb of one of the Pharaohs—Tut-Ankh-Amen—who lived and ruled the Empire of Egypt one thousand three hundred and fifty years before the beginning of the Christian era in which we are living now. On the other side the curtain is lifted upon two business-like looking living kings of our own Twentieth Century—King George V. and King Albert of Belgium.

A ring, discovered some years ago which was given by Tut-Ankh-Amen to a Governor of one of his provinces is now a part of the permanent collection of the Metropolitan Museum of Art. This ring is inscribed with the ritualistic title of the eighteen year old ruler—RA, LORD OF ALL CREATED THINGS, BELOVED OF AMEN-RA LORD OF ETERNITY.

Tut-Ankh-Amen claimed divinity and omnipotence. King George, in Macaulay's striking cartoon, is telling his fellow-monarch an amusing story. They are both laughing. Both are men—mere humans—and both DELIVER SERVICE for the rewards they reap from the State.

Civilization of the Twentieth Century declines to carry DEAD LOADS. The king or the ditch digger must EARN BEFORE HE CAN EXPECT TO RECEIVE. The inefficient monarch may be handed the blue envelope as well as the incompetent clerk. Of

this truth the world of today has given us some conspicuous examples.

Tut-Ankh-Amen's tomb which is now being excavated by Lord Carnarvon and his helpers, is situated in that which is known as the Valley of Kings.

At the time of Tut-Ankh-Amen's burial this valley was a deserted ravine strewn with coarse gravel and jagged boulders. There were no roads. The entrance to the royal sepulchre was purposely buried beneath tons of rock, sand and gravel. All evidence of the existence of the tomb was obliterated so that thieves might not rob it or intrude upon the eternal rest of its occupant.

THAT WAS 1350 B. C.

Compare the primitive manner in which this Olympian Pharaoh was entombed with the magnificent and imposing memorials erected to our own distinguished dead—WASHINGTON, LINCOLN—GRANT. Like beacon lights along the Shores of Time, the civilization of today effects to rear these monuments of enduring granite and marble to guide the way of those who sail after these generations have passed.

Drawing back the curtain of three thousand years is a mental, moral and physical stimulant to us who are playing our part in the affairs of today. It is a definite yard-stick by which we are able to measure the distance we have traveled—THE PROGRESS WE HAVE MADE. For the betterment of our brains we have the golden orb of—HOCKEY. Medical advances will

advanced surgery take care of our bodies. The regulation bath in the regulation home is more complete in its appointments than the royal baths of Rome. We get base ball results in our living rooms through waves of ether—by home-made wireless. We have motion pictures, we have phonographs, by which we may have the amazing experience of listening to the voices of the dead. A Frenchman recently flew at the incredible speed of 266 miles an hour!

When Time sweeps back the curtain in A. D. 4923 what will be revealed to the civilization of that day? Will our books, our medical science and surgery, our wireless, our motion pictures and our phonographs be considered trivial and comparatively primitive? Will our ponderous locomotives, giant ocean liners, automobiles and airplanes appear crude and ludicrous to them as Tut-Ankh-Amen's flimsy chariot seems to us? Will the tremendous presses, that print this newspaper—presses an hour—be superseded by a more efficient method of broadcasting the events of the day?

It is quite likely that the answer to every one of these questions will be—YES.

What is the lesson you would draw from these two pictures by Macaulay? What article shown in the tomb of Tut-Ankh-Amen would you select as possessing the standard by which to judge your own civilization?

THE WHEEL!

Four chariots were burned with Tut-Ankh-Amen to bear him on his journey to Paradise. The wheels of these chariots are proof that ancient civilization recognized the necessity of mechanical transportation.

Compare the weak, imperfect wheel of one of these chariots of Tut-Ankh-Amen with the powerful and perfectly constructed, rubber-tired dished wheel of the modern automobile in which King George and King Albert have ridden to the field. Enterprise, inventive genius, business demands—the DESIRE TO DO SOMETHING WORTH WHILE—have entered into the work of advancing the building of the wheel. It is scarcely conceivable that the wheel will play its part and be discarded, but it is conceivable and very probable that loss of power through friction, as occurs on railroads and in automobiles, will be eliminated through world-wide use of the air lines.

Besides the wheel and chariot, there are some other articles shown in the drawing of the tomb. The curious, long-bodied animal, spotted in a shamrock pattern, standing against the rear wall is a gift—"Hat-Hor," cow. The spots are ebony against a gilt background, the body of the cow forms one side of a royal ceremonial couch. Under the sacred "Hat-Hor" cow are boxes filled with various kinds of food for "Ka"—the soul of the king—to eat during its journey to Paradise. There are mummified joints of meat, haunches of gazelle, liver and trussed duck. You and I may "Supperate" in Tut-Ankh-Amen's tomb with the

reverent hands and deposited with solemn ceremonies—THREE THOUSAND YEARS AGO.

To the left and right are two life-size statues of the young Pharaoh. The statues are carved in wood and the headdress, collar, armbands, dress, mace and staff are encrusted with pure gold. On the brow is the royal cobra, of inlaid bronze and gold. The eye sockets and eyebrows are of gold, the eyeballs of arragonite and obsidian. What is left, during thirty centuries, of finely woven linen cloth hangs over the arms.

These mute evidences of HUMAN VANITY along with every article unearthed from the tomb will find their last resting place in some museum. The sanctity of the royal sepulchre will be uncovered to curious and profane eyes. The majesty that once was Egypt has passed to this.

Slain by selfish ambitions, jealousies—the sword, fame and pestilence—a great nation sifted into the dust of oblivion.

Will our civilization meet the same tragic fate? Shall we struggle out of the blackness of one war only to plunge into the abyss of another?

These are all THINGS TO THINK ABOUT and it is GOOD TO THINK. Thinking in the past has advanced us to the near-civilization of today—thinking in the future will advance those who come after us to a REAL CIVILIZATION THAT WILL ULTIMATELY COME.

Tut-Ankh-Amen and his pitiful trinkets will be carefully preserved; civilization of the present and in the future will be ruthlessly kept. All will be for the

NEW YORK CITY
350 MADISON AVE.
MURRAY HILL 2589
WASHINGTON, D.C.
1731 L. ST. N. W.
MAIN 6236

BUREAUS
SEATTLE, WASH.
LOS ANGELES, CAL.
NASHVILLE, TENN.
CHICAGO, ILL.

C-V NEWSPAPER SERVICE

CORNELIUS VANDERBILT, JR.

Mr. Newspaper Maker:

NEW YORK February 24, 1923

The majority of newspaper makers agree, and you are perhaps among that number, that C.R. Macauley is one of the world's few great cartoonists. During his ten years as chief cartoonist of the New York World, his work attracted national attention and the accompanying drawing proves that he is better today than ever before.

The beautiful and masterful art work of this and other drawings to come will more than compensate for the oddity in make-up presented here. Mats can be supplied in regular magazine make-up, as well.

This Sunday feature will not in any way conflict with the editorial policy of your paper. No sides will be taken on questions discussed, though, of course, each side will be presented both in cartoon and text matter when national and international topics are treated.

The text matter which accompanies each cartoon is written by one of America's most famous editorial writers.

This is an instructive and constructive feature feature that will add dignity, strength and value to your Sunday newspaper. Study the first release, at your left, carefully. Needless to say, your competitors have this feature feature under consideration now. Perhaps they are on the point of phoning their order. If the number above is busy, call our private phones, Murray Hill 5758 or Murray Hill 1954--at our expense of course.

Very truly yours,

Colton Bingham
General Manager.

COB-F

I have the golden gift of... THE PROGRESS WE... HAVE MADE... For the betterment of our brains we... blue envelope as well as the incompetent clerk...



PERFORMANCE

FLEXIDEAL and MAXITYPE DRY MATS

- are readily conditioned
- give even, sharp impressions
- require a minimum of packing
- do not stick to the plates
- do not pluck
- give smooth, perfect plates
- save invaluable time
- save money
- permit better working conditions

Sure enough worth a trial!

Our large stock at Bush Terminal, Brooklyn, N. Y., assures you a constant supply and prompt shipments.

No need to stock up —you can have your mats as you need them and when you want them.

THE
FLEXIDEAL COMPANY,
INC.
Sole U. S. & Canadian Distributors
15 William Street
New York City, New York



INTERTYPE NET IN 1922 WAS \$944,205

Largest in Corporation's History, President Reports—Employees Now Hold \$160,000 in First Preferred Stock Under New Plan

Net profits of \$944,205.74 remained to the Intertype Corporation for the year ending December 31, 1922, after deducting reserves for depreciation, taxes, and other contingencies, President H. R. Swartz reported to the stockholders February 19. This is the largest profit in the corporation's history. The balance sheet appended to the report shows assets of \$5,619,872.04, liabilities of \$1,357,583.98 and capital and surplus items totaling \$4,262,288.06. The general surplus, including the 1922 profit and the balance on January 1, 1922, of \$684,976.70, is \$1,629,182.44.

"The conservative policy of stating assets on a sound value basis has been continued," President Swartz reported. "As an illustration of this policy with respect to all items on the balance sheet, the value of machinery and equipment when the corporation commenced business seven years ago was \$806,412.05. The cost of additions and betterments to December 31, 1922, was \$919,151.38. For the same period there was written off and deducted from profits \$1,063,512.14, leaving the machinery and equipment (although largely increased) on the books at \$662,051.29. The corporation's patents and patterns are carried in the assets at \$1. All customers' notes of every kind, aggregating over \$2,000,000, are owned by and in the possession of the corporation.

"During the year there were issued \$750,000 10-year 7 per cent debenture notes, dated April 1, 1922, and due April 1, 1932. These notes represent, with the exception of the usual current merchandise, payroll, dividends payable and reserve accounts, the only liabilities of the corporation, and this amount of \$750,000, on December 31, 1922, is more than offset by the cash on hand.

"The board of directors, at the request of the employees, adopted an employees' stock ownership plan, which provides that employees who have been with the corporation for six months or more, may subscribe for first preferred stock and pay for it in installments. Dividends and service allowance are paid to subscribing employees at various rates depending upon the length of employment. Employees have already subscribed for nearly \$160,000 par value under this plan.

"The second preferred stock of the corporation carries the privilege of con-

version, share for share, into common stock, and as of December 31, 1922, the holders of 8,416.7 shares had availed themselves of the privilege, leaving 1,583.3 shares not converted. Cash dividends on all classes of stock have been paid regularly throughout the year, and in addition, a dividend of 10 per cent in common stock was paid November 15, 1922, on the common stock."

Picture Daily in Tokyo

Tokyo, Jan. 25.—The first issue of the Asahigraph, Tokyo's first picture newspaper, appeared on the streets this morning. It is to be published daily by the Asahi Shimbun Company under the managing editorship of K. Sugimura, who has been a contributor to EDITOR & PUBLISHER. The news editor is Bunshiro Suzuki, who was one of the Asahi Shimbun's correspondents at the Washington Conference, and the photographic editor is K. Narusawa, who spent several years on Pacific Coast papers in the United States before returning to Japan to join the Asahi staff. The first issue of the Asahigraph contained 16 pages, photographs of current news events in Japan predominating.

STATE ADS IN ABSTRACT FORM

(Continued from page 19)

the board of supervisors of his county during the first week of the annual session thereof whether the publication of abstracts of local laws has been made as provided by law, transmitting with his report a copy of each abstract of a local law received from the secretary of state with the number of folios or other measure indicated in each such abstract, together with the date of publication and the names of the newspapers.

6. The charge for publication of abstracts of the session laws, outside of the city of New York, shall be at the rate of four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand or more circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspaper until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement.

The charge for publication of abstracts of the session laws in counties wholly within the city of New York shall be at the rate of twenty cents per agate line.

In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signatures, and similar short lines as full lines where the same are set to conform to the usual rules of composition.

The charge for publication of abstracts of general laws shall be paid by the treasurer of the state on the warrant of the comptroller after certification by the secretary of state that the publication has been regularly made as provided in this section. The expense of publishing the abstracts of local laws in any

county shall be a county charge. The expense of publishing the abstracts of local laws affecting the city of New York or any county or borough therein shall be a charge upon the city of New York.

7. Every newspaper designated for the publication of abstracts of the session laws and making claim for compensation must be established at least one year, entered in postoffice as second class matter, and be printed and published in the town or city of its postoffice address and shall attach to such claim an affidavit of the circulation of such newspaper for the six months' period ending March thirty-first or September thirtieth immediately preceding, which shall be used as the basis of circulation rating. Papers shall accept the minimum rate per line until such time as they establish to the satisfaction of the state comptroller sufficient circulation to entitle them to a higher rate.

A LEGAL AD LAW PRAISED

North Carolina Statute Meets With Approval of State's Publishers

The State of North Carolina has on its statute books a law regulating charges for legal advertising which, according to publishers of the state, is working out very satisfactorily. The law is as follows:

An Act to Regulate Charges for Legal Advertising in North Carolina:
The General Assembly of North Carolina do enact:

SECTION ONE: That the publication of all advertising required by law to be made in newspapers in this state shall be paid for at not to exceed the local commercial rate of the newspaper selected in each case. Any public or municipal officer or board created by or existing under the laws of this state that is now or may hereafter be authorized by law to enter into contracts for the publication of legal advertisements is hereby authorized to pay therefor prices not exceeding said rates: Provided, nothing herein shall be construed to apply to existing contracts or agreements for legal advertising in this state.

SECTION TWO: That no newspaper in this state shall accept or print any legal advertising until said newspaper shall have first filed with the clerk of the superior court of the county in which it is published a sworn statement of its current commercial rate for the several classes of advertising regularly carried by said publication, and any owner or manager of newspaper violating the provisions of this act shall be guilty of a misdemeanor.

SECTION THREE: That all laws and clauses of laws in conflict with provisions of this act are hereby repealed.

SECTION FOUR: That this act shall be in full force and effect from and after its ratification.

FIX RATE FOR "LEGALS"

Texas Legislature Calls for Lowest Commercial Advertising Charge

The Texas legislature has passed the official publication rate bill, fixing the lowest commercial advertising rate, as the rate for all public notices and documents printed. The bill was advocated by publishers.

Two other bills affecting newspapers have been introduced. One provides that when a newspaper or individual exposes a fraudulent promotion scheme, without malice, it shall be liable for neither criminal nor civil recourse. The other bill makes a truthful account of proceedings of all public meetings, speaking, etc., privileged matter including proceedings of such mass meetings when resolutions are adopted, as were held, the account of which resulted in Former Attorney General Looney getting a libel judgment against the A. H. Belo Publishing Company.

Oregon Publication Bill Killed

The Oregon legislature has killed the bill proposing to do away with the voters' pamphlet and make the pre-election announcements in the newspapers. Senator Joseph characterized the bill as "a direct slap at the Oregon system" and declared that it was drawn solely in the interest of the newspapers of the state and not in the interest of the voters.

Hollister Advance Now Semi-Weekly

The Hollister (Cal.) Advance has discontinued its morning issue and is now appearing Wednesdays and Saturdays.

The Atlanta Journal

ATLANTA, GA.

Mr. Chas. S. Patteson, noted newspaper expert, recently made an independent, personal appraisal of comparative values of Atlanta newspapers.

Out of a possible score of 100, The Atlanta Journal by the consensus of rating given by leading local advertisers was accorded

95.13%

Advertising in The
Journal Sells the Goods

The
Pittsburgh Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.

Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. MORRIS HILL, Hearst Bldg., San Francisco

Cultivate the Daily Newspapers of "OHIO FIRST"

And Reap Handsome Returns

Eighty out of every 100 persons in Ohio are native born whites. Of this number over 66 per cent are of native born parentage.

Ohio people have money to spend for your goods. Ohio wants your goods. Ohio people want to know about your goods—what they are, why they are better than the other fellow's goods, what the prices are and particularly, just where your goods are on sale.

Tell these people about your wares. Tell them the story—freely, fully and frankly. Don't ask these people to try to find your goods in *some* store, somewhere—but tell them in *what* store in their town they can find your goods.

Tell them about your local rep-

resentative. Locate your merchandise so that they may go to their own town merchant—and be sure of getting the right merchant—and you will get results.

Commercially *Ohio* is *FIRST* choice of many national advertisers who appreciate the value of intense cultivation of first grade territory.

Ohio people read Ohio daily newspapers—each his own home town daily newspaper. The papers here named are reaching the representative people of their respective communities.

Cultivate Ohio with Ohio daily newspapers, co-operate with Ohio merchants and increase your sales in one of the best trading territories in the country.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal.....(E)	35,785	.10	.10	*Lima News and Times-Democr't (E&S)	16,083	.07	.05
**Akron Times.....(E)	21,416	.06	.06	*Lima Republican-Gazette.....(M&S)	10,270	.035	.035
**Akron Sunday Times.....(S)	21,439	.07	.07	†Middletown Journal.....(E)	5,117	.025	.025
†Bellefontaine Examiner.....(E)	4,536	.0179	.0179	†Newark American-Tribune.....(E)	6,890	.025	.025
†Cincinnati Enquirer.....(M&S)	72,270	.17-.35	.17-.35	†Portsmouth Sun and Times.....(M&E)	16,481	.06	.06
†Columbus Dispatch.....(E)	75,116	.15	.14	†Portsmouth Sun-Times.....(S)	11,140	.04	.04
Columbus Dispatch.....(S)	74,654	.15	.14	Steubenville Gazette.....(E)	8,437	.04	.04
Columbus, Ohio, State Journal... (M)	50,124	.12	.13	**Toledo Blade.....(E)	100,317	.27	.25
Columbus, Ohio, State Journal... (S)	29,206	.12	.13	†Toronto Tribune.....(E)	1,096	.011	.011
Conneaut News Herald.....(E)	3,094	.017	.0179	**Youngstown Vindicator.....(E)	24,787	.07	.07
†Dover Daily Reporter.....(E)	4,537	.02	.02	**Youngstown Vindicator.....(S)	24,351	.07	.07
†Ironton Irononian.....(M)	3,170	.0179	.0179				
†Kenton Democrat.....(E)	2,400	.014	.014				

Government Statement, April 1, 1922.
*A. B. C. Publisher's Statement, April 1, 1922.
**A. B. C. Publisher's Statement, October 1, 1922.
†Government Statement, October 1, 1922.

In Homes Like This



Where Japanese culture is blended with the customs and habits of America.

THE JIJI SHIMPO

時事新報

is the favorite newspaper. The Jiji commands the respect and holds the confidence of the Nation's men of affairs. It fills an important place in their lives which only a great newspaper can take.

The JIJI'S Circulation

248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

That is why the Jiji's readers are the best customers of imported goods in Japan.

For reliable market information address:

FOREIGN SERVICE BUREAU

THE JIJI SHIMPO

Cables: "Jiji Tokyo," Tokyo, Japan Bentley Code

Morning and Evening Editions

AMERICAN HEADQUARTERS
Equitable Building, 120 Broadway, New York
Joseph P. Barry, Representative

"In Japan, the Buyers Read THE JIJI"

DETROIT NEWS "BOSS" HAS EDITION ALL TO HIMSELF

EXTRA

The Detroit News

SCOTT HOME EDITION

DISGRACEFUL PARTY BROKEN UP BY POLICE

SCOTT HOUSEWARMING THWARTED BY OFFICERS

Liquor Served and More Than Forty Respectable (So-called) Citizens Arrested.

Golf Club Some of Terrible Orgy—Golfers Are Later Prohibited to Play on Pinehurst Course.

GREAT SCOTT AND THE HOUSE THAT SCOTT BUILT



TERRIBLE ARGUMENT WILL NEVER BE SETTLED

Practically Everybody Has Something to Say in Favor of—All at Once—Party.

Open Forum of Dinner to Department Heads Results in Some Quite Remarkable Old Days Recalled.

POLICE OF THE SCOTT HOME... **PINCHED!**... **A GOOD TIME WAS HAD BY ALL**... **THE NEW HOME**... **Tonight's Bedtime Story**... **SOME SENTIMENTS RESPECTING HOME**... **WISDOM HAS BEEN WISERED AWAY**... **REAL ESTATE LOANS**... **THOMAS MORTGAGE CO.**

SAVE MONEY BY BUILDING NOW
Prices Sure to Advance
We design, finance and build the Home on your lot. You pay for it on easy monthly payments. Come in and talk it over.
The Detroit Housing Corporation
160 Penobscot Building

ONE edition of the Detroit News will never be checked by local or national advertisers for proof of insertion; nor will it be found in the bound volumes of the publication on file in public libraries. That is the "Scott Home Edition," which "hit the street" at 8 o'clock the evening of February 15. It was devoted to a razing of Hereward S. Scott, general manager of the News, and was circulated at a dinner given by him to heads of departments of the paper at the Detroit Golf Club. The dinner was a prelude to a housewarming at Holmcroft, the handsome new home of Mr. Scott, which is one of the distinguished residences fringing the golf course and overlooking Palmer Park. The smashing of the plates used in printing the extra prevented too widespread circulation of the story of the "disgraceful party broken up by police." Among the pleasant features of the party arranged by Mr. Scott were a continuous concertina program played during the dinner by Giuseppe Castelucci, lately a musician in the Italian army and

a past master at poetic postures, and a special radio concert from WWJ, the pioneer of newspaper radio stations, the principal numbers being supplied by the News orchestra under the direction of Otto Krueger. In the midst of the program the tables were turned on the hosts, and George E. Miller, editor of the News, presented Mr. and Mrs. Scott with a chest of flat silver, in token of the affectionate regard in which he and his colleagues hold them. Informal reminiscences at the dinner revealed a good deal of unwritten history of the News, which will celebrate its 50th anniversary August 23 of this year. Three of the executives present rose in the ranks of those who had been on the staff from 30 to 35 years, including Mr. Scott, Mr. Miller and George B. Catlin, librarian and historian. To this trio would have been added the president, George G. Booth, but for his enforced absence on account of illness. Lively caricatures of the guests, drawn by members of the News art staff, were used as place cards at the dinner.

A. K. Oliver Is Pittsburgh's Choice
Augustus K. Oliver, vice-president of the Newspaper Printing Company, publishers of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle Telegraph, has been unanimously selected by the Pittsburgh Newspaper Publishers' Association as the candidate to succeed Col. Charles A. Rook as a director of the Associated Press. Mr. Rook was editor of the Pittsburgh Dispatch, which discontinued publication last week.

don. He showed a loss of nearly £70,000 as money advanced to the company owning the Sunday Illustrated. In the statement of his income, he declared that the year before his bankruptcy he made £40,000. He also stated that he received £125,000 for his interest in John Bull, Ltd., when it was amalgamated with Odhams Press, Ltd., and that later he resigned as editor of that paper in consideration of payment to him of £25,000. He will appear for public examination in bankruptcy March 7.

Bottomley in Bankruptcy Court
Horatio Bottomley, formerly editor of John Bull and other British publications, last week filed a statement of his accounts in the Bankruptcy Court in Lon-

Weekly Becomes a Sunday Paper
The Mankato (Minn.) Telegram, which started last November plans to become a Sunday paper this month.

M. LETELLIER DEAD IN PARIS

Co-Founder of Le Journal a Pioneer in Modern French Journalism

PARIS, Feb. 6.—The funeral of M. Eugène Letellier, former managing director of Le Journal, took place in Paris on Sunday, February 4. M. Letellier was 77 years old when he died after a life of great activity. He started his business career as a contractor, and in 1892 came into contact with M. Fernand Xau and joined him in launching Le Journal.

Le Journal introduced a new note in French journalism, being the first to go after feminine readers. It also became famous for its daily short story. High prices were paid for contributions by the best known writers. M. Letellier leaves a widow and two children, a son, M. Henri Letellier, present director of Le Journal, and a daughter, the Baroness de Forest.

Boston Post Auto Editor Dead

John J. McNamara, automobile editor of the Boston Post for many years and one of the best known men in the advertising field, died in Boston February 19 of pneumonia. He caught cold just after returning from the Chicago automobile show.

Obituary

ROBERT W. HERBERT, editor of the Greensburg (Pa.) Tribune, died February 15. Before assuming charge of the Tribune 12 years ago, he was for 30 years Harrisburg correspondent for Pittsburgh newspapers. He also worked on the Pittsburgh Post, the old Pittsburgh Times and the Leader.

JOHN O. DUNBAR, aged 70, a newspaper man since 1879, and publisher of Dunbar's Weekly, official city paper of Phoenix, Ariz., is dead.

SHAD O. KRANTZ, aged 38, editor of the California Lumber Merchant, died in Los Angeles recently. Mr. Krantz was for some years on the staff of Portland Oregonian.

MRS. LAURA J. BATES, aged 77, widow of former Gov. Henry C. Bates of Vermont, and mother of Maj. John D. Bates, military editor of the Boston Evening Transcript, died in Los Angeles recently.

MRS. LYDIA E. BARNARD, aged 73, formerly editor and manager of the Hammond (La.) Louisiana Sun, died in Alhambra, Cal., a few days ago.

R. A. SCOFIELD, for 50 years editor of the Penn Yan (N. Y.) Express, died February 14.

EDWARD J. THAYER, aged 57, for many years a proofreader on the New York Times, died suddenly in New York February 15.

JOSEPH J. T. DICKIE, aged 66, formerly a mailer on the old New York Sun, died last week in Brooklyn.

JOHN J. O'CONNELL, for many years attached to the New York Times' Brooklyn staff, died last week.

MRS. WILLIAM F. CRAIG, mother of John Craig, assistant editor of the Chicago Daily News, died recently at the home of her son. Her husband was an editorial writer on the old Kansas City Journal.

FRED G. HEARN, formerly with the

Knoxville (Tenn.) Daily Sentinel, died a few days ago in Pasadena, Cal.

JAMES L. GARTLAND, aged 32, assistant city editor of the Salt Lake City Tribune, died recently.

CHARLES J. FITZSIMMONS, aged 31, advertising man with Theodore F. MacManus, Inc., Detroit, died recently.

MRS. HILDA LANDES BRIGGS, aged 34, former Chicago newspaper woman, is dead in Berlin, according to a cable received by her father, Neopold Neumann, of Chicago. Death, it stated, followed a brief attack of influenza. She was formerly a member of the staff of the old Chicago Record-Herald.

HAROLD YOUNG, well known artist here, died in Chicago after an illness of several weeks. He was a member of the advertising art firm of Palenske Young & Co., Chicago.

JUDGE ROBERT WILLIAMS, aged 63, president of the Call Printing & Publishing Company, publishers of the Paterson (N. J.) Morning Call, died in Miami, Fla., February 19. Judge Williams was for a number of years treasurer of the company, and became its president upon the death last year of William A. Hopson.

JAMES H. COVENEY, aged 75, father of James Coveney, New York foreign advertising representative of the Boston Traveler, died at his home in Hyde Park, Mass., February 13.

HENRY MCGARRY, aged 67, veteran Montreal printer, for nearly 46 years a member of the composing room staff of the Montreal Star, died February 17.

Mexia News Changes Name

The Mexia (Tex.) Evening News changed its name to the Mexia Daily News, February 4. The paper is published in the afternoon as formerly, with the exception of the Saturday afternoon issue, which has been dropped in favor of a Sunday morning paper.

In Washington

ONE

COMBINATION

Two Newspapers

Morning HERALD

Evening TIMES

ONE RATE

115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times

and

The Washington Herald

G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles

Payne, Burns & Smith
New York and Boston

In Planning Your Campaign

select the newspapers that dominate in

Classified Advertising

50¢

Leadership in that field is universally accepted as one of the best proofs of the pulling-power of a Newspaper's advertising columns.

READER-INTEREST and READER-CONFIDENCE are responsible for the remarkable growth of Classified in

The Providence Journal

AND

The Evening Bulletin

These newspapers in 1922 carried

908,150 Classified (Want) Ads

a gain of 89,527 over the preceding year. This is a greater volume than carried by all other Rhode Island Newspapers combined.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles



RADIO BROADCASTING—IS IT WORTH WHILE?

(Continued from page 5)

be accurately judged, at least by our experience. The Star-Telegram circulation has increased ten per cent in the few months since the radio stations have been in operation, yet this is not above the normal rate of increase during a period of some months before that. Perhaps a total of 150 subscriptions have been received directly through the radio office.

In Fort Worth, the support of the listeners owning tube sets is passive. They

with two concerts, one early and one late in the evening.

It is an interesting problem to devise concert programs that will in a general way please the 500,000 to 1,000,000 persons who hear all or part of our programs each night. As a result of five months' experience, a scale of popularity has been arrived at.

First of all, the instrumental, or preponderantly instrumental concert, is far, far the most popular. Largely, we think, because vocal numbers often depend greatly on the personality and action of the singer; and this radio is as yet unable to give; while instrumental music does not have this peculiarity.

Secondly, this is an age of jazz, and

radio broadcasting and receiving has been put was tried out with success on February 1, 1923, the seventeenth anniversary of the founding of the Fort Worth Star-Telegram. Col. Louis J. Wortham, editor, and A. L. Shuman, advertising manager of the Star-Telegram, were in Chicago on a business trip. The thought occurred to them to spring a surprise on the folks at home by extending birthday greetings by radio over the 1,200 miles separating Fort Worth and Chicago.

They arranged with the Chicago Board of Trade, which has a broadcasting station at the Drake Hotel, to discontinue its regular program at 10 p. m., with announcement to listeners on the reasons why, and call WBAP, the Star-Telegram station. This was done and perfect communication established. Col. Wortham and Mr. Shuman expressed their congratulations to the staff at home in appropriate addresses, receipt of every word of which was reported at the other end. Amon G. Carter, general manager of the Star-Telegram and Harold Hough, circulation manager, responded from Fort Worth, and were heard perfectly in Chicago. Listeners within a known radius of 4,000 miles heard the exchange of greetings.

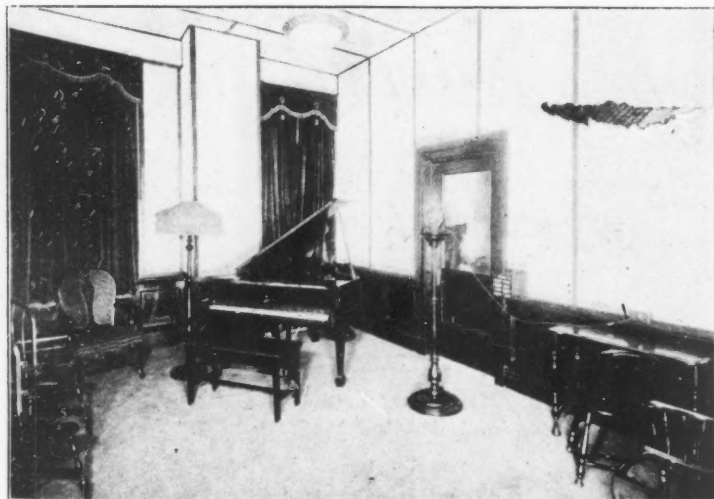
The long distance record for the station thus far stands at 4,000 miles air line, from Fort Worth to the western coast of the Island of Hawaii.

The daily budget of mail now runs about 400 to 700 letters and cards a day from all sections of this part of the world and from masters and radio operators of ships on three oceans, the Atlantic, Pacific and Gulf of Mexico.

WBAP was the first 500-watt Western Electric set to be ordered and the first to be installed in the Southwest. The management of the Star-Telegram first entered the radio field in April, 1922, with a temporary 20-watt set pending arrival and installation of the Western Electric transmitter, which, after careful study of various outfits, was judged the best fitted for the purpose. The national success of the station has more than justified the choice.



Novelty and comedy are in demand by broadcasters. Many stations now have "type" announcers. This is a picture of "The Hired Hand" of the Star-Telegram, who acts as substitute announcer. He is president of the Radio Truth Society of over 10,000 members. His regular duties on the paper are supposed to be in the boiler room. In reality the "Hired Hand" on the Star-Telegram is Harold Hough, who fills in for the fun of it when he has any time off from his duties of handling the circulation department.



The Star-Telegram radio music studio has been made sound proof and acoustically perfect at a cost in excess of \$3,000. So sensitive is the arrangement to sound that the mere opening of a door during the broadcasting period has been heard 500 miles away. A church line is also used. The church is located about a block away and bands, unable to accommodate themselves comfortably in the studio, are broadcast from the church.

much prefer to get a long distance station, even though the music be mediocre, canned music or anything, just so it comes from 2,000 miles or so away. By the same token, we receive all of our complaints from the city listeners, who are annoyed because they cannot get outside stations and begrudge the time used by the local station. This is one of radio's many little surprises. The class we expected to receive most support from—those who should be most interested in the publicity their city is getting through the radio—are the very ones who object to the air being used locally.

However, to offset this opposition, there is another class of listeners who are never dissatisfied with too much local broadcasting and do not wish any "silent" nights at all. They are the crystal set receivers, whose sets cannot get the long distance stations. To bring harmony and please all classes of listeners is the opportunity of a lifetime for some modern Solomon.

We try to solve the problem by having two "silent" nights each week for the tube set owners and running five nights

the station that does not inject popular music—jazz first of all—then the heart songs and familiar selections—into its programs in liberal doses will not hold the attention of the radio audiences, which are by the way the most critical of any type ever seen on earth or in heaven.

The piano solo and the soprano solo enjoy the most lowly places of all in popular esteem. Feminine voices do not appear to interest the listener, that is as far as the radio is concerned.

The novelty programs, it has been our experience, draw the most applause of all, and the volume of mail after each concert is an accurate gauge. Such programs, given over our station, as a square dance, a program from the Ku Klux Klan and others of a distinctly novel character, literally bring down the house (to borrow a theatrical term).

And the broadcasting stations' program directors recognizing this fact, are searching their brains, already overworked, to think up new features, new novelties to stimulate the capricious musical palate of the listener.

One of the most novel uses to which

"IT CAN BE DONE"

WE CAN DO IT FOR YOU

WILLIAM S. BRICE
Chicago

WILLIAM S. BRICE
Chicago

The Wheeling Register

DAILY, EVENING AND WEEKLY
THE GREAT OUTDOOR PAPER OF THE EAST
No. 1228 MARKET STREET

WHEELING, W. VA.
Aug. 15, 1922.

The Industrial Review Co.,
Pottsville Republican Bldg.,
Pottsville, Pa.

Gentlemen:

Mr. W. V. Moorhouse has been very successful in completing the Industrial Review page to be issued in The Wheeling Register, Monday for one year.

A total of 100 inches has been contracted for by the advertisers whose spaces are to appear each Monday. We recommend this concern and were very well pleased with the type of business solicited, being the best that could be obtained in the city. This, we think, is very good considering the fact that conditions in the city are not the very best at the present time. Many difficulties were to be overcome by Mr. Moorhouse but his earnest efforts have completed the page to our entire satisfaction.

Thanking you for this service, we remain,

Yours very truly,

THE WHEELING REGISTER,

By *W. V. Moorhouse*
Advertising Mgr.

WT/JY

THE INDUSTRIAL REVIEW CO.

NEWSPAPER ADVERTISING PROMOTION SERVICE

"EVERY EVENING" BLDG. — Wilmington, Del.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

30 East 42nd St., New York City, N. Y.

Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

of the Star-Telegram station in September, a series of concerts were sent out by WSB for WBAP, which made radio history throughout the country and did much to add to the laurels of "The Voice of the South" in this part of the country. The "Lone Star Serenade," composed by Earnest Rogers, Atlanta



A distinctive feature of the Star-Telegram station is the opening and closing of all programs by the ringing of cow bells. The largest bell shown here is a relic, having been in use on one Texas ranch over 75 years.

Journal poet and composer, was born of that arrangement and is still remembered by the residents of the Lone Star State.

As WBAP serves, in a large measure, an agricultural population, as far as its Southwestern listeners are concerned, special care has been taken in the preparation of the daytime programs. A complete daily system of broadcasts of cotton, grain, cattle and other quotations of vital interest to the farmers and ranchers of the country, has been worked out and is now in daily operation. A financial review of the bond, stock, curb and cotton market is also a daily feature. On Sunday, complete morning services of the First Methodist Church is another much appreciated service to its listeners. Special three-wire lead coated cables from church to operating room were necessary for this feature.

The radio department of the Star-Tele-

gram is housed in a three-room suite on the second floor of the four-story Star-Telegram building. The music studio was made sound proof and acoustically perfect by experts. Including the draperies, light and phone signal system and other acoustical engineering work, the concert room alone was equipped for the work at a cost of an excess of \$3,000.

The operating room, where is housed the transmitter, power panel and input amplifier, is adjoining the concert studio and is also used as the administrative office of the radio department.

Across the hall and quite removed from either studio or operating room, is the motor generator and battery room, where is housed the five-horsepower, 1,600-volt generator, the charges and other parts of the equipment.

The antenna is 140 feet from the ground and 100 feet long, with a lead-in 105 feet long. The long lead-in is an unusual feature, but has met with marked success. The lead-in clears the side wall of the building, next to which is a vacant lot, by 15 feet, thus eliminating possible losses. Another interesting feature of the antenna system lies in the fact that there is not a soldered joint in it. The same wires from the upper end of the antenna, leading completely into the transmitting set, thereby obviate the necessity of the soldering iron.

The antenna proper is a four-wire No. 22 seven-strand phosphor bronze, on 20-foot iron pipe spreaders, each wire insulated at either end with four Western Electric 20 insulators.

One amusing fact of the whole radio problem is that perhaps no other enterprise in the world's history has witnessed such a lavish expenditure of brains, money and time in providing entertainment and for not a penny in direct compensation.

It is the belief of those in charge of radio at the Star-Telegram that the rewards we are getting are worth the price we are paying. Yet, if we were called upon to show by the cold logic of balance sheets and statistics that our opinion was correct, we could not do so.

AN EXCEPTIONAL STATE INDIANA

50.6 PER CENT URBAN
49.4 PER CENT RURAL

Of the entire population of Indiana 40% live in 31 cities that have over 10,000 population.

It is not just to say Indiana is a typical state, a typical part of this country of ours, for *Indiana is an exceptional state.*

Over 92% of the individual population is native born and nearly all of native parents.

Individually and collectively Indiana people have money to spend for home improvements and for everything that contributes to home comforts and individual content.

They read home papers. They trade with home people. Advertising placed before them through their home publications attracts their attention.

These daily newspapers reach a great part of the worthwhile people of the state and can be of great aid in helping national advertisers to secure a firm foothold in an unusual state.

	Circulation	Rate for 5,000 lines
†Decatur Democrat (E)	3,165	.025
**Evansville Courier (M)	24,668	.06
**Evansville Courier (S)	22,571	.06
†Fort Wayne Journal-Gazette (M)	23,490	.07
†Fort Wayne Journal-Gazette (S)	26,080	.07
†Fort Wayne News-Sentinel (E)	32,492	.09
†Gary Evening Post and Tribune (E)	9,125	.05
*Indianapolis News (E)	115,634	.20
†La Porte Herald (E)	4,019	.025
***South Bend News-Times (M)	9,702	20,371 .06
***South Bend News-Times (E)	10,669	
***South Bend News-Times (S)	18,464	.06
††South Bend Tribune (S) (E)	19,472	.055
**Terre Haute Tribune (E&S)	22,818	.06
**Vincennes Commercial (M&S)	5,453	.03

†Government Statements, October 1, 1922.
*A. B. C. Publishers' Statement, April 1, 1922.
**A. B. C. Publishers' Statements, October 1, 1922.
***A. B. C. Publishers' Statements, 3 mos. ending Sept. 30.
††Publishers' Statement.



The Star-Telegram building showing the radio antenna. At the end of the installation this antenna, which is only ninety feet in length, was considered entirely too short for nation-wide use. However it was given a test and has proven entirely satisfactory. It is one of the shortest of all antennas used by high power stations and demonstrates that radio transmitters are more nearly perfect than engineers have anticipated.

VALUE OF

Slaughtering and meat-packing	\$226,361,698
Butter	56,422,287
Food Preparations	54,994,131
Cars and General Shop Construction	33,098,600
Glucose and starch	24,688,750
Flour mill and grist mill products	21,324,678
Foundry and Machine Shop Products	18,544,774

A FEW OF THE LEADERS AMONG

IOWA'S PRODUCTS VALUED AT \$745,472,697

To the men and women employed in the seven leading industries listed above there was paid in wages a total of

\$47,897,052

Practically all of this was spent for modern household and personal necessities and a few of the most desirable luxuries.

Did you get your share from Iowa? Think it over, Mr. Advertiser, and realize that during this year more than the above figures will be earned and spent.

You will get your share if you advertise in these wide awake newspapers which are the daily buying guides of Iowa's progressive people.

	Circulation	Rate for 5,000 lines
**Burlington Hawk-Eye	10,387	.04
**Burlington Hawk-Eye	13,163	.04
†Cedar Rapids Gazette	21,131	.06
**Council Bluffs Nonpareil	15,521	.05
**Davenport Democrat & Leader	14,361	.06
**Davenport Democrat & Leader	17,401	.06
†Davenport Times	23,896	.07
**Des Moines Capital	60,696	.14
**Des Moines Sunday Capital	28,858	.14
*Iowa City Press-Citizen	6,320	.035
†Mason City Globe Gazette	11,096	.035
**Muscatine Journal	7,863	.035
**Ottumwa Courier	13,186	.05
**Waterloo Evening Courier	15,080	.05

*A. B. C. Statement, April 1, 1922.
 **A. B. C. Statement, October 1, 1922.
 †Government Statement, October 1, 1922.

NEWS OF ASSOCIATIONS AND CLUBS

NEWSPAPER AND PUBLISHING

FRANK P. SIBLEY, war correspondent of the Boston Globe, has been chosen by the nominating committee as candidate for president of the Boston Press Club. Since there is no contest, it is likely that he will succeed Charles E. Young, assistant managing editor of the Boston Post, who has been president for four years. The new term starts Mar. 15. Other nominees for office are: Charles A. Loring, vice-president; Charles J. O'Malley, treasurer; Ralph Sadler, recording secretary, and Edmund P. Carpenter, financial secretary. Candidates for the board of directors as selected by the committee follow: Roy Atkinson, William M. Hardy, Theodore E. Hedlund, George D. Moulton, Frank W. Prescott and William W. Somers. Membership committee: Lewis D. Farmer, Grenville S. MacFarland, A. J. Philpot, Frank H. Pitt and Dr. Rufus W. Sprague.

The Tri-City (Ill.) Press Club has elected the following officers: O. D. Kendall, Rock Island Argus, president; Robert L. Klauer, Davenport Times, vice-president; Fred Klann, Moline Dispatch, second vice-president, and N. E. Munson, probate clerk of Rock Island, a former newspaper man, secretary.

The third of a series of Sunday afternoon concerts was held February 18 at the Newspaper Club, New York. Miss Ann Robinson, soprano; Miss Lynne Rothman, concert pianist, and Thorpe Bates, English baritone, appeared on the program.

The Republican Editorial Association of Missouri, at its annual meeting Lincoln's birthday, decided to meet some time in the summer to discuss plans for assembling facts against the Democratic state legislature, which is in session at present. The meeting is to be held in Jefferson City.

Members of the Florida Associated Dailies plan to hold their next quarterly meeting on the boat en route to Cuba, which it is planned to visit in a body.

The annual business meeting of the Nebraska Press Association is being held at Lincoln February 22, 23 and 24.

The mid-winter meeting of the Georgia Press Association is being held today in Savannah.

Advertising managers of New York State daily newspapers will meet at Syracuse Tuesday, February 27.

The Printing House Craftsmen's Club of Dayton has elected the following officers: President, J. E. Hydeman, of the National Cash Register Company; vice-president, A. W. Kramer, Lowe Brothers; secretary, O. G. Fricke, Otterbein Press; treasurer, W. F. Langfield, Langfield Press.

The Nycna Society to the number of 70, composed of reporters and editors of the New York City News Association, held their fourth annual beefsteak dinner at midnight, February 17. Chris L. LeVien, of the day copy desk, president of the society, was presented with a leather secretarial case. Joe Cohn, political reporter, was chairman of the arrangements committee. The Ticker, a miniature paper, made its annual appearance. Joe Larkin, assistant city editor, was editor and Lew Parrish, day slot man, was chief cartoonist. While the City News men made merry, all assignments were covered by volunteers, former members of the City News staff but now employed by local papers. Among those who "did their bit" were: Marty Casey, assistant city editor, American; Bob Morris, real estate editor, Evening Journal; Jim Durkin, city hall man, Telegram; Waldo Walker, labor man, Herald; Willie Kane, police reporter, Telegram, and the regular "combination" who work with the district men throughout the year.

Circulation managers from five middle

western states, Kansas, Colorado, Oklahoma, Nebraska and Missouri, will meet in Hutchinson, Kan., March 6 and 7 for the semi-annual meeting of the Mid-west Circulation Managers' Association.

The Indiana Republican Editorial Association has elected the following officers: President, George D. Lindsey, Marion Chronicle; vice-president, George A. Elliott, New Castle Courier; secretary, Will O. Feudner, Rushville Republican; treasurer, Herbert C. Willis, Waterloo Press.

New officers of the Aroostook (Me.) Press Association are: President, Albert K. Stetson, Houlton Pioneer; secretary-treasurer, Charles F. West, Presque Isle Star-Herald.

George W. Ryan of the Richmond Terminal has been elected president of the Contra Costa County (Cal.) Press Association. W. R. Sharkey of the Martinez Daily Standard is vice-president and C. A. West of the Pittsburg Dispatch secretary-treasurer.

The Colorado Editorial Association, at its annual convention, voted to appoint a field secretary. The sum of \$2,400 was raised in pledges on the spot after a talk by O. O. Buck, executive secretary of the Nebraska Press Association on how the newspapers of his state have profited by such representation. The Steamboat Springs Pilot, the Greeley Mirror and the Greeley (Weld County) News were respective prize winners in a best January front page contest, for which the Western Newspaper Union offered prizes of \$50. Officers elected are: President, Leo J. Sterling, Canon City Daily Record; vice-president, M. E. Dodd, Strasburg News; secretary-treasurer, George T. Haubrich, Greeley (Weld County) News.

The Idaho State Editorial Association is being reorganized for active functioning by its new president, Charles A. Hackney, of the Silver City Avalanche. A state-wide campaign for new members is already under way and a meeting will be held in April.

The Michigan Agricultural College's cup for the best newspaper first page make-up among members of the Michigan Press Association was awarded to the Paw Paw Courier-Northerner at the annual meeting held February 1-3 at East Lansing. The Manistique Pioneer-Tribune, Rochester Clarion and Oliver Optic received honorable mention. Officers were elected as follows: President, Len W. Feighner, Nashville News; vice-president, D. E. Hubbell, Croswell Jeffersonian; secretary-treasurer, Sim R. Wilson, Saline Observer.

The annual meeting of the Oklahoma Press Association will be held May 11 and 12 at Duncan, Oklahoma.

ADVERTISING

THE Tacoma (Wash.) Advertising Club has elected officers as follows: President, Arthur H. Bassett; first vice-president, E. G. Harlan; second vice-president, H. F. Anderson; secretary-treasurer, Kenneth W. Hood.

The New York League of Advertising Women held its monthly dinner, February 20, at the Advertising Club. Herbert Everett, vice-president of Creske-Everett, spoke on "National Dealerizing." "The Electrical Industry as a Field of Opportunity to Advertising Women," was discussed by William Goodwyn of the Society for Electrical Development, Inc. Jerome Simmons, counsel for the National Vigilance Committee of the A. A. C. W., spoke on "Protecting the Greatest Asset in Business," and Miss Anne Buzbee, manager of the New York Office of the Harvey Blodgett Comany, spoke on "Selling the Bank to the Public."

Scot Leavitt has resigned as president of the Great Falls (Mont.) Advertising Club, following his election to the House of Representatives from the second Montana district. He has been elected honorary president. Al H. Jester, vice-president, succeeds him.

The Portland (Ore.) Advertising

(Continued on page 37)

New England

As An Experimental Field

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	4,805	.0275	.0175
†Boston Sunday Advertiser(S)	424,104	.55	.55
†Boston Globe(M&E)	274,607	.45	.45
†Boston Globe(S)	321,871	.55	.55
Boston Telegram(E)	145,113	.20	.20
†Boston Transcript(E)	36,423	.20	.20
**Fall River Herald(E)	13,405	.035	.035
**Fitchburg Sentinel(E)	10,739	.05	.035
Greenfield Recorder(E)	3,025	.0175	.0175
**Haverhill Gazette(E)	15,210	.055	.04
**Lynn Item(E)	10,132	.06	.04
*Lynn Telegram News..(E&S)	10,486	.05	.05
†Lowell Courier-Citizen and Evening Leader (M&E)	20,035	.06	.06
**New Bedford Standard-Mercury(M&E)	31,489	.06	.06
**New Bedford Sunday Standard (S)	25,066	.08	.08
†North Adams Transcript.(E)	9,334	.0375	.03
**Salem News(E)	20,879	.09	.07
**Taunton Gazette(E)	8,268	.04	.03
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

†Bangor Daily Commercial(E)	14,703	.05	.04
†Portland Press Herald(M&S)	22,208	.07	.06
**Portland Express(E)	28,294	.10	.07
**Portland Telegram(S)	28,658	.10	.07
†Waterville Sentinel(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel(E)	3,310	.03	.02
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RHODE ISLAND—Population, 604,397

Newport Daily News....(E)	0,171	.035	.03
Pawtucket Times(E)	24,401	.07	.06
**Providence Bulletin(E)	58,738	.135	.135
†Providence Journal(M)	32,837	.08	.08
**Providence Journal(S)	54,568	.12	.12
**Providence Tribune(E)	21,364	.10	.09
Westerley Sun(E&S)	4,561	.025	.025
†Woonsocket Call(E)	12,959	.04	.04

VERMONT—Population, 352,428

*Barre Times(E)	0,532	.03	.02
Bennington Banner(E)	3,021	.0125	.0125
†Brattleboro Daily Reformer (E)	3,021	.025	.015
Burlington Daily News..(E)	7,183	.04	.04
**Burlington Free Press..(M)	11,441	.05	.05
Rutland Herald(M)	9,437	.04	.04
†St. Johnsbury Caledonian-Record(E)	3,366	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post(S)	18,385	.085	.08
*Hartford Courant(D)	29,780	.08	.07
*Hartford Courant(S)	48,600	.10	.09
**Hartford Times(E)	43,672	.12	.12
**Meriden Record(M)	6,099	.045	.025
†Middletown Press(E)	7,561	.03	.025
†New Haven Register..(E&S)	34,427	.10	.09
**New London Day(E)	10,687	.06	.045
†Norwich Bulletin(M)	11,663	.07	.05
**Norwalk Hour(E)	4,953	.03	.03
*Stamford Advocate(E)	8,351	.0375	.03

Government Statement, April 1, 1922.

*A. B. C. Statement, April 1, 1922.

**A. B. C. Statement, October 1, 1922.

†Government Statement, October 1, 1922.

is very favorable for an advertising and selling plan with "National" aspirations.

Here are people of all classes and occupations—many of them rich; living in closer proximity—yet with plenty of room—than occurs in any similar area.

To these hundreds of thousands of people, the daily newspaper conveys the news of political and commercial life. To these readers the newspaper is the all-important and influential medium of sales promotion.

No matter how general or how exclusive your campaign may be, no matter how expensive or how reasonably priced your necessity or luxury is, the newspaper readers of New England (and that means all classes) will be the first to respond.

If skeptical—select any one section of New England for a "try-out" campaign.

The accompanying list will furnish an unparalleled choice of result-producing newspapers.

EDITORIAL

FREE SPEECH EAST AND WEST

NOTHING better demonstrates our advance over the older civilization of the Far East than the penalties imposed for freedom of expression. Hin Wong, brilliant Chinese newspaper man, who has many friends in this country, is being held under sentence of death at Canton for condemning militarism in a recent newspaper article. Governor Smith of New York has thrown open the prison doors and released the last of the state's talking objectors to America taking a militant part in the World War.

They are still killing men for writing what they think in the Far East, but here we have advanced to the point where we only throw them into prison for a few years and then pardon them. In a few more years we may be living up to the First Amendment of the Constitution, but if we are it will be a fearless and militant journalism that will force the issue in its own defense.

William Allen White, of the Emporia Gazette, thinks the new day is dawning and in commenting on the action of Governor Smith says:

"Clearly we have turned the corner in our thinking upon questions of freedom of utterance. Burleson and Palmer and Daugherty are out of the current—stakes on the marshes to show where the tide once flowed.

"It is clear that the American people are coming to feel that the menace of suppression is worse for stable government than the threat of revolution.

"We are recovering from our blue funk at the poor boobs of bolsheviks. We are coming to the conclusion that a just government has nothing to fear from fools. This is a glorious discovery. It disarms the fools.

"The only danger we face in anarchy and communism, and all the well-known hell's brew of European proletarian misgovernment, begins when we clap the poor fish in jail who talks the drivel that we dignify with legal disapproval. If the drivel has any merit, bars will not hold it. If it is mere idiocy, it cannot propagate in a happy land.

"Action is, of course, different from mere mouthing. The man who throws a bomb or a brick is quite different from the man who merely throws a fit."

American newspaper men are taking up the case of Hin Wong in an effort to save his life. If this world journalist and worker for better understanding between the peoples of all nations through the Press Congress of the World dies for expression of his opinion the greatest loss will be to China—it will show that the new government has not caught the spirit of the times. America has passed that stage, but it is not too late for American journalism to resolve that no more men and women shall go to prison for daring to have opinions and exercising their rights to express them.

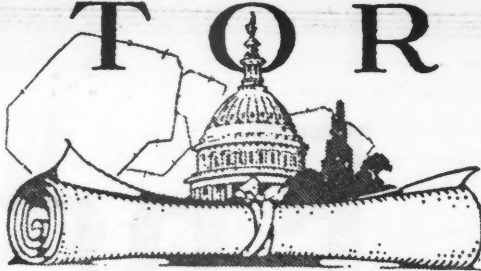
WASHINGTON

NOT alone America, but all mankind owes a great debt to the founders of this nation. They were big Americans whose thoughts reached beyond the territorial confines of the new ideal in government that they fathered.

Frankness was the greatest attribute of those early builders; they were idealistic in their conceptions of man's duty to man; they dared to put those ideals into writing so that all men might read and understand the basic principles of justice on which this new republic was being founded. They went beyond the mere establishment of a nation and set up an ideal of government that they hoped would become an enlightening example to all the people of all the nations of the world.

They huilt well and their ideal still lives in the hearts of the American people and is today the beacon light toward which the thinkers of the world are turning for help and guidance.

The Department of State was established to expound American principles and ideals to the people of all other nations; its head is our international spokesman of justice to all men—the bedrock upon which this government is built. Frankness, with its own people in order that it honestly represent them, frankness with other nations in order that they will fully understand what true Americanism means, is its first obligation. When it fails to do this, it fails



AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER
Vicksburg (Miss.) Herald

LET the woman learn in silence with all subjection. But I suffer not a woman to teach, nor to usurp authority over the man, but to be in silence. For Adam was first formed, then Eve. And Adam was not deceived, but the woman being deceived was in the transgression. Notwithstanding she shall be saved in child-bearing, if they continue in faith and charity and holiness with sobriety.—(1. Tim. ii. : 11-15.)

to render the service for which it was established.

George Washington wrote the true American international creed in 1799 when he said:

"My own wish is to see everything settled upon the best and surest foundation for the peace and happiness of mankind, without regard to this, that, or the other nation."

Washington was big enough to establish this great nation, and at the same time big enough that his thoughts were not of a single nation but of all mankind. What better international policy could the infant of 1799 grown to giant in 1923 expound today?

THIS KING IS DEAD

WHILE the restrictions of the war period robbed American journalism of much of its militancy, it was the demands on its space resulting from the World War that gave the American press real financial independence.

The old cry was "get the business," but the new and better cry is "get the price."

There was an old fallacy that certain kinds of advertising, particularly department store advertising, contained a news value that made it necessary for every newspaper to carry it regardless of the financial return. No more unsound business principle was ever propounded; but, strange as it may seem, it found many supporters.

Newspapers generally have come to recognize the unsoundness of the principle. The department stores, however, are fighting blindly to retain their old position of "privileged merchant kings." The latest example is found in New York where a dozen of the larger users of newspaper space have withdrawn from the New York Times because of an announced paltry increase in rates to meet mounting costs of newspaper production. The Times is to be commended for the manner in which it is standing out for the new rate and it deserves the support of all other New York newspapers. The Times certainly has nothing to lose by the withdrawal of this group of stores from its columns. Newspaper advertising has proven its case too well ever again to be a beggar at any man's door.

The action on the part of a select group of New York department stores in quitting the Times is by no means local in its import. Department store owners have been showing disapproval of journalism's independence from their yoke throughout the nation for some time and have been giving expression to it by boycotts and glorified handbills which they have established in a number of cities under the "Shopping News" title.

The battle of the department stores against meeting their fair share of modern newspaper production costs is not a new thing. It has been going on for a quarter of a century and has been the principal topic of discussion at all national gatherings in recent years. To an observer on the side-lines it would seem that they had prepared to present a solid front nationally against having their newspaper advertising put on a business basis.

There may be some department stores that have the misapprehension that "bargain sale" advertising has news value. If so, they should be corrected. Any message designed to bring a material profit to an individual or group of individuals is not news; it is advertising.

Department stores, however, do produce news. They are as a rule the largest business institutions in their communities of which the public has a general knowledge. Their accidents, automobile traffic court cases, fires, cases of profiteering and picnics are news in which their thousands of customers will really be interested in reading about.

The wise newspaper publisher of today is printing this news of department stores as news and satisfying his reading public, and is printing advertising as advertising at a rate that shows a profit.

Newspaper independence means something more than the right to hold a political opponent up to ridicule.

JOURNALISM THAT DOES THINGS

JOURNALISM is thinking for itself once more. It is shaking off the coils that prejudice and propaganda shackled it with during the last decade. The signs have been increasingly frequent during the past twelve months, but they are unmistakable in the successful efforts of the American press is making to place before its readers the news of an ancient civilization that is being uncovered in Egypt. That work is real journalism.

Its proportion as a news-getting achievement can be realized when it is considered that America is reading at its breakfast table column upon column—not skeletonized stickfuffs inflated into lengthy stories—of informative, tightly-packed, well-written and well-edited cables of events that had taken place less than 24 hours before. In addition to the excellent dispatches furnished by the regular press associations, the newspapers of America are publishing daily column-long cables written by expert Egyptologists in daily contact with the men who have put years of labor and study into the search for the tombs of Tut-Ankh-Amen and the 18th Dynasty of Egypt's Kings. Their stories are of the highest educational value and are being used daily as texts for school children to whom Egyptian history has been as dry as the dust in the Luxor caves. And the story is worth a dozen pornographic divorce cases as a builder of circulation.

Mechanically, the feat of delivering this volume of cable from an isolated point far up the Nile is unprecedented. The sleepy town of Luxor, without a morning newspaper of its own, reads of events in the Valley of the Kings when reports cabled to England and America are recalled for the local afternoon papers. A single telegraph line, owned by the Egyptian Government and probably manned by native operators, carries the Luxor file to Cairo, where it is taken over by the Eastern Telegraph Company. From London or Paris cable points the news proceeds over regular trans-Atlantic lines. Nothing has come from Luxor on the difficulty of handling such a daily volume of "press" with meagre facilities, but American cable and telegraph experts declare that the Luxor-Cairo line must be working full speed 24 hours a day. On days when no great discoveries are noted, the news takes the usual course of press matter, but when the dramatic entrance to the tomb of King Tut-Ankh-Amen came last Saturday, economy was forgotten in the rush to flash developments to the world. Those bulletins, every few moments, came through at urgent rates, 4,500 miles from Luxor to America, relating in less than the flick of an eyelid what had been hidden since 15 centuries before Christ.

There has been a healthy rivalry among the correspondents on the Nile, some slight dissatisfaction with the arrangements for making the news available. That was inevitable. But there has been no hesitancy on the part of American newspapers and news associations in realizing a big story and in assigning to it the men best qualified to report what transpired. The achievement is a body blow at the theories of Prof. Usher and other smart alecks that the newspapers of America depend upon smut and slush to hold their readers and that their cable news is the product of a 10-line bulletin and a healthy bicycle pump.

PERSONALS

JAMES M. COX, publisher of the Dayton (Ohio) Daily News, and the Springfield (Ohio) News, is in Miami, Fla., for a few weeks' rest.

Ralph Beaver Strassburger, proprietor of the Norristown (Pa.) Herald and Times, was seriously injured February 16 in an automobile accident near Fort Lauderdale, Fla. He was thrown through the windshield of the machine he was driving when it was struck by another car. Although his physicians pronounce him out of danger, it is believed that his face will be permanently disfigured.

A. E. Sanford, publisher of the Knoxville Journal & Tribune, was a visitor in Washington this week to witness the induction into office of his brother, Edward T. Sanford, as associate justice of the United States Supreme Court.

Sir Charles Frederic Higham sailed for England February 20, on the Berengaria after a visit to the United States in the interest of the proposed convention of the Associated Advertising Clubs of the World, in London in 1924.

R. W. McNeel, former financial editor of the Boston Daily Herald, became publisher and editor of the Boston Financial News, February 19.

Arthur B. Krock, editor in chief of the Louisville Times and a member of the executive board of the Courier-Journal, has resigned his connection with the Bingham newspapers, effective May 1. Mr. Krock will go to New York after May 1 to accept another position, which he has not yet made public.

U. G. Baker, owner and editor of the Susquehanna (Pa.) Evening Transcript and the Susquehanna Weekly Ledger, is a candidate for State Senator.

Herbert L. Bridgman, business manager of the Brooklyn Standard-Union, sailed from Philadelphia February 18 on a pleasure trip to Hawaii.

W. F. Muse, editor of the Mason City (Ia.) Globe-Gazette, is on an extended trip to Florida and the Isle of Pines.

Arthur Benington, of the New York World, and Walter Littlefield have been decorated with Montenegro orders by the New York legation for their services in bringing Montenegro's bid for autonomy before the public of the United States.

W. A. Buchanan, managing director of the Lethbridge (Alta.) Daily Herald, was in Calgary recently meeting Mrs. Buchanan, who has been in Toronto for several months convalescing after a long and severe illness.

J. W. Lindsay, managing director of Intertype Limited, London, returned to England recently after spending ten weeks in this country, accompanied by Mrs. Lindsay and their daughter.

W. J. Glasgow, publisher of the New Bedford (Mass.) Daily Times, has been spending the winter in Florida, accompanied by his wife and son.

IN THE EDITORIAL ROOMS

HORACE F. WULF has been made telegraph editor of the Sioux City (Iowa) Tribune.

James Runyan has resigned as city editor of the Stillwater (Minn.) Gazette, where, in addition to other duties, he conducted an "Our Town" column.

A. L. Brainard has resigned as telegraph editor of the Buffalo Evening News to publish the Kenmore Record, a weekly.

Fred Nutting, who has been residing in Portland for several years, has returned to the staff of the Albany (Ore.) Daily Democrat.

Fred H. Strong, after spending several months as editor of the Lake Worth (Fla.) Herald, has joined the Minneapolis Tribune staff.

Miss Helen Driscoll, editor of the school page of the St. Paul Daily News, has suffered a nervous breakdown.

John Craig, assistant city editor of the Chicago Daily News, was called to Kansas City to attend the funeral of his mother, Mrs. Mary Craig.

Ben Feldman has left the Chicago

Journal to become a member of the Chicago Evening American's news staff.

Leonard Cohen, formerly of Watertown, N. Y., is now assistant city editor of the Buffalo Times.

Ray Pride, who has been with the Buffalo Enquirer, has returned to the Jamestown (N. Y.) Post.

George M. Battey, Jr., Georgia newspaper man, is in Washington doing research work in the Library of Congress in connection with the historical studies in which he is engaged. Battey, who has worked on several Southern newspapers, recently was connected with the Rome (Ga.) Citizen.

G. Walter Reed, formerly of the Sacramento (Cal.) Bee, has been appointed western editor of The Earth, monthly publication of the Santa Fe Railroad, and general publicity writer for the Pacific Southwest for the Santa Fe.

Paul Mixer, of the Detroit Free Press Washington staff, will return to the home office with the adjournment of Congress.

Ernest S. Clowes, feature writer and Syracuse University reporter for the Syracuse (N. Y.) Herald, has joined the editorial staff of Science Service, Washington.

James Gordon Fraser, political reporter and feature writer for the Syracuse (N. Y.) Post-Standard, has joined the Syracuse Herald.

Harry W. Stearns, recently of the Syracuse Telegram, is now on the copy desk of the Syracuse Herald.

Leslie Gould, of the Rochester (N. Y.) Democrat & Chronicle, is now on the copy desk of the Syracuse Herald.

L. J. Christopher has been made automobile editor of the Syracuse (N. Y.) Telegram.

A. W. Hayes, of the Detroit Times, is now on the copy desk of the Syracuse Telegram.

W. H. Ross, of the Boston American, has been made financial editor of the Syracuse Telegram.

Thomas O'Neil, of the Albany Evening News, has been made assistant sports editor of the Syracuse Telegram.

Lee Mitchell, night commercial reporter for the Sioux City (Iowa) Journal, who has been critically ill, is now back on his run.

Edgar V. Moore, day telegraph editor of the Sioux City (Iowa) Tribune, is now writing editorials for the Tribune.

Philip Schwartz, a student in the Syracuse University department of journalism, is now on the editorial staff of the Syracuse Post-Standard.

Miss Mabel G. Parker, formerly of the Catskill Recorder, and now a senior in the department of journalism at Syracuse University, is on the editorial staff of the Syracuse Post-Standard.

Robert W. Morris, for 24 years on the staff of the New York City News Association, with the rank of assistant day city editor for the last eight years, has resigned to become associate editor of Iron Age.

C. Eddy Orcutt, special assignment man on the staff of the San Diego (Cal.) Union, has been advanced to editorial writer, succeeding the late Edwin H. Clough.

Neal O'Hargan, formerly of the Buffalo Courier, is now with the Buffalo Times.

Vincent Vernon has resigned from the Buffalo Times staff and is now in Miami, Fla.

Edward H. Lewis has resigned from the Bradford (Pa.) Era staff to enter the service of a Detroit automobile company.

Walter Looke has returned to the Buffalo Evening News after having been with New Bedford newspapers for several months.

Richard S. Wood, who, for the past year has been food editor and in charge of food advertising on the New York Evening Mail, has resigned, effective March first, and will leave for the South for a protracted vacation.

THE BUSINESS OFFICE

F. F. MELLEN, for the past four years with the advertising department of the Omaha Daily News and

FOLKS WORTH KNOWING

E. H. DENU, newly elected president of the Northern Minnesota Editorial Association, has been editor and general manager of the Bemidji Daily Pioneer since 1909. He was formerly advertising manager of the Madison, Wisconsin, State Journal. The Pioneer in 1909, plant and all was estimated worth about \$10,000. Today, its owners say, it could not be bought for \$75,000.



E. H. DENU

As president of the Northern Minnesota Editorial Association, it is Mr. Denu's ambition to foster a program that will result in making the country publishing business bigger, better and more profitable.

the St. Paul Dispatch, has joined the advertising staff of the Des Moines Capital.

P. H. McDonald has taken charge of the business office of the Marshfield (Ore.) Daily News.

Miss Gertrude Fisher, formerly of the Wichita (Kan.) Beacon advertising staff is now on the Hutchinson (Kan.) Gazette staff.

L. H. Wilson, advertising manager of the Omaha (Neb.) World-Herald, was elected president of the Mid-West Advertising Managers' Association at a conference held February 12 at Kansas City.

Joseph E. Brown has been appointed business manager of the Pensacola (Fla.) Journal. He was formerly sales and advertising manager of the Bonnie-B. Company, New York.

Howard I. Parish has resigned as classified advertising manager of the Birmingham News to enter the real estate and insurance business.

Abe Levich, formerly with the advertising department of the Des Moines Capital and more recently with the advertising department of the St. Paul (Minn.) Pioneer Press and Dispatch, is now advertising manager of the Capital.

WITH THE AD FOLKS

LEO CHANIN, formerly with the Standard Rate and Data Service, Chicago, has been made advertising man-

ager of the C. Nestlé Company, New York, manufacturer of permanent hair-waving outfits.

Jackson Baker has been made advertising manager of the Pacific Mail Steamship Company.

David B. Miller has been made advertising manager of the Brunswick-Balke-Collider Company, Chicago.

Ramon V. Dixon, for the past two years in the advertising department of the Cadillac Motor Car Company, has been transferred to the Detroit branch of that company. Warren T. Mithoff, in charge of advertising for the Earl Motors, Inc., Jackson, Mich., will take Mr. Dixon's place.

F. X. Trimbach, recently with the International Proprietaries, Inc., Atlanta, Ga., has been appointed advertising manager of the Plough Chemical Company, Memphis, Tenn.

Gordon Blanchard, recently assistant advertising manager of the Chemical Paper Manufacturing Company, Holyoke, Mass., has been made sales manager of the Crocker-McElwain Company, Holyoke.

Frank P. Tebbets has resigned as manager of the better business bureau of the Portland (Ore.) Ad Club in order to devote his time to an exporting business. His successor has not been named.

MARRIED

CHARLES PERCIVAL JONES, for 10 years telegraph editor of the New Orleans Times-Picayune and now on the New York Herald, and Miss Beatrice Washburn were married February 18th at Lakewood, N. J.

Alec McCausland, of the sports department of the San Francisco Examiner, and Miss Olga Chapital were married January 9, 1922 in Napa, Cal., though the news has just "leaked out."

Jim W. Conroy, son of D. M. Conroy, business manager of the Mason City (Ia.) Globe-Gazette, was married recently in New York to Helen Bunn. The bridegroom is connected with the business office of the paper. Their honeymoon was spent in Miami, Fla.

Raymond Frayne of the Sacramento (Cal.) Union was married recently to Miss Thelma Cook. Frayne was formerly on the Sacramento Star.

Samuel Zolotow, in the theatrical department of the New York Times, and

(Continued on page 32)

VISITORS TO NEW YORK

Maynard Zepp—Washington Daily News.

W. G. Chandler—Scripps-Howard Newspapers of Ohio.

Ray Huber—Cleveland Press.

The Haskin Service is now able to provide for the readers of the newspapers it represents over one thousand different kinds of free booklets on educational subjects.

Miss Sadie Sirota, were married in New York, February 17.

Samuel T. Williamson, of the New York Times Washington Bureau, and Miss Cora Mancia Chase, of the Metropolitan Opera Company, New York, have announced their engagement.

NOTES OF THE AGENCIES

WILLIAM B. COWEN, president of the Cowen Company, Inc., has retired from business and the agency has been reorganized as the Cowen Advertising Company, Inc. Fred Blauvelt is president and Rhey T. Snodgrass, recently president of Snodgrass & Gayness, is vice-president.

The New York advertising business conducted under the name of O. W. McKenney has been reorganized as McKenney & Taylor, Inc., by O. W. McKenney and James I. Taylor.

Mr. McKenney was formerly with the F. J. Ross Company, Inc., the Patterson-Andrews Company, Inc. and Calkins & Holden, New York. Mr. Taylor was formerly a sales manager on the staff of Thomas A. Edison, Orange, N. J.

N. A. Winter, formerly advertising manager for Ginsberg & Sons, Des Moines, Ia., has opened an office in the Register & Tribune building and will conduct a general advertising business.

Harry Gale McNamee has joined the staff of Edwin Bird Wilson, Inc., New York.

Willis Bowland Parsons has joined the staff of James F. Newcomb & Co., Inc., New York.

The Blosser-Williams Company is a new advertising agency in Atlanta, Ga.

Ralph L. Dombrower, Mutual Building, Richmond, Va., has been granted recognition by the Southern Newspaper Publishers' Association.

J. S. Getchell has joined the staff of Brooke, Smith & French, Inc., Detroit, leaving the United States Advertising Corporation, Toledo. Cliff Knoble, lately with the Liberty Motor Car Company, has been added to the production staff.

John Thornton Beatty, formerly with Hewitt, Gannon & Co., New York, has joined Smith, Sturgis & Moore, Inc., in that city.

George D. Wilcox, formerly with LaSalle & Koch in Toledo, Ohio, has gone with the Miller Agency of the same city as copy writer.

R. J. Prohaska has joined the K. Leroy Hamman and the Johnston-Ayres Company, Inc., affiliated San Francisco advertising agencies.

William T. Mullally, president of William T. Mullally, Inc., New York, has been appointed by Lou E. Holland, president of the Associated Advertising Clubs of the World, to serve as a representative of advertising on the auxiliary board of governors of the Arbitration Society of America.

Charles E. Boughner has joined the Condon Advertising Agency, Tacoma, Wash., as account executive.

Max Feckler, formerly with the Blackman-Ross and the Federal Advertising Agencies, New York, has located in San Diego, with the Patten Advertising Service.

Lon Polk has been appointed copy chief of the Martin V. Kelley Company's Toledo office.

Frederick W. Nash, recently general manager of Thomas J. Lipton, Inc., Hoboken, N. J., is now associated with Frank Seaman, Inc., New York.

Paul G. Perry, formerly advertising manager of the Syracuse (N. Y.) Post-Standard, has started the Paul G. Perry Advertising Company at Cincinnati.

Clarence Reeder, recently with the New Orleans Item, has joined the Chambers Agency, of the same city.

Earl B. Stone, recently in Cleveland for Hoyt's Service, Inc., has joined the H. K. McCann Company's Cleveland office.

C. M. Konvalinka has purchased an interest in the agency of Irving F. Paschall, Inc., Chicago.

George F. Wunder, formerly advertising manager of the Atlas Portland Cement Company, New York, is now

with the Frank Presbrey Company in that city.

William Lloyd Roberts, recently with the James Advertising Agency, New York, has become associated with the Physical Culture Magazine.

C. J. Ollendorf, formerly vice-president and treasurer of the Wells-Ollendorf Company, Chicago advertising agency, has established his own general agency business at Chicago.

W. Lane Dilg has joined the staff of Gormley-Smith-Pfeifer, Inc., Atlantic City.

WITH THE SPECIALS

CARPENTER & CO., have been appointed national advertising representatives of the Owen Sound (Ont.) Sun-Times.

Paul Block is at the Breakers Hotel, Palm Beach, Fla.

The C. L. Houser Company, New York, has been appointed national advertising representative for the Colorado Herald Publishing Company, publisher of the Colorado Herald, the Denver Jewish News, the Community Herald and the Denver Jobber.

CIRCULATION NEWS AND VIEWS

JAMES E. HENNESSY this week became circulation manager of the Fall River (Mass.) Herald, succeeding Andrew F. Boyle, who has assumed similar duties with the Fall River Globe. Mr. Hennessy, a native of Providence, has been engaged in newspaper circulation work in New England for 14 years. He was with the Providence Journal for nine years, the Providence News for three years



JAMES E. HENNESSY

and joined the Herald from the Pawtucket Times, of which he has been circulation manager since September, 1921. He is married and has two children.

A. E. Mackinnon, former well-known circulation manager and past president of the I. C. M. A., is now vice-president and treasurer of the General Expositions Company, 110 East Forty-second street, New York.

H. L. Baker, circulation manager of the Knoxville (Tenn.) Sentinel, celebrated the start of his thirty-second year on the Sentinel January 24.

Roger Dudley has resigned as circulation manager of the Springfield (Ohio) Daily News. He is succeeded by Carl Pharis, formerly assistant circulation manager.

The Spring meeting convention of the Inter-State Circulation Managers' Association, composed of circulation managers from Maryland, Delaware, West Virginia, New Jersey, District of Columbia and Pennsylvania, will be held at the Southern Hotel, Baltimore, March 6.

The Cleveland Plain Dealer has installed a multigraph department, in charge of Mrs. Ida Campbell, her assistants being Miss Lena Baird and Miss Josephine H. Gerham. The department takes charge of letters, circulars and other advertising sent out by the circulation, promotion and other departments.

The Kansas City Post has established a four-page colored comic supplement as a regular Wednesday feature.

The New York Day, Jewish daily has added a Sunday supplement which includes a page in English dealing with matters of interest to the younger Jewish element.

The Miami (Fla.) Daily Metropolis started an airplane delivery service for its papers January 7. Seaplanes are used to carry the 3 o'clock editions to Palm Beach, 70 miles away.

The Grand Trunk Railroad has been

made the official route for members of the International Circulation Managers' Association going from Chicago and Detroit to the convention at Muskoka Lake, Ont., in June. A special steamer will take the circulation managers from the rail terminus at Muskoka Wharf to their destination. This was decided at a meeting of the entertainment committee in Toronto last week, at which A. E. Mackinnon, chairman of the transportation committee, presented his plans.

Walter A. Lilley, formerly connected with the Wilmington (Del.) Star and Journal has gone to Bloomington (Ill.) Bulletin circulation staff.

The Chicago Tribune has opened an income tax service bureau in its Loop building in charge of H. S. Morris.

The Racine (Wis.) Journal-News, the Bismarck (N. D.) Daily Tribune and the Mandan (N. D.) Pioneer have just completed automobile prize subscription contests, conducted by the Bird Syndicate, Madison, Wis.

The Boston Herald has begun a good will election in co-operation with the American Committee for Devastated France. Balloting, accompanied by relief contributions, will continue for three weeks.

The Los Angeles Times announces that, subject to necessary geographical limitation, it will furnish regular Times subscribers with a new type of non-battery receiving instrument with telephone headset, build the aerial, install the instrument, make all connections, supply all materials and labor and, finally, guarantee satisfactory operation, for a total charge of \$7.50.

NEWS SERVICE NOTES

DONALD MACKAY, who was compelled by illness to take a leave of absence from his duties as correspondent of the Associated Press at Sioux Falls, S. D., returned to his desk Monday. Dean Marrs, who relieved him, was transferred to the Chicago office of the A. P.

Beginning February 26, the Associated Press will establish a Southern California service, operating from the Los Angeles bureau, to care for ten newspapers which have recently been elected to membership on the Associated Press. These papers are the Anaheim Herald, Glendale Daily News, Hollywood Daily News, Pasadena Post, Long Beach Daily News, Redondo South Bay Daily Breeze, Santa Anna Daily News, South Monica Outlook, San Pedro Daily News and Venice Vanguard & Herald.

The Greenville (N. C.) Reflector has recently been elected to membership in the Associated Press.

The Manila (P. I.) Taliba, an evening newspaper in Tagalog dialect, has been elected to membership in the Associated Press.

D. A. Washington has been appointed Associated Press correspondent at Dayton, Ohio.

Frederic William Wile, who syndicates a column and special articles from Washington, will address the Pulitzer School of Journalism on February 27. Mr. Wile will go to Europe for three months this summer for the papers he represents.

Your Greatest Local Asset

Everything that makes for the upbuilding of your community can be traced back to the church.

And churches can't continue unless people gladly attend the services.

It is to the advantage of every newspaper to foster regular church attendance.

Copy for such purposes is offered by the Church Advertising Department as a matter of community helpfulness for the whole nation. The slight charge for use of the material pays the postage bills. Proofs of 52 constructive church ads now being used in more than thirty cities will be sent on request to newspaper executives.

Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Editor and Publisher donates this space as an example to newspaper publishers.

Features by

Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill

and others

The McNaught Syndicate, Inc.
Times Building, New York

in MILWAUKEE

Let your advertising grow with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

Over 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

From nothing—to

185,000

in six months

DETROIT

SUNDAY

TIMES

WHAT OUR READERS SAY

Paul Patterson on Cable News

BALTIMORE, February 16, 1923.

BEN MELLON, EDITOR & PUBLISHER:

DEAR MR. MELLON: I thank you very much for writing to the Globe-Democrat to clear up the misunderstanding based on your interview with me, publisher in EDITOR & PUBLISHER several months ago.

As you know, I never intended to raise any question of the accuracy of cable dispatches in my discussion of foreign news services with you.

You asked me if it was the Sun's intention to build up its own foreign cable service. My reply was that we did not intend to do so, as it was so very expensive and I felt it was folly for us to attempt to compete with the excellent special cable services already developed, and at our disposal, by New York, Philadelphia and Chicago papers. It would require many years and an expenditure of thousands of dollars to get such a service established that could compare with the services developed by papers in the cities mentioned. As we have arrangements with The New York World and the Chicago Tribune, which give us the benefit of their special cable dispatches, we are getting all we need in that line to supplement The Associated Press.

It was for that reason that we decided to build up a foreign mail correspondence, intended to amplify and illuminate cable dispatches. It was in this connection that I pointed out that there was an atmosphere and range of comment injected into this mail correspondence that necessarily was, to a certain extent, missing in the dispatches prepared for cable transmission and intended to cover the spot news.

I realize perfectly that the papers which are maintaining their own special foreign news services spend thousands of dollars on their cable tolls and do not attempt to economize by having their dispatches skeletonized to any considerable extent; on the contrary, I know it is their practice to make liberal use of the very expensive "urgent" rate in preference to the press rate, in order to avoid delays in transmission. In fact, stories are cabled to these papers with the same lavish disregard of tolls as in the case of domestic stories telegraphed to the average newspaper.

If Professor Usher is using the interview you published as a basis for attacks on the accuracy of cable dispatches he is doing so without any foundation and without the least understanding of the purport of my remarks to you.

My only concern is that I do not wish to have the papers referred to think that I do not realize the very complete and lavish manner in which their cable news is transmitted.

If Professor Usher will undertake to study the matter a little more thoroughly, I am sure he will be astonished at the high degree of accuracy maintained by press associations and individual newspapers alike in their handling of foreign news. He will find nothing to compare with it in the news services of the newspapers of England or any other foreign country.

You will recall, too, that I did not presume to suggest that what we find of value in foreign mail correspondence applies to all newspapers, either. I only know that in the case of the Sun, with the clientele of the kind it enjoys in Baltimore and Washington, and in view of the interest taken by its readers in foreign affairs, the mail correspondence has proved highly desirable, but it can never be anything but a supplement to The Associated Press and the special cable services of the individual newspapers.

With best wishes, sincerely yours,
PAUL PATTERSON.

Addison C. Thomas' Death a Real Loss

NEW YORK, January 25, 1923.

TO EDITOR & PUBLISHER: It was with deep regret and feeling of a great personal loss when I learned today of the death of Addison C. Thomas, who spent so many years in newspaper work, and at one time was one of the best known newspaper men in the United States. His career was a most interesting one, and in recent years, although supposedly retired from active work, he never let a day pass without giving some time to work on behalf of the public welfare or in the service of others. I have known him to tread the streets of Chicago on the hottest mid-summer day doing his bit to promote the opening of the Great Lakes to the Seas or some other public movement that would benefit this and the coming generations. As a matter of fact, I have felt many times that he, nearing the year of three score and ten, shamed many of us of much younger years.

I believe that the last time that the late Col. Roosevelt spoke in Chicago it was at the writer's invitation, and in accepting that invitation the Colonel specified that I should at once get in touch with Addison Thomas and Opie Reid. On the afternoon of the meeting, when I went up to Col. Roosevelt's room in the Blackstone Hotel, his first query was if Addison Thomas and Opie Reid were downstairs.

After the meeting Mr. Thomas spent several hours with Col. Roosevelt, and took great joy afterwards in telling about witnessing the meeting and reconciliation of Ex-president Taft and Col. Roosevelt in the dining room of the Blackstone Hotel in Chicago.

Mr. Thomas accompanied Col. Roosevelt on his famous trip "around the circle," and wrote a most interesting book describing this trip. I understand the book has been printed, but I believe but few copies have been circulated. I have in my possession a letter which Col. Roosevelt wrote to Mr. Thomas acknowledging a copy of the book and his appreciation of it.

Mr. Thomas was one of those men whom you meet now and then who know how to be a friend, and was a real exemplification of a friend in any need and a friend indeed. He was never too tired or too busy to render a service for a friend. Many times I have known him to cover miles, even forgetting food and time in efforts to serve a friend. His constant thought was of the Associated Press, which he served so faithfully and so well for many years, and I remember distinctly the first day he took me up to the Chicago office of the Associated Press, and with a slightly dimmed eye showed me his old office and desk where he spent so many years of his life.

The thought has just come to me that at the time of the meeting of Col. Roosevelt, mentioned above, that during the afternoon there were five of us in the Colonel's room. Beside the Colonel there was Opie Reid, Darwins Hatch, then editor of Motor Age, Addison Thomas and the writer. I believe Opie Reid is still enjoying a bright and wonderful period of life, and if it is so, there are just Mr. Reid and myself left of this little party, the others having passed on in the few years intervening.

It is indeed hard to find suitable words to picture the loss of such a friend as Addison C. Thomas, or to pay a fitting tribute, but I could not let the occasion pass without at least an attempt to add what I could to I suppose one hundred tributes that have been paid him since his passing on.

J. A. HALL.

A Newspaper Encyclopedia

RUTHERFORD, N. J., Feb. 7, 1923.

TO EDITOR & PUBLISHER: Hearty congratulations!

Your INTERNATIONAL YEAR BOOK is a superb number—masterful, from the view of artistic construction—an educational encyclopedia, from a viewpoint of newspaper statistics, for advertisers, advertising agents and newspaper men in general.

As I go through its pages, I find myself drifting into a "Past and Present" reminiscent mood, in my mental reverie. I am standing between two forms; upon my left is the spiritual form of the founder of your publication, the man who nursed it in its infancy, its boyhood into its youth—Allan Forman—upon my right the material form of a man who has by his strenuous progressive management developed the tottering youth into robust, energetic manhood—James Wright Brown. To the man who has passed on I say "Good Bye"—to the man who is with us now, I extend my compliments, and appreciation of his great work.

With best wishes for bigger future achievements,

EDWIN T. JONES.

Tribune Supplement Commended

CHICAGO, January 25, 1923

TO EDITOR & PUBLISHER: Just want to congratulate you on the supplement to the issue of December 30, of EDITOR & PUBLISHER, showing the different designs submitted in the Chicago Tribune contest.

Not only is this a beautiful piece of work from a mechanical standpoint, but it exhibits enterprise and progress that is unique in your field.

EDWARD D. BERRY,
Director of Advertising, United Typothete of America.

Editor & Publisher Keeps Him Posted

GRANGEVILLE, Idaho, Jan. 13, 1923.

TO EDITOR & PUBLISHER: Here is my check covering subscription to Editor & Publisher. I have read your publication for eight years, and now that I am removed from newspaper centers, I find it even more valuable than before, for it keeps me in touch with newspaper developments of the day far better than does any other trade publication.

J. C. SAFLEY,
Publisher, Idaho County Free Press.

The Most-Consulted Record

MIDDLETOWN, N. Y., Feb. 1, 1923.

TO EDITOR & PUBLISHER: New Year Book received and find it is more complete even than last year's. The new feature make it more comprehensive and it is consulted oftener than any other record in our office. Wishing you continued success in getting out this wonderful book, we are

MIDDLETOWN TIMES-PRESS,
H. A. MacGowan, Manager.

Westchester County's
Greatest Advertising
Medium

THE
DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

LEADER IN

Rotogravure Advertising

In 1922 The New York Times published 852,148 agate lines of rotogravure advertising, 147,607 lines more than in 1921 and an excess over the next New York newspaper of 299,782 lines. The gain of The Times was nearly 42 per cent. of the gain of all the graphic sections.

THE RECORD

	1922	1921	GAIN
	Agate	Agate	Agate
	lines	lines	lines
THE NEW YORK TIMES	852,148	704,542	147,606
Second newspaper	552,366	497,052	55,314
Third newspaper	321,198	255,678	65,520
Fourth newspaper	318,544	233,014	85,530

The New York Times is read in 8,000 cities, towns and villages of the United States by the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper. Its week-day circulation is 350,000 copies and on Sunday the sales are 550,000.

Why not let our features increase your circulation?

We are now offering:

Daily Sport Column

Serials

Feature Stories

Daily Short Stories

and other high class features. Write for samples.

"Our price is right."

Standard

Feature Service,

606 Eastern Ave., Janesville, Wis.

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising 1,639,936
National Advertising 25,008
Classified Advertising 63,514

Total Advertising 1,728,453

Lineage Figures by
De Lisser Brothers.

DAILY NEWS Passaic, New Jersey

YOU USUALLY FIND
THAT THE PROGRESSIVE
NEWSPAPER IN A
CITY IS AN—

NEA CLIENT

EVERY FEATURE NECESSARY
FOR THE UP-TO-THE-MINUTE
PAPER IS INCLUDED IN THE
DAILY NEA FULL SERVICE.

Ask for Samples and Rates

NEA SERVICE, INC.
1200 W. Third St., Cleveland, Ohio

An Accounting and Federal Tax Service for Publishers

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

THE KNICKERBOCKER PRESS (Morning and Sunday)

and

ALBANY EVENING NEWS

COVERS

ONE BIG MARKET

Albany, Troy, Schenectady

AND

The Capitol District

NATIONAL REPRESENTATIVE

John M. Branham Co.

TIPS FOR AD MANAGERS

Advertising Industries, Inc., Ellicott square, Buffalo, N. Y. Reported will place orders with newspapers for Great Lakes Transit Company, Buffalo.

Elmer L. Allen, 32 Union square, New York. Making contracts with newspapers in selected sections for Security Cement & Lime Company, "Security Cement" and Berkeley "Hydrated Lime," Hagerstown, Md.

F. Wallis Armstrong, 16th & Locust streets, Philadelphia. Making 9,000-line contracts for the Victor Talking Machine Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the American Fruit Growers, Pittsburgh, Pa.; sending out orders for the Interstate Cotton Oil Refining Company.

Baker-Robinson Agency, Ford Bldg., Detroit. Making 5,000-line contracts for the American Electrical Heater Company.

Barton, Durstine & Osborn, 25 West 44th street, New York. Making 5,000-line contracts for the Kellogg Products Company.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Making 1,000-line contracts for the Hendee Manufacturing Company.

George Batten Company, 381 4th avenue, New York. Renewing contracts with newspapers for Armstrong Cork Company, lineolium, Lancaster, Pa.

Bauerlein, Inc., 1027 Hibernia Bldg., New Orleans. Has secured the account of the American Rice Products Company, New Orleans, and is now releasing schedules; releasing orders to Southern newspapers for the Illinois Central Railroad.

Blosser-Williams Company, 168 North Michigan avenue, Chicago. Reported to be placing account for Southern Commercial Company, "Southernette" hair net, Durham, N. C.

Bolton, Meek & Wearstler, Hippodrome Bldg., Youngstown, Ohio. Placing account for East Liverpool Potteries Company.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Has secured the following accounts: W. F. Quarrie & Co., "World Book," Chicago; Darling Sweets, Inc., candies, Chicago; Bell, Conrad & Co., "Bell Coffee," Chicago.

Derby Brown Company, 11 Avery street, Boston. Making 1,500-line contracts for Za-Red Food Products, Inc.

Cecil, Barreto & Cecil, 12th & Bank streets, Richmond, Va. Has secured the following accounts: Tono Scalpa Company, hair tonic, Richmond, Va.; Atlantic Varnish Company, "Spartex," Richmond, and Ford Flour Company, "Merry Widow" flour, Nashville, Tenn.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Sending out 156 time orders for the National Toilet Company.

Corning, Inc., 89 East 4th street, St. Paul, Minn. Making up lists for Gordon & Ferguson, St. Paul.

Critchfield & Co., Brooks Bldg., Chicago. Placing account for Jacob E. Decker & Sons, Mason City, Ia., "Iowana" sausage, ham and bacon.

Arthur Engleman Advertising Agency, Franklin Trust Bldg., Philadelphia. Placing account for F. J. Stokes Machine Company, Philadelphia.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing account for the Torsbensen Axle Company, Cleveland, Ohio.

Ferry-Hanly Company, Hibernia Bldg., New Orleans. Placing orders with a few newspapers in Metropolitan cities in the Northwest and Pacific Coast for the Dunbar Molasses & Syrup Company, New Orleans; reported will use newspapers in large cities for National Fruit Flavor Company, "Orange Squeeze," New Orleans.

Ferry-Hanly Company, 6 North Michigan avenue, Chicago. Placing account for Lackner, Butz & Co., investments, Chicago.

Albert Frank & Co., 332 South LaSalle street, Chicago. Placing account for Brokaw & Co.; investment securities, Chicago.

Green-Lucas Company, Exchange place & South street, Baltimore. Using 500 lines in one year for Sterling Drug Company.

Griffin & Johnson, Inc., 350 Madison avenue, New York. Placing account for Philips & Clark Stove Company, Andes Stoves and ranges, Geneva, N. Y.

Guenther-Glaze Advertising Agency, Felix-Jenkins Bldg., St. Joseph, Mo. Placing account for Pyrea Company, dental cream, Kansas City, Mo.

Stanley E. Gunnison, Inc., 30 Church street, New York. Making 3,000-line contracts for the Mint Products Company.

Hanser Agency, 601 Broad street, Newark, N. J. Making yearly contracts for M. Samuels Company, Newark Shoe Company.

Hunt-Luce Advertising Agency, 80 Boylston street, Boston. Has secured the following accounts: Alles & Fisher, "J. A." cigars, Boston, and Panco Rubber Company, Chelsea, Mass.

Johnson-Dallas Company, Greenfield Bldg., Atlanta. Placing copy with Southern newspapers for Hills Mixture Corporation, Augusta, Ga.

Ralph H. Jones Company, First Nat. Bank Bldg., Cincinnati. Placing account for the Sayers & Scovill Company, Cincinnati.

H. W. Kaston & Sons Advertising Company, Mercantile Nat. Bank Bldg., St. Louis. Renewing some newspapers' contracts for Lyko Medicine Company, St. Louis.

Kling-Gibson Company, 220 South State street, Chicago. Placing account for the Royal Easy Chair Corporation, Sturgis, Mich.

Lake & Dunham Agency, Exchange Bldg., Memphis, Tenn. Making 4,200-line contracts for the Hessig-Elis Drug Company.

Lord & Thomas, 400 North Michigan avenue, Chicago. Will make up lists in March for the California Walnut Growers Association, Los Angeles; reported will use newspapers for Bankers Supply Company, "Super-Safety" bank checks, Chicago.

Lord & Thomas, 366 Madison avenue, New York. Placing account for Otto Eisenlohr & Bros., "Cinco" cigars, 932 Market street, Philadelphia.

Matteson-Fogarty-Jordan, 140 North Dearborn street, Chicago. Making 2,500-line contracts for the Sem-Pray-Jo-Ve-nay Company.

H. K. McCann Company, 61 Broadway, New York. Placing account for the Kozol Laboratories, "Kephadol," Nashville, Tenn.

O. J. McClure Agency, 111 West Monroe street, Chicago. Placing account for the Maytag Company, washing machines, Newton, Iowa.

Harry C. Michaels Company, 113 Lexington avenue, New York. Making 5,000-line contracts for Devove & Reynolds, New York.

Herbert M. Morris Advertising Agency, North American Bldg., Philadelphia. Making 5,000-line contracts for A-1 Mfg. Company "Chase-O"; placing orders with newspapers in selected sections for Standard Heater Company, "Spender Heater," Williamsport, Pa.

Newell-Emmett Company, 120 West 32d street, New York. Placing accounts for Richard Hudnut Company, New York, and the Saniitol Company, tooth paste, New York and St. Louis; sending out four-month schedules for the American Chic Company, "Yucatan Gum."

Harry Porter Company, 15 West 44th street, New York. Sending out two month schedules for Stoller Cigarettes.

John O. Powers Company, 50 East 42nd street, New York. Making 25,000-line yearly contracts for Campbell Baking Powder Company.

George G. Powning, Inc., 87 Orange street, New Haven, Conn. Making 2,800-line contracts for the Kotal Company.

Frank Presbrey Company, 456 4th avenue, New York. Again placing orders with newspapers for Equitable Life Assurance Society of the United States, 120 Broadway, New York.

Redfield Advertising Agency, 24 West 33d street, New York. Making 1,000-line contracts for the American Lead Pencil Company.

Sherman & Lebari, 120 West 32d street, New York. Placing accounts for the Malton Bradley Company, Springfield, Mass., juvenile books, and for the Columbia Bank Safe Deposit Company.

Snitzler-Warner Company, 225 North Michigan blvd., Chicago. Making 4,200-line yearly contracts for R. L. Watkins & Co.

Snodgrass & Gayness, 489 5th avenue, New York. Placing account for Patterson Bros. Tobacco Corporation, "Tweed" smoking tobacco and "Life" cigarettes, Richmond, Va., and New York.

Spencer-Lay Company, 15 West 37th street, New York. Placing account for the Rossindale-Reddaway Belting & Hose Company, Newark, N. J.; reported will use some New England newspapers for Silverase Sales Company, cleaning powder, Boston.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing accounts for "Dr. Bell," "Dr. King," "Sloan's Liniment," "Foimant" and C. I. Hood Company.

F. Clyde Tuttle, Greensboro, N. C. Reported to be placing account for El-Rees-So Cigar Company, Greensboro, N. C.

Van Patten, Inc., 50 East 42nd street, New York. Making 1,000-line contracts for G. L. Miller & Co.

Wales Advertising Company, 141 West 36th street, New York. Placing orders with some New York City newspapers for Kohler Manufacturing Company, Kohler's headache powders, 15 East Lombard street, Baltimore.

Wallerstein-Sharton Company, 70 West 40th street, New York. Reported will use some farm papers for Nichols Copper Company, sulphate of copper 25 Broad street, New York.

Watts, Scott & Beutell, 97½ Peachtree street, Atlanta. Reported will shortly place copy with newspapers in Southern cities for Orr Shoe Company Atlanta.

LeQuatte Leaves Meredith April 1

T. W. LeQuatte will withdraw from the E. T. Meredith Publications, Des Moines, April 1, after 14 years' service as advertising manager of Successful Farming and advertising director of the other papers. He will be succeeded by Fred W. Bohen, a son-in-law of E. T. Meredith. Mr. LeQuatte has not announced his plans.

Harvey London Press Club Guest

Ambassador George Harvey is the guest of honor at the American Night dinner of the London Press Club February 24.

New Haven Register

is New Haven's
Dominant Paper

Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

EVENING HERALD

LED THE WORLD IN
ADVERTISING GAINS,
1922 OVER 1921

GAIN **3,493,854** LINES

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Cal.
G. Logan Payne Co., 401 Tower Bldg., 6 N. Michigan Ave., Chicago.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

Few Papers — (if any) — surpass the
TRENTON NEW JERSEY TIMES

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., New York Lytton Bldg., Chicago

The NEW YORK EVENING JOURNAL

has the largest
circulation of
any daily newspaper in America.

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in
London.

CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These THE LOS ANGELES TIMES (3) THE PHILADELPHIA INQUIRER (2) THE CLEVELAND PLAIN DEALER THE WASHINGTON POST (2) THE INDIANAPOLIS NEWS THE ATLANTA JOURNAL THE MEMPHIS COMMERCIAL APPEAL

Write or Wire Care Atlanta Journal



HOLLISTER'S CIRCULATION ORGANIZATION Largest in the United States 300 HERRITY BLDG., LOS ANGELES, CAL.

"In Boston It's the Post"

Circulation Averages for 1922

BOSTON DAILY POST 396,902 Copies Per Day

BOSTON SUNDAY POST 401,643 Copies Per Sunday

First in Local, General and Total Display Advertising

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News Edward H. Butler, Editor & Publisher KELLY-SMITH COMPANY Representatives Marbridge Bldg. Lytton Bldg. New York, N. Y. Chicago, Ill.

THE NEW ORLEANS STATES

In two years has increased Daily over 17,000 Sunday over 41,000 Present averages are Daily over 54,000 Sunday over 77,000 Rate 12c flat Daily 15c flat Sunday

Advertising gain for 1922 1,025,432—Greatest in the South Represented by THE S. C. BECKWITH SPECIAL AGENCY NEW YORK JOHN M. BRANHAM CO. CHICAGO

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

FIND out what realtors in your city have done the biggest business in the past six months. Then secure from them the names of the most prominent men who have bought homes, also their occupations and where they came from. Most people are interested in the welfare of newcomers, and there should be enough facts gathered this way to make an interesting feature. Then it might be appropriate to publish this story on the real estate advertising page of the paper.—B. F. C.

In many cities the demand for rye bread and whole wheat bread is growing. Is it growing in your city? An investigation among the local bakeries would soon determine whether it was or not, and an interesting story might be woven around the increased demand for other than white breads, if there is such an increased demand, and the reasons for the increased demand, as seen by the bakers, might also be given. Then, grouped around this story, you might run the ads of bakers making other kinds of bread than white.—F. H. W.

Most all auto dealers have a number of used cars on hand left from last year trade-ins. The dealers will welcome any stimulus for moving these cars before spring business on new cars becomes brisk. Lay out a page or two with an attractive "used car" head and an editorial or story on the advantages and pleasure trips that a good used car brings its owners. Then solicit all auto dealers to take space for used car bargains.—R. B. M.

Under the heading "A Stitch in Time Saves Nine" the Corvallis (Ore.) Daily Gazette-Times recently printed a full page of little ads explaining repairs. Among the business firms represented were laundries, tailors, jewelers, and dealers in talking machines, furniture, kodaks, shoes, automobiles and furnaces. And one professional man, a chiropractic doctor, was on the list.—D. H. T.

Ramsey county, Minn., introduces an innovation by advertising tax lists in the St. Paul papers instead of cleaving to the old custom of the county treasurer in sending out postal cards notifying taxpayers of the amount due. The county treasurer took the ground, which was sustained by the county attorney that by this means a much larger proportion of taxpayers would be reached.—J. T.

Electrical pages can be run just as regularly as automobile pages. Timely, general and local electrical news and incidents are always available to add merit to these pages. A combination of radio and electrical matter should prove interesting. Besides electrical shops you will find that most hardware, furniture and some drug stores handle electrical appliances and radio supplies and all should prove live wires.—R. B. M.

In Charlotte, Mich., a club has been organized which admits as members only persons over 70 years of age. Why not suggest such an organization in your town? It might go big, and by so doing give pleasure to a lot of old people, as well as creating increased interest in the paper. It's worth trying, anyway.—C. E. L.

Have a reporter sit beside the postmaster while he opens his mail. A St. Petersburg (Fla.) Times man did it and got two columns of interesting copy which carried with it lessons on what the mailing public should do to avoid filling the postmaster's day with detailed work involved in straightening out letters, parcels and postals which have gone wrong. Every postmaster will welcome the assistance of the reporter in telling the public some of the avoidable problems of the postmaster. And every little story of a letter gone wrong has a human interest angle that will give the story sustained interest.—C. B. A.

SOCIETY SECTION

THINGS THAT BUILD TULSA



CONGRESSIONAL CITY. Tulsa is the only city in the world which has a congressional district of its own. The city is the only one in the world which has a congressional district of its own. The city is the only one in the world which has a congressional district of its own.

HEALTHFUL CLIMATE. Tulsa is the only city in the world which has a healthful climate. The city is the only one in the world which has a healthful climate. The city is the only one in the world which has a healthful climate.

DEVELOPED RESOURCES. Tulsa is the only city in the world which has developed resources. The city is the only one in the world which has developed resources. The city is the only one in the world which has developed resources.

PAVED ROADS. Tulsa is the only city in the world which has paved roads. The city is the only one in the world which has paved roads. The city is the only one in the world which has paved roads.

OLDEST. Tulsa is the only city in the world which has the oldest. The city is the only one in the world which has the oldest. The city is the only one in the world which has the oldest.

PIPING SYSTEM. Tulsa is the only city in the world which has a piping system. The city is the only one in the world which has a piping system. The city is the only one in the world which has a piping system.

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Things That Build Tulsa

The articles on this page were compiled and written by the Tulsa World Promotion Department, with the idea of not only selling Tulsa to Tulsans, but to outsiders as well. Each of these articles has been published during January on the front page of The Tulsa World. File this page for future reference. And the next time somebody asks you, "What Builds Tulsa," flash this page on him and say, "Here Are a Few of Them."

SEWAGE WATER PROBLEM. Tulsa is the only city in the world which has a sewage water problem. The city is the only one in the world which has a sewage water problem. The city is the only one in the world which has a sewage water problem.

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PAID

Circulation Spells Supremacy

Let our organization put you in first place in your field. A permanent organization—sixteen years old—conservative service—positive results. No wild claims or questionable methods, but real service—service you will like. 60% of our present business is return contracts. Ask anyone.

THE PULTZ COMPANY LIMITED 32 2nd Nat. Bank Bldg., Reading, Pa. Long Distance 2418-R

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

The Speedaumatic Company MANUFACTURERS THE MULTI-MAILER SYSTEM 817-825 WASHINGTON BLVD. CHICAGO

FIRST IN PUBLIC SERVICE



The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per acre line gross, subject to contract discounts. They carry more high class 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

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the Topeka Daily Capital TOPEKA, KANSAS Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence. Supplies market data—does survey work—gives real co-operation.

Arthur Capper PUBLISHER MEMBER A. B. C.—A. N. P. A.

The Tulsa (Okla.) World believes that a newspaper prospers with a city or town it helps to make more prosperous. It is therefore co-operating in the Tulsa Chamber of Commerce in selling Tulsa. One of its forms of help is the donation of page space, whenever it can be afforded, to advertising of Tulsa, not only to the folks at home but outsiders. This is a recent page which is self-explanatory.—R.

LINEAGE GAINS NATIONWIDE

24 of 29 Cities, 90 of 127 Papers Gained in January Totals

With few exceptions, every large city in the United States is reflecting the present upward business trend in the advertising lineage of its newspapers. Only five of the 29 cities and 36 of the 127 newspapers listed by the New York Evening Post Statistical Department for January, 1923-1922 comparative totals ran behind last year's volume. The totals for the month in 1923 was 104,971,969 agate lines, a gain of 5,083,154 lines, or almost 5 per cent over 1922. January, 1923, had four Sundays, against five in 1922. Totals by cities follow:

	1923	1922	Gain
New York...	14,110,200	13,543,592	566,608
Chicago...	6,576,975	5,651,277	925,698
Philadelphia...	6,797,280	6,459,987	337,293
Detroit...	4,307,100	4,029,592	277,508
Cleveland...	3,490,875	3,403,425	87,450
St. Louis...	3,462,700	3,280,900	181,800
Boston...	4,562,423	4,661,873	*99,450
Baltimore...	3,970,499	3,662,285	308,214
Los Angeles...	7,550,732	6,995,072	555,660
Buffalo...	2,964,896	2,820,703	144,193
San Fran...	4,375,952	4,138,456	237,496
Milwaukee...	2,720,944	2,656,716	64,228
Washington...	3,634,277	3,671,120	*36,843
Cincinnati...	3,153,100	2,925,000	230,100
New Orleans...	2,591,694	2,765,194	*173,500
Minneapolis...	2,633,409	2,545,978	87,431
Seattle...	2,308,250	2,184,084	124,166
Indianapolis...	2,712,357	2,553,459	158,898
Denver...	2,042,516	2,085,580	*43,064
Providence...	2,222,689	2,238,845	16,156
Columbus...	3,010,316	2,894,930	115,386
Louisville...	2,308,211	2,241,241	66,970
St. Paul...	2,008,314	1,751,974	256,340
Oakland...	1,866,844	1,708,546	158,298
Omaha...	1,850,968	1,709,918	141,050
Birmingham...	1,532,328	1,450,834	81,494
Richmond...	1,848,174	1,654,762	193,412
Dayton...	2,410,968	2,362,766	48,202
Houston...	1,944,978	1,840,706	104,272
Totals...	104,971,969	99,888,815	5,083,154

*Loss.

HEARST SECTION IN RECORD

D. D. Moore Now in Ft. Worth, Acquires American Weekly Rights

Letters received this week by New York friends of D. D. Moore, former editor and manager of the New Orleans Times-Picayune, state that he is now in Fort Worth, Tex., in charge of the Record, in association with James H. Allison and Leonard Withington, former owners and publishers, J. R. O'Daniel and M. S. Crosby of New York, who have formed a new company, with capital stock of \$1,000. The Record, according to Mr. Moore, this week acquired the rights to the Hearst American Weekly Sunday Magazine, which will appear tomorrow in Fort Worth for the first time.

William R. Hearst is known to have been negotiating for the purchase of the Record, and, as told in EDITOR & PUBLISHER last week, had decided to start a Sunday paper in Fort Worth tomorrow, regardless of his success in acquiring the property.

LONG LEASE ON NEW SITE

St. Louis Post-Dispatch Has Room for Six Presses in Addition

The St. Louis Post-Dispatch has provided for necessary additional mechanical facilities by acquiring a 99-year lease on the property at 1127-29-31 Olive street, with a frontal of 55 feet and a depth of 106 feet to an alley. This property adjoins the Post-Dispatch building on the east, with an alley intervening.

The present equipment of the Post-Dispatch consists of eight octuple presses, two rotogravure presses and a multicolor press. Three of the octuple presses have been added since the building was erected five years ago. Six new presses could be installed in the new quarters.

Changes in Edmonton Field

The Edmonton (Alta.) Bulletin has suspended its morning edition and will publish evenings hereafter. The semi-weekly Bulletin has been bought by the Edmonton Journal, which has also purchased the magazine Agricultural Alberta, combining both as the Edmonton Journal

Farm Weekly, the first issue of which appeared this week.

Dr. Cook Sues Fort Worth Press

Dr. Frederick A. Cook, self-styled discoverer of the North Pole, has filed suit against the Fort Worth Press asking damages to the amount of \$1,000,000, alleging that an article in the Press, accusing him of fraudulent dealings in oil promotion enterprises, dealt him.

Report Mrs. Harrison Released

Mrs. Marguerite E. Harrison of Baltimore, American writer, arrested several weeks ago at Chita, has been released from prison and left Moscow, February 22, according to information received in the United States this week.

Eve Becomes Sole Owner

The Americus (Ga.) Times-Recorder is now owned entirely by Lovelace Eve, who has bought out the interest of his associate, Arthur Lucas.

Merged Chatham Dailies Organized

The Chatham (Ont.) Daily Planet and the Chatham Daily News, which were merged last month under ownership of W. J. Taylor, proprietor of the Woodstock Sentinel Review, are now being published as the Chatham Daily News, with C. C. George as editor and W. A. Glass as business manager.

Hornbrook Buys California Daily

Mrs. Olive A. Bell has sold the Porterville (Cal.) Daily Recorder to Will H. Hornbrook, formerly publisher of papers in Albany, Ore., and Vancouver, Wash., and at one time United States minister to Siam. Mrs. Bell has managed the paper since the death of her husband, John R. Bell, two years ago.

THE MECHANICAL SIDE

E. D. SNIFFEN, formerly composing room foreman of the Syracuse (N. Y.) Herald is now with the Syracuse Telegram in a similar capacity.

The Atlanta Journal has installed four new Intertypes—two Model B's and two Model C's.

Frank Smith, formerly mechanical superintendent of several New York City newspapers, has been appointed state printer of California by Gov. Friend W. Richardson.

The Tampa (Fla.) Daily Times this month will start construction of a new building. Additional equipment to be installed will include a 48-page press. Col. D. B. McKay is president and Charles G. Mullen, general manager of the Times.

W. G. Wilkes, publisher of the Gulfport (Miss.) Herald, has made application for a patent on a cored type-high casting box, which he has invented.

HOTALING'S News Stand

IN NEW YORK

At the

North End of the Times Building Broadway and Forty-third Street

Sells more out-of-town newspapers than any other news stand in America

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway... Here is a mammoth news stand which sells newspapers from every city in the world... Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."—Boston Transcript, Oct. 29, 1921.

BUYING IN LANCASTER

Block, Hanson and Marks Reported Purchasing Examiner-New Era

(By Telegraph to EDITOR & PUBLISHER)

LANCASTER, Pa., Feb. 21.—Negotiations are pending for the sale of the Examiner-New Era to M. F. Hanson, part owner of Duluth Herald, who mentions Arthur D. Marks, business manager of the Washington Post, and Paul Block of New York as other interested parties. It is understood that the deal will be put through this week and the new owners will take control on March 1.

The Examiner-New Era, an evening newspaper, came into existence in April, 1920, when the Examiner and the Daily New Era were consolidated. The general manager is J. R. Gilbert and the editor-in-chief Oliver J. Keller. S. R. Slaymaker, who has the controlling interest, is en route for Europe.

Mr. Marks stated to EDITOR & PUBLISHER that he does not intend severing his connection with the Washington Post, of which he is business manager. Mr. Block is at Palm Beach, Fla.

Herman Sells Saskatoon Star

SASKATOON, Sask., Feb. 20.—The Saskatoon Daily Star has been sold by W. F.

Herman to a group of Saskatoon investors. The policy of the paper is unchanged. Editorial and business management remains in the hands of the same staff. The Star continues as proprietor and Mr. Herman continues as proprietor of the Morning Phoenix.

Indian Editors Honored

Recent recipients of British honors are J. A. Jones, editor of the Calcutta (India) Daily Statesman who received the Companionship of the Indian Empire, and Frank McCarthy, editor of the Rangoon (Burma) Gazette, who has been knighted.

Evening Edition for Wilmington Star

The Wilmington (N. C.) Morning Star started issuing an afternoon newspaper on February 12, known as the Wilmington Evening News.

Dealer Paper for Jewish Grocers

The Jewish Daily Forward, New York, has begun the publication of the Jewish Grocer, a monthly merchandising trade journal which will go to 6,500 Jewish retailers.

Eugene Register to Have New Home

The Eugene (Ore.) Morning Register has just purchased a building, of two stories, which will be remodeled for its permanent use.

SUPPLIES & EQUIPMENT For Newspaper Making

Bulletin Machine for Sale electrically operated from distance. Further details and low price. Write Bulletin Machine 25, News office, Buffalo, N. Y.

FOR SALE

8-Page Goss Clipper. Will print in sections of 4 and 8 pages. Also complete Stereotype equipment for same. Cohoes American, Cohoes, N. Y.

Newspaper Plant Equipments Established in 1912

PECKHAM MACHINERY CO.

MARRIDGE BLDG, 34th & Bway NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation\$12,500.00
64-page multi-color, 22 in. cut off, erected\$17,500.00
2-16 page Tabloid size webs \$3,000.00

Get our List No. 27—16 pages.

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

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

HAVE YOU TRIED HOE PRESSROOM SUPPLIES?

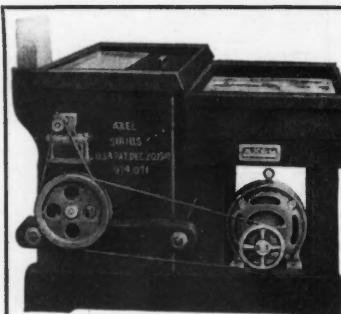
In the field of Small Supplies as well as Large Machinery, Hoe Quality is Supreme.

We carry a complete line of Plate Making Machinery, small tools and supplies, including

Blanketing
Matrix tissue
Fasts powder
Brushes
Chemicals
Router bits
Jig saw blades
Metal saws
Gauges, etc.

Write for prices

R. HOE & CO.

504-520 Grand Street
New York, N. Y.
7 Water St. Boston, Mass. 827 Tribune Bldg. Chicago, Ill.

THE ETCHING MACHINE WITH A WORLD REPUTATION

MOST SIMPLY CONSTRUCTED ABSOLUTELY ACID PROOF.

AXEL HOLMSTROM ETCHING MACHINE CO.

328 Chestnut Street, Philadelphia, Pa.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising or Business Manager

Somewhere in the central west is a publisher who wishes to employ a man thirty years old—a man who knows the newspaper business and likes the work. A hard worker, absolutely trustworthy is desired. A man who craves responsibility and who has prepared himself for the duties of advertising, circulation and business management. I want an opportunity to tell this publisher about my qualifications and to furnish references. Address A-906, Editor & Publisher.

Circulation

Publisher, desiring to quickly and permanently increase the circulation of his paper, can receive services of a newspaper man with experience in circulation promotion work. Able to analyze the field and devise plan best suited for conditions. Salary on commission, long or short engagement. Address A-904, care Editor & Publisher.

Circulation and Promotion

Carrier, canvasser, collector, crew manager, field organizer, carrier superintendent, assistant circulation manager and now circulation manager. Young college graduate. A clean past record, a steady growth. I have the experience; I produce results. I can prove it. Available April 15. Address Box A-885, Editor & Publisher.

Do You Want An Editor

for your paper? I desire such a position on a daily afternoon paper in a town of about 10,000 population. Experienced, married, an young. Have excellent references and recommendations from present employers. A-893, Editor & Publisher.

Editor,

long excellent record achievements newspaper and trade journal field, open for opportunity offering expansion. A man of ideas and ability who coordinates both and produces results. Box M, Newspaper Club, 133 West 41st St., New York City.

Editorial Work Wanted

Young married man, 14 years' magazine and newspaper experience, wants position on newspaper or magazine, preferably latter; copy desk, re-write, general assignment experience and editorial writer. Some years manuscript reading for magazines. Can make up trade journal, edit, etc. New York City or nearby preferred. A-898, Editor & Publisher.

General Manager

seeks situation on paper needing development. Can take active charge of every department, building advertising, developing circulation, directing news end, operating mechanical end and handling business details so as to produce economically a good newspaper under keen competition and references will show ability to make good regardless of difficulties to be encountered. Address A-905, care Editor & Publisher.

General Business Manager

Trained and experienced result producing all around newspaper executive, aggressive, understanding modern methods of business, advertising, circulation and proper direction of all departments of newspaper making, seeks opportunity as general manager-publisher. Wide experience in all departments including one of largest dailies. Preference for growing small city daily. Highest credentials. Address A-899, care Editor & Publisher.

Newspaper Foreman, assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

FRENCH PRESS FOUNDS PRINTING SCHOOL

Profits of 335,800 Francs from Paper Issued During 1919 Strike Will Be Used to Train Machine Operators

By G. LANGELAAN

(Paris Editor, Editor & Publisher)

PARIS, Feb. 5.—Profits totaling 335,800 francs made by the Presse of Paris, the joint newspaper issued during the printers' strike three years ago, will be devoted by the French Newspaper Proprietors' Association to a school for instruction in the linotype. The paper, which appeared under the sponsorship of the suspended dailies of the capital, had forty issues from November 11 to December 2, 1919, when the strike broke down.

SITUATIONS WANTED

Service and Promotion Work

Two young men, university graduates, thoroughly experienced in this field, wish to install and operate permanently advertising service and promotion department on wide-awake daily. Best of references. Salaries commensurate with results. Would work separately. Available May 1. Communicate with A-889, Editor & Publisher.

Situation Wanted

Advertising solicitor and copy writer with five years' experience is open for position. At present have charge of advertising department in town of 12,000. Want to get into larger town where I will have an opportunity to show my ability. Salary to start \$75.00 a week. Prefer Pennsylvania or Ohio. Can furnish references from past employers. A-902, Editor & Publisher.

Advertising Manager

Live wire, energetic and clean-cut, with a record of accomplishment. Age 30, married, unquestionable references. Fifteen years' experience in newspaper game and thoroughly versed in writing, planning and selling advertising. Know how to make friends for myself and paper and hold them. Can deliver the goods and get maximum results from solicitors. Fifty dollars a week to start and will earn it. Box A-907, Editor & Publisher.

Want Connection

with large publisher as understudy to busy executive. Understands mechanical departments from A to Z, and practical all-round printer. Thirty-two years old, honest and ambitious. A-874, Editor & Publisher.

Wanted

Editor, now employed, seeks change. Prefer Democratic paper in city of 15,000 to 35,000, but can qualify anywhere, in every way, every day. Highest references, including present employer. Nothing under \$50. Address Box A-897, Editor & Publisher.

Writer

with time to spare offers to one newspaper a daily service of humor or editorial comment. Humor would run about three-fourths of a column a day, six days \$10; editorial, column and a half a day, six days \$15. Handling of local topics included in editorial offer. Address Box A-903, care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager

and solicitor who can lay out good copy and sell it. Must be well educated, ambitious and neat in appearance. Will pay straight or moderate salary and good commission for increased business. Leading paper in town of 15,000. Write full details, send samples of work, also photo, if possible. State salary desired. Herald, La Porte, Ind.

Advertising Manager For Illinois Daily

The man we seek must be a real executive; must know newspaper advertising thoroughly; must be able to make contracts, write forceful copy and plan feature pages; must have good personality, be good-natured, with ability to make friends. He is to head the department, local and classified, follow the system already in use, strengthen it where necessary, and generally supervise the department. Paper is evening, has 10,000 circulation; leader in its field for nearly 50 years. Present manager leaves to go into business. Applications considered only from those who have the proper qualifications; prefer married man, not over 40, who has a creditable record and who holds a like position on a good newspaper today. Address in confidence, A-894, Editor & Publisher.

It was the only newspaper published and a circulation of several millions daily. One page was devoted to politics, each contributing paper being allotted a small space for its political views. "First come, first served," was the principle followed in allotting space.

With the profits, which have just been announced, it is proposed to found a school open to young printers who desire to learn the operation of type-setting machines and it is hoped that the shortage of men in France who have this training will be overcome by the instruction.

New Home Edition in Superior

The Superior (Wis.) Evening Telegram issued an attractive special souvenir edition on February 7 to mark the grand opening of its new building. A complete description of the plant, in both text and picture, was presented. The cover showed a full page picture of the new plant and one of the paper in 1890.

HELP WANTED

Advertising Solicitor

We need an advertising solicitor who will eventually be capable of becoming an advertising manager. The man we want is now employed as a salesman and copywriter who has had two or three years' experience on a paper in a city of around 100,000 population. All replies confidential. Give us information of yourself, your experience and reference. Also state salary expected to start. Box A-890, Editor & Publisher.

Can Use Solicitor

of unusual ability; high voltage man, thoroughly experienced, capable of meeting best business men and lining up difficult non-advertisers. Must have genuine creative ability, forceful, convincing style of writing copy; capable of planning and writing advertising sales campaigns, increasing present accounts, establishing new ones. Salary commensurate with ability per week start. Advancement according to results. Leading paper fast growing Florida city. Answer with past record and achievements. A-901, Editor & Publisher.

Editorial Work

The publisher of a first-class Southwestern daily newspaper wants to strengthen the editorial staff with a man about thirty-five years of age. Prefer one who is a native of and familiar with the Southwest; one who has a good education, good health, good judgment and who possesses character, dependability and the other necessary qualifications either developed or undeveloped. This is an exceptional opportunity for a man of the right kind. No one need answer unless he has the capacity to measure up to the stated requirements. The advertiser is not looking for a paragon, but is looking for an exceptional man who is willing to take advantage of an exceptional opportunity to grow and develop with a good newspaper. Correspondence confidential. Those who reply should give full information in first letter. Address A-875,

First Paper

in city of over 70,000 wants thoroughly experienced and reliable display salesman. Start sixty dollars week with plenty of opportunity for advancement. Address Box A-900, care Editor & Publisher.

The Best Newspaper

in the best city in one of the best Southwestern States wants to strengthen its circulation organization with a capable newspaper circulation man who would be interested in a connection that offers to the right man an unusual opportunity; must be an experienced man who has proven his ability by successfully handling a newspaper circulation. Do not want a schemer or stunt promoter, but a business producer who can organize and direct a selling force and produce results. Only first class man of good character and satisfactory references need apply. Address A-892, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Increase Your Classified

through advertising with my personally written, powerful want ad boosters. J. R. Quinan, Advertising Manager, Upper Darby Herald, Upper Darby, Pa.

ASSOCIATION NEWS

(Continued from Page 28)

Club recently elected the following officers: President E. M. Welch; first vice-president, W. H. Chatten; second vice-president, Harry Skuse; secretary-treasurer, A. L. Steele.

The newly organized Detroit Women's Advertising Club has elected the following officers: President, Miss Marie Yeats; vice-president, Miss Helen Cornelius; secretary, Miss Katherine Cornell; treasurer, Mrs. Marian Adamson.

At a recent meeting of the Fox River Valley Advertising Association at Green Bay, Wis., it was decided to change the name of the organization to that of the Northeastern Wisconsin Advertising Association.

At the recent annual meeting of the Lantern Club of Boston, composed of New England representatives of national magazines, the following officers were elected: Governor, George A. Dunning, American Magazine; secretary-treasurer, John M. Sweeney, Jr., of Sweeney & Price.

Kenneth Hood, secretary of the Pacific Coast Association of Advertising Clubs, has become manager of the better busi-

CALIFORNIA NEWSPAPER

An unusual opportunity to buy a daily in California city of 20,000, doing a business of \$120,000 a year. Making large profits. Only A. P. franchise in county. Buyer must act at once as owner will advance price in two weeks. For further particulars write or wire

PALMER DEWITT & PALMER

Newspaper Properties
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

DO YOU NEED a managing editor? Here's one who can "take a bunch of green girls and get out a paper." Prolific producer of ideas, gifted author of features and editorials; respected commander of news forces. Versatility is his middle name. Ten years in the game; secure in present position; will cost you \$3,000. Our No. 8214.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROOKLYN BLDG-42nd and BROADWAY
NEW YORK

ness bureau of the Portland (Ore.) Ad Club.

British Compositors Are Busy

Unemployment in England, which has been the theme of many recent addresses, is not such a serious factor in the printing trades, according to the semi-annual report of the Typographical Association, the prototype of the International Typographical Union. Membership shows a decrease of 210 from the last report, now totalling 30,889, of whom 23,564 had been regularly employed during the previous six months.

Spring Fashion Section, March 11

The New York Times will issue its rotogravure section of spring fashions March 11. Forms close 15 days ahead.

Seventeen Full-Page
Illustrated
STORIES

by

SIR GILBERT PARKER

New York Evening Mail
Boston Globe
Buffalo Times
Hamilton Herald

Have Already Ordered
Released Weekly
Beginning March 18

Wire for Samples

**The McClure Newspaper
Syndicate**

373 Fourth Avenue New York City

**America's Greatest
BEDTIME STORY**

Written
and
Illustrated
by
**JOHNNY
GRUELLE**



Entitled
**"RAGGEDY ANN and
RAGGEDY ANDY"**

A Daily Feature
WRITE FOR SAMPLES
to the

**UNITED FEATURE
SYNDICATE**

World Bldg. New York

The Ad-route

Present users include:

4 who began in 1919
13 " " " 1920
25 " " " 1921
33 " " " 1922

If you have never tried this lit-
tle good-will builder, you owe
it to yourself to do so.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

**WIRE
NEWS**

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

**America's Best
Magazine Pages**

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

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 now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

GIRL stenographers are a danger to middle-aged business men, according to Mrs. E. Charlotte Hanington, superintendent of the Canadian Victorian Order of Nurses, and they should be placed in more feminine occupations. Talk it over with the heads of nursing schools and with nurses, stenogs., and business men.—P. E. M.

What do the parents nowadays name their babies? Go to the county clerk's office and look over the birth certificates. In one Iowa county, Virginia, Ann, Betty, Jane, Phyllis, Jean, June, John, James, George, Robert, Eleanor, Raymond and Mary were the most common names given the babies. Many boys go through life with Junior as their first name. What do they name 'em in your city, county and state?—G. S. Jr.

"Star-gazer" of the Detroit News has been observing the outlines of the smoke stacks of the city as seen against the sky. He suggests decorating them like the funnels of a ship, or in the manner of the camouflaged stacks on liners and battle ships during the war, so that they would look less like dirty fingers pointing to the sky. How about it? How would the stacks of your city look decorated in some fantastic manner. The article mentioned above ends with the statement: "The smoke stacks of a great city might be made to look the part the play."—C. E. L.

They are still paying election bets in Revere, Mass. Harry Incestor walked out into the surf, facing below, and taen came ashore into one of the bitterest winds this year. Have all the election bets been kept in your city? What unique bets have been carried out in previous years?—P. E. M.

What about the dogs in your town? Every community has its outstanding dogs as well as its outstanding people. And every dog owner has a story or two about his dog, which story may be had for the asking.—D. H. T.

We have a small card file in which we file all ideas from "Dollar Pullers" and "Hunches" which we think may be available. The file is indexed by MONTHS so that on the first of each month we go over all items filed for that month and select the ones to be used.—H. J. W.

The city of Albuquerque, N. M., has employed a "Tree and Grass Guardian." This man is a tree and grass specialist; and he writes articles on the nature of trees and grass and they are published from time to time in the local papers. This will surely help the citizens of the town to have better lawns and yards, and at the same time furnish the local papers with scientific news which will be of benefit to the public in general.—B. F. C.

How much does it cost to heat the public schools of your city during the nine months' school year? More than \$30,000 is spent for coal in one Iowa city of about 83,000 inhabitants. Four thousands tons of coal are used during these months. The secretary of your board of education will have these figures. Comparisons with other years will add interest to your story.—G. S. Jr.

All traveling men are inveterate storytellers. Did you ever think of this when you call on the local hotel managers for news items. Make "The Day's Best Story" a feature, along with a squib about "the man who is furthest away from home today." You'll find the visiting salesman and the hotelmen will like it.—H. S.

The local seedsman is a news source of unappreciated possibilities. He is able to tell at all times the local people who are accomplishing unusual things with flowers, gardens, poultry, etc. Many of these are modest, and except accidentally can not be found for news in any other way. Hobbyists are often boys, women, professional men, etc., whose attainments make very interesting stories. The seedsman can also speak accurately of the ups and downs of local poultry raising, canary rearing, cabbage production, and so on.—J.T.B.

We are going back to the dignified cotillion. It was revived at a recent private dance of society in New York. Interview dancing teachers, aesthetic interpreters, and educators, to get their opinions on its feasibility.—P.E.M.

Under the caption "All Around the Town," the Indianapolis News is running daily a short description, illustrated with photographs, of well known sights in the city.—J. A.

The Albuquerque Morning Journal (N. M.) published a series of letters by an expert doctor on the subject of "Occupational Diseases." These letters explained how employees who work in dust and poisonous gases often contract peculiar diseases. They also explained how employers could equip their shops with mechanical devices so as to prevent laborers from inhaling this poisonous dust and gases. Papers in all manufacturing towns should be interested in such letters.—B. F. C.

Has the fashion in "fags" changed a great deal in your town in the last few years? Tobacco dealers can give you some interesting tips on the increase in sale of ready-made cigarettes and the corresponding decrease in sale of tobacco and cigarette papers. What has become of the old-fashioned man who "rolled his own," and nearly always had a tobacco tag hanging out of some pocket in his clothes?—C. E. L.

Who lavishes most care on automobiles, women drivers or men? The garage men can give the inquiring reporter interesting tips on this.—R. M. F.

It is generally conceded that men woo and win women! An interesting feature can be built around terse interviews with prominent club-women and successful business men of your city on the relative values of kisses and brains in winning a husband. Can external (or physical) beauty win and hold a man? Does the average man prefer that his mate abound in intellectual gifts rather than curls and dimples. If desired, the idea may be enlarged by getting an admission or denial from women that men are forcing them to follow fashion like a slave.—H. U. S.

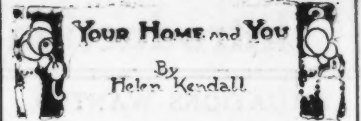
A few years ago every village had from one to three blacksmiths and horseshoers. Today many good towns cannot support more than one or two. It should be very interesting to know what has become of this great army of "Village Smithies," and letters from a few who are engaged in other business in your town might explain the subject satisfactorily.—B. F. C.

Your community undoubtedly has its part to do with the depletion of the forests for Christmas trees. Start agitation now, for pot-grown trees, which in most communities can be kept from year to year. You can figure up the enormous waste in Christmas trees by showing the number of trees that are cut down only to be relegated to the furnace. Even if the tree is small now, with proper care, it will be a good size a decade hence. Scarsdale (N. Y.) has a living Christmas pine, which each year is decorated with lights.—G. H. D.

A certain field of fiction is replete with incidents in which "secret passages," "trick cupboards," etc., figure. And nowadays, the police tale of many a bootlegging raid contains allusion to a hinging place incorporated in the construction of a building. Interview various local contractors, and so far as they are able to talk, let them "reminisce." Far more people than the average person suspects have secret hiding places built into the new home. Find what some of the favorite trick hiding places are.—J. T. B.

Now is the time to put out a spring house-cleaning page on which would appear advertisements of concerns handling goods and appliances which help to make housecleaning easier. For instance, on such a page there should be ads of concern handling vacuum cleaners, electric washers, ironing machines and so on. Of course, such a page should be run before the actual housecleaning season starts and the page should urge all housewives to get the appliances advertised and make housecleaning as easy as possible this year.—F. H. W.

A Kansas weekly pays a dollar each for the best letters on the subject of "When everything went wrong." It is the ups and downs in this world that make life interesting. And sometimes the ups and downs in the brief period of one day in a person's affairs will make an interesting story with a moral punch to it.—B. F. C.



An all around, bright, clever, useful woman's feature of unmitigated success.

Women call the illustrators "charming."

Used across the country.

Send for samples.

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

**Million
Dollar
Hearst
Features**

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

Thomas W.
Briggs
Company
Headquarters
Memphis, Tenn.

We serve Publishers
in U. S. and Canada

Write for particulars
of our
**Permanent
Weekly Business
Review Page**

(By Science Service)

Means:
**INTERESTING
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES**

in
**THE DAILY SCIENCE
NEWS BULLETIN**

Write or wire for territory and rates.
SCIENCE SERVICE
1115 Connecticut Ave.
Washington, D. C.

OF INTEREST TO THOSE WHO
DID NOT ADVERTISE IN THE—

**EDITOR & PUBLISHER
INTERNATIONAL YEAR BOOK
NUMBER FOR 1923**

THE McNAUGHT SYNDICATE, INC.
AND EASTERN OFFICE OF
The Central Press Association
NEWSPAPER FEATURES
V. V. MCNITT, PRES. * TIMES BLDG * NEW YORK

February 16, 1923.

Attention Mr. Keeney:

Dear Sirs:

We used a two page advertisement in your year book number believing that it was worth while to do so for the upbuilding of good will and for securing general benefits. We did not anticipate any direct returns, but we have been agreeably surprised by the number of inquiries that have been received by both of our offices, in New York and Cleveland. We regard advertising in Editor and Publisher as a good investment.

Very truly yours,

V. V. McNitt
President.

M-8

Editor & Publisher,
World Building,
New York, N.Y.

Why Not Follow the Lead of Those Who Know Best?

Mere Volume of Miscellaneous, Unscientific Advertising Does Not Show the Way to Real Results

In the larger cities of the country the most scientific users of advertising space are the department stores and women's specialty shops. They have reduced advertising to the point where they use space today for results tomorrow.

In New York, the department stores do over 26 per cent of all the newspaper advertising and they do over sixty per cent of their advertising in the evening newspapers.

On the other hand, the volume of all foreign advertising amounts to 19 per cent, of which over 40 per cent is used in evening newspapers. Here are the figures for the year 1922:

	Dry Goods	Foreign Adv.	Total Adv.
Evening Newspapers . . .	26,405,068	12,905,670	72,135,592
Morning Newspapers (Excluding Sundays) . . .	6,006,650	10,594,408	47,845,928
Sunday Newspapers . . .	10,878,066	7,565,872	40,646,362
	<hr/>	<hr/>	<hr/>
	43,289,784	31,065,950	160,627,882

On the face of the figures it would appear that many national advertisers are badly informed regarding their most profitable mediums.

Evening newspaper circulation is 94 per cent within direct trading territory, while the Sunday papers only sell 69 per cent of their enormous product in this same territory.

THE NEW YORK GLOBE

Member A. B. C.

JASON ROGERS, *Publisher*

Member A. B. C.

LORENZEN & THOMPSON, INC., *Special Representatives*
New York Chicago Detroit St. Louis San Francisco Los Angeles

