



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

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Vol. 55. No. 37

NEW YORK, FEBRUARY 10, 1923

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

10c Per Copy

Katisha's Shoulder Blade

One of the beautiful consolations of statistics—the bible of business—is that they may be “split” in so many ways that anybody and everybody may receive “a little something” therefrom.

It was upon the perfection of her shoulder blade, you remember, that Katisha based her claim to being the most beautiful woman in Japan.

Katisha's shoulder blade—a newspaper's leadership in prune advertising—a golden day of supremacy for him who is the “dub” of his class the remaining 364—these are some of the comforts of “split statistics.”

But they who survive the tests of brutal totality, proving year in and year out leadership by all the standards that apply to their line—they indeed are entitled to the rewards of premiership that they receive. Of such is the kingdom of the successful.

For many years—and to-day—all authoritative yearly statistics of daily newspaper advertising prove

The Chicago Daily News

FIRST IN CHICAGO



Intertype Inspection of Matrices

Intertype matrix inspections begin with the raw brass, which is made to our own specifications, and continue throughout the manufacturing operations, of which there are more than fifty. When the matrices are completed, inspections are made of all dimensions, as well as depth, alignment, and side position of character. The lower illustration shows some of the final Intertype matrix inspections.

One of the inspections during manufacture is shown in the upper picture. The matrices are placed in projecting machines which enlarge the characters sixty times. Careful measurements are then made to determine accuracy of alignment and side position.

INTERTYPE superiority of design is very apparent to anyone who sees a demonstration of the machine, and all publishers and printers are invited to arrange with us at any time for such a demonstration.

To those who cannot also see, by a personal inspection of the Intertype Factories, how carefully the Intertype is built, we submit the records of Intertypes nearly ten years old, which have demonstrated remarkable durability of construction and low cost of maintenance.

INTERTYPE CORPORATION

GENERAL OFFICES: 50 COURT ST., BROOKLYN, N. Y.

New England Sales Office, 49 Federal St., Boston

Middle Western Branch, Rand-McNally Building, Chicago

Southern Branch, 160-162 Madison Ave., Memphis

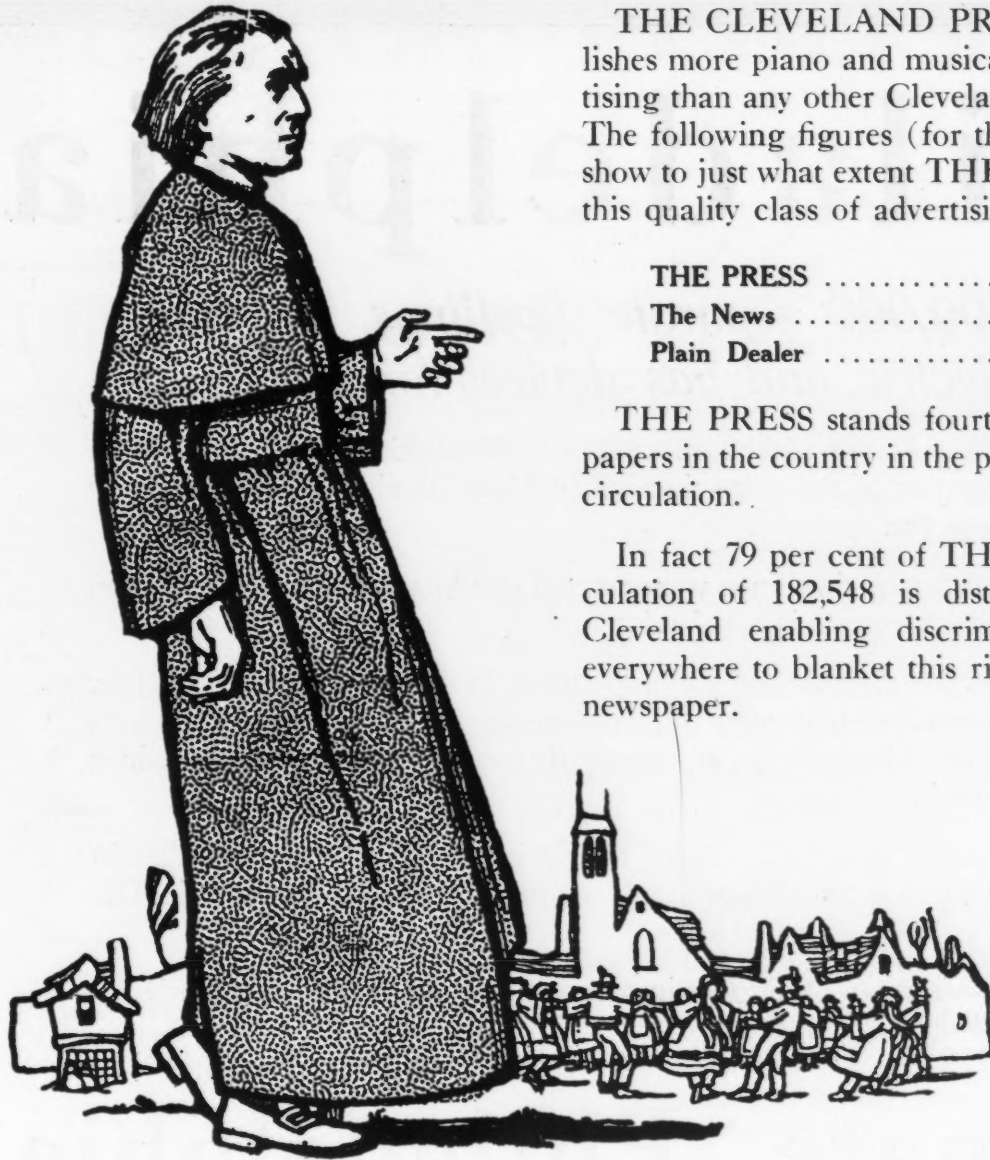
Pacific Coast Branch, 560 Howard St., San Francisco

Canadian Agents, Toronto Type Foundry Co., Ltd., Toronto

British Branch, Intertype Ltd., 15 Britannia St., London, W. C. 1

INTERTYPE

This advertisement was set throughout on an Intertype, the text in Intertype Scotch Roman, the display in Intertype Bodoni Bold.



THE CLEVELAND PRESS regularly publishes more piano and musical instrument advertising than any other Cleveland daily newspaper. The following figures (for the entire year 1922) show to just what extent THE PRESS exceeds in this quality class of advertising:

THE PRESS	421,060	Lines
The News	295,908	"
Plain Dealer	216,465	"

THE PRESS stands fourth of all daily newspapers in the country in the point of concentrated circulation.

In fact 79 per cent of THE PRESS total circulation of 182,548 is distributed in Greater Cleveland enabling discriminating advertisers everywhere to blanket this rich market with one newspaper.

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

Philadelphia

with 400,000 separate dwellings, will buy your electric and gas devices for the home

165,000 of the houses and apartments in Philadelphia use electric current. Practically every one of the more than 400,000 individual dwellings in the city is equipped to use gas.

Nearly 10,000 new dwellings were erected in Philadelphia in 1922 and an extensive building program is now under way.

The market for electric and gas appliances in Philadelphia is growing. Philadelphia's workers—both men and women—are earning salaries and wages which enable them to buy articles to increase their home comforts and to reduce the household work.

You can reach practically every family in the third largest market in America—tell them why they should use your products—by advertising in The Bulletin.

The Bulletin every evening goes into nearly every household in Philadelphia, Camden and their suburbs.

Dominate Philadelphia

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

The Bulletin



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

Net paid average circulation for 1922—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. Bryans,
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 10, 1923

No. 37

FEEDING THE WORLD'S PRESS AT LAUSANNE

Reporters Virtually Reduced to Picking Up Crumbs from Lips of Press Agents of Interested Powers—
News Handout System at Conference Came Perilously Near to Journalistic Mendicancy.

VENEZIA, Italy, Jan. 27.

DAY by day, as I watched the English-speaking correspondents at Lausanne gather about the British Foreign Office spokesman, like pigeons at St. Mark's, Venice, flocking to the tourist with corn, I found myself in rebellion. Perhaps my ideals of journalism are too high; or else I may be archaic, or even too progressive. At any rate, this procedure seems an affront to the public whom these eminent correspondents represent. "Better no news at all," I mused, "than news obtained in this fashion. This is the 'hand-out' reduced perilously near to journalistic mendicancy."

Consider the situation. A conference of world powers is in session. Primarily, it is met to make peace between the defeated Greeks and the victorious Turks; really, it is charged with the task of reorganizing the relations between Europe and hither Asia. The ominous ancient battle between East and West is here raging decisively. Nothing more important within this vast sphere of interest has happened since the fall of Constantinople, in 1453. All the elements of a great human drama are engaged. From every angle, the news is of surpassing importance to mankind. In recognition of this, the press associations and great newspapers have sent their best men to cover the story. And here they are reduced to picking up crumbs from the lips of the press agent of one of the interested powers!

Early in the Conference, secret diplomacy scored its usual victory—for European statecraft has had no essential change of mind for a hundred years. The Great War appears to have escaped its consciousness entirely, so far as practical results go. None of the sessions of the Lausanne Conference were to be open to the press. All participants were enjoined to secrecy—although the British and French began to report to their nationals from the first. After a few days, all semblance of obedience to the rules of reticence was dropped. Each group gives voice to what it wants the public to believe.

The two big European powers do it expertly, in systematic fashion, and the Turks and the Greeks talk with their individual friends among the correspondents, or those who may seek them out. The American "observers" take the position that they are not at liberty to report the proceedings even to their own nationals, confining their outgivings to carefully phrased copies or summaries of their official statements before the commission.

Counsellor McClure, the largest man at the Conference, attends the full sessions as the British publicity man. The French and the Turks, I was told, have similar functionaries present. They also receive from their officials in attendance statements of what happens at the meeting of each sub-committee, for transmission to the press.

Obviously, if it is permissible for professional press agents to witness the proceedings of the Conference, each in behalf of his national propaganda, it would be far more reasonable to admit the disinterested correspondents themselves: for the

only difference between three or four reporters and thirty or forty is greater fullness and fairness of view. The public would have a square deal and news would come out unfiltered. If the rule of secrecy was broken for the press agents, it could not reasonably be sustained against the disinterested reporters of the world's newspapers. Sweet reasonableness and

with occasional typewriters, a reading room, an "American bar,"—with a barmaid!—and a French journalist in charge. Telegraph and telephone facilities are provided. Many of the correspondents phone their stories to Paris. At the other end of the same hotel, the official French spokesman holds daily conferences with the European journalists and with those

By WILLIAM T. ELLIS

BRITISH AD CLUBS' DELEGATION TO SAIL FOR U. S. MAY 26

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER
Special Cable to EDITOR & PUBLISHER

London, England, Feb. 8.—Viscount Rothermere, head of the London Daily Mail, has stated definitely that he is solidly behind the organization of the delegation which will represent Great Britain at the convention of the Associated Advertising Clubs of the World, to be held in Atlantic City in June, and endeavor to bring the 1924 meeting to London.

Organizers have already approached numerous large British manufacturers on the subject of backing for the advertising convention, if it can be obtained for London, and already the replies are encouraging.

It is impossible to say at the present moment what the numerical strength of the British delegation will be, but EDITOR & PUBLISHER'S correspondent expects to know definitely next week. Arrangements are in hand to reserve all necessary accommodations on the Berengaria, sailing for New York May 26.

Lord Rothermere has written Mr. F. A. Wilson-Lawrenson, representing the 1924 A. C. C. W. On-to-London Committee, under date of January 25, as follows:

"Will you convey to your committee the assurance of my hearty support of the 1924 convention, whose members I hope to see in London? My journals will assist in every way to make the convention in London a success and I now inform the committee that my journals will contribute 5,000 pounds towards the expense."

consistency are not, however, traits of the old diplomacy; each nation at Lausanne winks at its own and the other nations' violations of the rule of the Conference. Each is given a free field for its own propaganda.

One practical and rather amusing result of this procedure is that the Conference, which is in all things roughly divided into two camps, maintained rival headquarters for news. The official "Cercle de Presse" is located in the Palace Hotel, far up on the hill, in Lausanne proper, above the upper terminus of the funicular railway which has at its lower end the Chateau on Lake Lemane where the Conference sessions are held. This "press club" supplies long rows of tables,

from Turkey, Egypt and Syria. Only rarely does an English-speaking correspondent attend.

There are far more continental correspondents at the Conference than British and American combined. At the Palace they fraternize freely, French being the common tongue, with their fellow craftsmen from Turkey, Syria and Egypt. There are also two or more Japanese newspaper men in the same hotel.

The chiefs of the Turkish delegation are far more accessible than any others. The Greeks, overshadowed by Mr. Venizelos and his bodyguard, dwell apart in another hotel, and are pathetically ignored, especially since the execution of the ministers. There are no outward

signs that Greece is one of the principal parties to the peace treaty that is being considered.

In still another hotel, and treated as rather beyond the pale, being invited to none of the many official dinners that are exchanged, dwell the Russians. Tchitcherine talked freely to the correspondents at first, but later, after establishing a rather unctuous Russian Jew as his publicity watch-dog, who insisted on a preliminary inquisition with the correspondent, and upon written questions to be submitted in advance, the chief of the Russians was forgotten by the press men. Possibly he has come to the conclusion by this time that he needs the newspaper men more than the newspaper men need him.

In the sumptuous Beau Rivage Hotel, down on the beautiful waterfront, alongside the Chateau, the activities of the American and British press men are concentrated. In this hostelry the large British delegation and staff are housed, as well as the Americans, the Italians, the Roumanians, the Belgians, the Bulgarians, the Iraqians and the lone Arab delegate, from the Hejaz, clad in latest London styles, with an English valet.

It is here that, twice a day, McClure meets the English-speaking correspondents, with only rarely a continental or Asiatic representative among them. A delightful personality, McClure, who is counsellor of the British Embassy at Rome, with some previous newspaper experience, is not in the same class with Lord Riddell, whose smooth proficiency as a press agent American correspondents learned to admire at the Washington Conference. But the very skill of Riddell made him *persona non grata* to the French at San Remo, so he cannot again fill his familiar role at an international conference. McClure's work is rather cruder: he has no decided flair for news, and no gift of succinct statement. His summaries reflect Lord Curzon's school-teacher attitude toward the Turks, "Really, now, these people are quite impossible, you know," and such like remarks, interlard his forthgivings. He makes no effort whatsoever to conceal the strictly British and partisan character of his statements. It is avowedly the Conference from the British viewpoint. To get the other side, one must journey up the hill to the French and Turkish headquarters; and, since the press sessions are assembled at the same hour, this is practically impossible.

Of course, the newspaper men were heartily tired of the Conference by Christmas. Many left about the first of the year; and still others when the Ruhr story broke. Some continued to the end, unable even to get away for half a day's sport in the snow, less than an hour distant up the mountains.

Somehow, I got a new idea of the philosophic patience of the men of the press waiting, waiting, waiting, for news to occur. Some day, I predict, while waiting for a diplomatic "hand-out" at an international conference, they will follow the example of the American correspondent at Paris and start an insurrection of their own, in behalf of "open covenants openly arrived at."

YEARLY EXCHANGE OF JOURNALISTS URGED BY W. LINTS SMITH

London Times Executive. Returned from American Visit. Believes Press Should Start Reciprocal Flow of British and American Citizens for Welfare of the World

INTERCHANGE of journalists between Great Britain and the United States is again brought to the front by W. Lints Smith, of the London Times, in a brief survey of his impressions gathered during his recent visit here, written for EDITOR & PUBLISHER on his return to England. He is an enthusiastic supporter of the proposition which has been advocated many times by EDITOR & PUBLISHER since America aligned itself with the Allied Powers in the war and hopes that it may be brought to fruition in the near future.

"The future welfare of the world rests largely with the English-speaking peoples," he writes, "and anything that can be done to get us nearer to each other should be done. Personal contact is far and away the best way to dispel prejudices and doubts. I wish British citizens would visit the United States in larger numbers. More Americans come to England than Englishmen go to America. Yet the British people are much traveled. I believe it would be possible by means of an international organization to have an exchange of some of our citizens for brief periods. They would, of course, have to be of the right type, and thoroughly guaranteed. From what I have experienced of American hospitality, I think you would have no objection to entertaining even in your own homes the educated responsible Britisher, and certainly he would not, so far as the American of the same category is concerned.

"The newspapers of our countries might very well set the example in a practical and limited way. Some years ago, I remember, such a proposal was not only mooted but seriously discussed by us in England and the Newspaper Proprietors' Association, of which every leading London paper is a member, gave it hearty support. Mr. Melville E. Stone, who was then on our side of the Atlantic, was enthusiastic in regard to the idea. I am not so sure that he was not the sponsor. In any case we are like Barkis, very willing, and I think EDITOR & PUBLISHER might place all newspaper workers under one more debt of gratitude by taking the matter in hand. Briefly the proposal was that there should be an interchange of journalists. A British newspaper would 'co-opt,' say, two men or women on its staff every year for one year, and an American paper would reciprocate. It does not require much imagination to realize that in twenty years or so, if the leading papers on both sides adopted the plan, we would have in both countries a small army of the very best ambassadors who would help their countrymen to interpret our respective real things and outlook.

"The size of your leading newspapers is a consequent wonder to us in Great Britain," Mr. Smith continued. "The Times on occasions, is 32 pages, apart from supplements which are added now and then. That is considered to be very large with us. But you have newspapers which daily exceed that size—for instance, the New York Times with 40 pages—and your Sunday issues are monumental. It is all of course made possible by the greater volume of advertisements which American newspapers obtain compared with ours. We envy you. There is another aspect which interests me. Your readers seem to have got accustomed to these very large papers. In Great Britain they have not, and that is one of our difficulties on the Times in producing anything over say—24 pages, which is an unusually large size for British newspapers. The Times, however, would cease to be the Times if it attempted to deal with the world's activities, plus advertising, in the 12 or 16 pages of which the average British newspaper consists. I have no doubt the point

has been carefully considered, but I should have thought there was room in New York for an American 'Daily Mail.'

"It looked to me that advertising in the United States is in a very healthy state. In Great Britain we have passed through two or three extremely lean years. There was something of a 'boom' in 1919, but it did not last long. One unfavorable condition followed upon another. The aftermath of the war, with heavy taxation and labor troubles, contributed to the depression and until quite recently few newspapers were making much if any profit. Before I paid my visit to the United States there was a slight improvement, which is being maintained. We shall not see substantial recovery until our taxation is lowered.

"Much of the money which should be available as capital to finance industry is going in taxes, and the general insecurity and uncertainty induced many to invest in gilt-edged stocks.

"We are hoping for better times in 1923. I trust, by the way, that you will be able to hold your advertising convention in London in 1924. Your advertising men will be made very welcome. It will be a year full of big events in England, including the British Empire Exhibition.

"Your chief papers are not only big but good. I always knew that they gave a great deal of European news, but the daily study of them while in America brought it home to me more.

"They give more attention to Europe than our papers do to America. I do not think they give too much; I think we give too little. As a matter of fact, we know very little of each other through our newspapers. There would probably be less misunderstanding if more space were devoted to our respective activities, but as a practical newspaper man with an experience on the editorial side as well as on the business side, I realize the difficulties associated with expansion in that direction.

"There is only one other thing that I should like to say in conclusion. I have come in contact with among others a good many of your reporters. They have the reputation in our country of what shall I say—call it exaggeration. I give them unhesitatingly a clean bill of health so far as my experience is concerned. There are, I suppose, exceptions in every country, but all I can say is that if you have exceptions I did not meet them."

TEETH IN SECURITIES ACT

Missouri Bill Forbids Ads of Stocks Not Registered Under Law

One of the provisions of the new securities act introduced into the Missouri Legislature is that it is a violation of the act for newspapers, etc., to publish advertisements of securities that have not been registered in accordance with the law, or on which registration has been cancelled. The bill takes the place of the present blue sky law.

Buckley Goes With Hearst

George G. Buckley, formerly president of the Crowell Publishing Company, has joined the general management of the Hearst newspapers in an executive capacity. The nature of his duties has not yet been determined.

ONE SUNDAY LACKING, BUT N. Y. DAILIES ALMOST SET NEW LINEAGE MARK

NEW YORK newspapers last month had the second largest January lineage of their history, despite the fact that the past month had only four Sunday issues against five in each of the preceding three years. This January's total was 14,110,200 lines, which was surpassed only by the 14,344,249 lines rolled up in the first month of 1920. The 1923 figure was 566,608 lines or 4 per cent ahead of the 1922 lineage. Gains were

recorded by 12 of the 17 newspapers listed. Total pages printed increased from 13,704 pages last year to 14,492 this year, despite the loss of a Sunday issue. The increase of 788 pages, or 5.8 per cent, is largely accounted for in the totals of the Evening Journal and Evening World.

Comparative figures for the month in 1923 and 1922, and for each year back to 1917, follow:

Pages	Percentage of Total Space	1923	1922	Gain	Loss
1,224	1.172	924,190	924,126	58,064
1,028	1,088	1,197,284	1,161,450	35,834
576	512	291,646	300,576	8,930
464	428	292,132	262,608	29,524
1,108	878	1,126,730	971,620	155,110
524	516	539,800	566,972	27,172
512	530	334,230	413,542	79,312
672	618	873,094	768,406	104,688
536	566	530,460	524,004	5,856
844	638	792,082	779,408	12,674
606	554	710,604	675,312	35,292
1,030	1,082	1,067,368	1,114,138	46,770
920	880	311,006	265,384	45,622
668	648	624,640	593,242	31,398
1,552	1,488	2,086,882	2,023,642	63,240
974	962	839,996	893,498	53,502
1,254	1,144	1,510,056	1,305,064	204,992
14,492	13,704	14,110,200	13,543,592	566,608
*No Sunday edition.				Net Gain	

	1923	1922	1921	1920	1919	1918	1917
American	982,190	926,126	906,002	1,066,118	673,632	760,971	831,331
Brooklyn Eagle	1,197,284	1,161,450	988,302	1,009,856	705,290	582,204	769,111
Brooklyn Times	291,646	300,576	255,156
Commercial	292,132	262,608	281,144	341,374	175,564	198,144	223,829
Eve. Journal	1,126,730	971,620	847,340	865,610	693,131	576,854	604,427
Eve. Mail	539,800	566,972	589,016	561,530	328,240	410,622	406,062
Eve. Post	334,230	413,542	604,842	456,202	317,578	283,322	354,391
Eve. Sun	873,094	768,406	729,232	922,822	539,520	428,255	503,340
Eve. Telegram	530,460	524,604	523,088	740,614	663,184	573,853	661,074
Eve. World	790,122	779,408	794,294	801,198	484,710	427,360	437,527
Globe	710,604	675,312	651,552	755,722	554,038	418,861	480,679
Herald	1,067,368	1,114,138	1,112,868	806,064	614,200	534,085	686,710
News (Tabloid)	311,006	265,384	149,820
Standard Union	624,640	593,242	654,624	695,880	457,900	365,448	448,005
Sun	792,854	331,274	311,317	425,855
Times	2,086,882	2,023,642	1,811,694	2,040,620	1,200,845	1,043,215	1,022,252
Tribune	839,996	893,498	868,706	855,712	415,226	339,035	466,739
World	1,510,056	1,305,064	1,222,604	1,632,073	1,155,578	998,021	1,199,407
Totals	14,110,200	13,543,592	12,990,284	14,344,249	9,309,910	8,241,567	9,574,737

†Figures not recorded.
‡Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

HEFLIN SHAKES A FIST AT SENATE GALLERY

Alabama Threatens Move to Bar Reporters Who Conspire to Suppress His Remarks on "Sharks of Wall Street," Etc.

WASHINGTON, D. C., Feb. 7.—Senator Thomas Heflin, of Alabama, who frequently attacks the members of the Senate Press Gallery for their failure to react sympathetically to his speeches on the floor of the Senate, has threatened to introduce a resolution which would deny the gallery privileges to representatives of certain newspapers, particularly the metropolitan press. Senator Heflin's threat was made in connection with his recent attack upon Senator Wadsworth, of New York, for which the Alabama Senator was voted out of order and virtually accused the next day of changing his remarks in the Congressional Record.

The colloquy between the Senators took place in the course of a debate on the British debt-funding terms, and Senator Heflin's attack upon the press the next day was due to what he termed "unfair reports" of his statements, which in the main were directed against "the sharks of Wall Street," and other pet aversions of Mr. Heflin. Not long ago he accused the Washington correspondents of deliberately vacating the press gallery when he arose to make one of his many speeches against the conduct of the Federal Reserve Board, his inference being that the reporters, their papers, or both, were in a league with the financial interests to suppress his speeches. Referring to the so-called "unfair reports" of his part in the debt-funding debate last week, Mr. Heflin said:

"It may be that later on the Senate, in order to protect itself against certain representatives of subsidized newspapers, will have to pass a resolution pointing out certain representatives and denying them the privilege of the press gallery. If the newspaper will not tell the truth about what transpires here, God knows we, as the representatives of the people, ought not to permit their representatives to sit in the press gallery. They sit there by permission of the Senate. If the Senate wants to protect itself, to see that the truth is told as to what happens here, it must not permit false reports to go out from here. I have several things along this line to submit to somebody if I can get a committee appointed to consider the matter later on."

HERRICK IS ALSO PEEVISH

Would Keep Hearst Men Out of House Gallery After a News Story

WASHINGTON, D. C., Feb. 8.—Rep. Manuel Herrick, of Oklahoma, self-styled "aerial dare-devil of Congress," has introduced a remarkable resolution in the House, which, if acted upon favorably, will bar from the press gallery representatives of the Washington Times and Washington Herald, William Randolph Hearst's afternoon and morning newspapers, in the capital.

Textually as presented the resolution was as follows:

"WHEREAS on February 6, 1923, the Washington Times and Washington Herald published a libelous, slanderous and infamously false article to the effect that I, Manuel Herrick, member of Congress, had been sued for breach of promise by a Follies beauty, and had called himself a 'spark-plug lover,' that a hated rival had broken up my romance, and that I had engaged a detective to spy upon an innocent girl, and other false and slanderous matters, and

"WHEREAS, no member of Congress is immune from equally vicious and libelous accusations,

"THEREFORE BE IT RESOLVED, that any and all representatives of the Washington Times and Washington Herald be and are hereby expelled and debarred from the press gallery, cloakrooms, corridors and lobby of the House of Representatives during the remainder of the 67th Congress."

RETAILERS NOW SAY NEWSPAPERS LACK MAXIMUM HOME DISTRIBUTION

Explain Reason for Spread of Shopping News Idea—Rogers Tells National Retail Ad Managers Papers May Soon Cut Down on Space

NEWSPAPERS and advertising were discussed from various angles in the course of the annual conventions in New York during the past week of the National Retail Dry Goods Association and the National Association of Retail Secretaries. They were highly commended for editorial assistance rendered in aiding merchants establish more profitable relations with the buying public by such means as persuading readers to do Christmas shopping earlier and educating the public in retail store service. At the same time, however, fault was found with alleged deficiencies in the home distribution of newspaper circulation. The possibilities of supplementing newspaper advertising by establishing free distributed co-operative advertising sheets, such as the Shopping News now published in Cleveland, San Francisco, Los Angeles, Oakland and Seattle, were outstanding features of the discussions at the sessions of the Dry Goods Association Advertising Group and of the retail secretaries.

The publishers' side of the newspapers' relations with retail advertisers was given the N. R. D. G. A. advertising managers by Jason Rogers, publisher of the New York Globe, who said that advertising lineage and circulation figures for the large metropolitan newspapers have now reached a point where it seemed advisable, from an economic standpoint, for department stores to cut down the amount of space they use.

After a certain point, Mr. Rogers said, the cost of gaining additional circulation is so large, and the cost of adding more pages to the paper is so great, that more advertising increases rather than reduces the expense of producing a paper.

"We are coming to the point when a man will be using double trucks to sell an item like shoes or trousers," Mr. Rogers pointed out. "The amount of space used is largely a matter of competition and if all the stores reduced their amount, they would all get the same relative returns from smaller copy."

Mr. Rogers said the cost per line in such a case would increase, but there would be a saving due to a decrease in the volume of lineage. The cost of newspaper is increasing and gains in advertising lineage and circulation only aggravate the tendency.

Mr. Rogers said that from 1918 to 1923 print paper almost doubled in price, and is rising again, which means an additional bill of \$150,000,000 that advertisers will have to foot.

Detailed figures to show the cost of producing a newspaper were cited. From 1914 to 1922 the cost of publishing a metropolitan paper increased about 150 per cent. Mr. Rogers said, while advertising rates have gone up only about 42 per cent, at the same period the price of the paper to the reader was trebled.

From 1914 to 1922 advertising in New York City newspapers increased 68 per cent. Mr. Rogers said. In dry goods advertising alone, from 1903 to 1922 there was a gain in the evening newspapers of about 300 per cent, the increase in lineage being from 7,000,000 to 21,400,000. In the 6-day morning papers there was an increase between 1914 and 1922 from 3,676,000 lines to 5,900,000 lines, or an increase of 41 per cent. During that time the advertising gain in the Sunday morning papers was 85 per cent.

Answering the question as to which is best for dry goods advertising, a morning paper or an evening paper, Mr. Rogers said that in 1922, the evening papers in New York City carried 21,000,000 lines of dry goods advertising, the morning papers carried 5,994,000 lines and the Sunday papers 8,000,000 lines. The same trend holds good in Chicago, St. Louis and all the large cities, he added.

Lew Hahn, managing director of the

National Association, who opened the meeting pointed out to the advertising managers that the space they buy belongs to the consumer—not to the store—and that they should use it in a way that will not detract from the value of the paper to the consumer. This, he said, meant that the advertising should not be dull.

Some of the alleged shortcomings of newspapers as media for department store advertising were explained in detail to the Advertising Group by Sam B. Anson, general manager of the Cleveland Shopping News, in outlining the reasons for the existence of that publication, the first of its kind and which has been published since October 15, 1921. He said the purpose of the Shopping News was not, at the time it started nor now, to beat down the advertising rates of the local papers. It was merely the desire on the part of Cleveland merchants to assure themselves of the maximum selling possibilities of their field which led to the establishment of the co-operative paper, Mr. Anson said. Likewise it was with the idea of saving a great deal of money which went into circulars, distributed at random, without producing results commensurate with the cost. All these objects and many others have been very satisfactorily attained, the speaker said.

Mr. Anson's report of the attainments of the Cleveland Shopping News was in part as follows:

"Although the newspapers will never believe it (and merchants and advertising managers who have written us for information concerning Shopping News have had the same notion at first) the Shopping News idea did not originate from a desire to club down newspaper rates. First, and foremost, primary and fundamental in the minds of the founders was the desire to reach the absolute maximum of distribution to the absolute maximum of selling possibilities.

"Whatever the individual may have thought of the newspaper rate situation was not considered by the group—it was newspaper distribution to homes that was chief in their minds, so far as discussion of the idea from the newspaper angle was concerned.

"Nothing was contemplated, or has ever come to pass, that savored at all of going into the newspaper business.

"From the beginning, also, the Shopping News conferees regarded as a consideration of major importance the opportunity that such a publication offered to demonstrate concretely to the Cleveland buying public that they firmly believed in and had been practicing the principles of truth in advertising that Better Business Commissions the country over are so valiantly fighting for.

"Here was an opportunity to pick and choose one's company. In such a joint publication the situation could be controlled by the earnest, honest advertisers. Thus it has come to pass that the Cleveland Shopping News from the very first issue (October 15, 1921) has enforced vigorously against the big fellows and the little fellows of its stockholder-advertisers, a code of advertising regulations that the most idealistic of advertising vigilantes takes off his hat to.

"In our salutatory announcement we outlined 'The Purposes a Shopping News Serves' as follows:

"1. To promote the sales volume of the larger and what we were pleased to regard as the better downtown retail stores of Cleveland;

"2. To give every householder in the metropolitan district of Cleveland an opportunity, once a week, to read the sales announcements of those stores, and be impressed to the point of buying from them;

"3. To reduce the cost of retail distribution in Cleveland by increasing the volume of sales without a proportionate increase of cost of attracting that volume;

"4. To present to Clevelanders a printed selling medium whose ideal was to become the example for the world of clean advertising."

"In that same announcement we made it plain, as we have repeatedly emphasized since, that our talk of high purposes in advertising statement was not merely talk, but that the Better Business Commission of Cleveland would always be the traffic officer to keep us straight in our course with no left turns or right turns.

"We firmly believe that we have accom-

plished them all and even more.

"We know that Shopping News brings results because most of the merchandise offered in it appears in no other medium.

"Today 167,000 copies of Cleveland Shopping News are being delivered over a territory approximating 100 square miles in four elapsed hours, and the job is completed by 1 P. M. every Saturday. At first we distributed 174,000 copies, but we learned, as we progressed that some of our weekly distribution was a dead loss, no matter how efficiently it might be made, because it went into districts that were totally unproductive from a sales standpoint.

"We have had it burned into our consciousness that distribution of Shopping News is 99.44/100 per cent of the battle. We go on the theory that up to the point of actually throwing money away, we cannot spend too much for circulation. Chief among the agencies which have enabled Shopping News to accomplish its purpose are its 350 small-boy carriers, carefully selected in the first place, completely 'sold' from the standpoint of pride in their jobs and thoroughly trained. In our effort to promote regularity of delivery we have also endeavored to promote regularity of time of delivery.

"We have come to the point wherein we are so confident that we are getting 95 per cent efficiency in delivery of Shopping News that we are almost prepared to go to the sporting editor and post a bet to that effect, and invite the challenger to choose his own weapons, by way of the test he may select. We have applied repeatedly (and we continue to apply them) every test of efficiency that we can conceive of or that our advertisers can conceive of. Every time the result justifies the 95 per cent claim.

"Next in importance is the way the stockholder-advertisers of Cleveland Shopping News have stayed put—*have played the game*. If Shopping News is an example of the co-operation with which retail merchants work in other communities and nationally, they team along much better than any other group of business men that I have ever come into contact with. In Shopping News they have not set up high ideals and then lain awake nights trying to contrive means to get around them. For the sake of the common good they made sacrifices of pet policies in the beginning, and they have continued right along to sacrifice them.

"For instance, they have vested in me plenipotentiary powers as a censor. They have written into their advertising contracts, with each other a long list of 'must nots' and 'can nots,' and then to absolutely copper-ripped the contractual recognition of the powers of that censor, they had a clause written in to the effect that when in doubt the manager shall use his own judgment, and that his judgment, whether good or bad, is to rule supreme. Although we begin to print it 24 hours earlier, Shopping News stockholders get their papers when the householders get theirs—not before. The directors have no means of knowing what judgment I have made, good or bad, until the paper comes to hand, and then it is too late to correct errors in judgment.

"Until very recently, when such meetings have become subject to call of the chairman, our own Advertising Group—the advertising managers of the Shopping News stores—has been meeting once a week for the definite purpose of post-morteming the issue of the paper that happens to be current. These meetings are very definitely the advertising group's own meetings. The chairman leads in the gentle pastime of going through that issue with a fine-tooth comb, looking for infractions of advertising regulation and mistakes in judgment on my part. At his left sits the manager of the Better Business Commission, who plays just as leading a part in the autopsy.

"When violations have escaped our vigilance, or we have guessed wrong, we are told about it in no uncertain terms. At these meetings shoppers' reports of the Better Business Commission are read. No matter what the explanation that was made originally to the Better Business Commission by the store manager, the advertising manager of the store, if present, is bluntly asked: 'How come?'

"Another point that should be made plain in this connection is that the advertising group has, and often exercises its vested right to disagree most violently with its bosses, and is thoroughly encouraged in the practice by the latter group. The advertising group constitutes 23 of my total 46 bosses.

"The intention and the effort to 'reduce cost of retail distribution, by bringing the buyer into more intimate contact with the seller,' has been patently a reality all along. The proportionately lower cost of creating such additional volume has been passed along to the customer. Buyers obviously give their very best to the problems of what they shall offer in Shopping News.

"Finally, as to the redemption of 'blue Monday,' just ask any downtown Cleveland merchant, regardless of whether he is a Shopping News advertiser.

"About 'the expense of conducting Shopping News'—

"Inasmuch as rate per column inch is always the pro-rating of all expenses of a given

issue, it seems to me that the best way to handle this point is to do so in terms of rate.

"The inch rate for the 52 issues of our first fiscal year, in which the average number of copies distributed weekly was 166,770, was \$2.30. For the 17 issues that we have printed to date in our second fiscal year, the average rate per inch has been \$2.26. This works out as 1.35/100 cents per inch per thousand of circulation.

"We make a practice of adding a 10 per cent charge to our net rate for application to the fund we call our 'Stock Subscription Fund,' which is a surplus we have been accumulating from the beginning to take care of emergencies that might arise from such causes as a fire that might wipe out our printing contractor's plant and thus force us to expensive emergency action. Fortunately, there have been no such emergencies, and the fund reposes in bank. Each week it shows a healthy growth. Stockholders' equities in this fund are expressed to them at the end of each fiscal year in additional stock. Eventually the fund may be used for the installations of our own plant, if we are convinced that such a step is economically wise.

"As to how our rate compares with newspaper rates—

"On a net basis (without the addition of the 10 per cent) our rate is a little over 40 per cent less than the highest newspaper rate, and a little over 17 per cent less than the lowest newspaper rate. While there is no justification for assuming that our 10 per cent charge is an expense, even with it added to our net rate the Shopping News rate is a little over 34 per cent less than the highest newspaper rate, and almost 9 per cent less than the lowest newspaper rate.

"We charge advertisers for engravings, which the Cleveland newspapers do not. However, we pool our engraving copy and thereby obtain a rate so low that if each advertiser were to devote all of his space to engraving, the total cost of his space would be over 27 per cent less than it would cost him in the newspaper having the highest rate, and more than 4 per cent less than the newspaper having the lowest rate.

"In justice to Shopping News, it should be explained that these comparisons are made on the basis of Cleveland newspaper rates with all discounts off.

"In round figures, the total cost of producing Shopping News is around \$4,200 a week, or \$213,400 a year. Of this, printing costs us approximately 70 per cent and office overhead 10 per cent.

"It costs us approximately one-half of one per cent per copy to distribute Shopping News. The carrier is paid approximately one-quarter of a cent. The remaining quarter cent is absorbed by supervision.

"I think that what has been done in Cleveland, in Los Angeles, in San Francisco, in Oakland and in Seattle, can be done in every other metropolitan city in the country. Furthermore, I think the performance can be duplicated in smaller towns of the county seat average population.

"The question of the existing newspaper rates is, as I have said, relatively unimportant. It should be a question merely of whether the merchants are desirous of reaching with their sales announcements the maximum number of readers. The fact that a Shopping News can be operated in the great majority of communities at a cost per inch per thousand that is less than newspaper rates is only incidental, after all. If it is the business that comes from distribution to the maximum of possibilities that is wanted, then, it seems to us, it is well worth while paying the equivalent of newspaper rates. Or better, if need be."

Discussing the subject of a Shopping News before the National Retail Secretaries Association, Harold N. Moore of Seattle explained how Seattle, following the example of other cities, put out a weekly paper, containing the advertising of 16 stores. He said it is in no sense a club on newspaper advertising rates, but it may sometimes restrain upward flights of rates beyond a reasonable limit.

"To be successful the idea of a shopping news must be sold all the way down the line to the last errand boy in the stores," Mr. Moore said. "I have heard of cases where advertising men were called in conference and told: 'Have you any suggestions about this matter? We start operations Thursday'; but that is the wrong way."

In starting such a paper, Mr. Moore recommended it not be put on an experimental basis because certain persons who only gave half-hearted support were likely to drop out. If a two-year contract were made the basis, they would put their shoulders behind it.

The paper must have the support of all the stores if it is to succeed, he declared. The front page specials must

(Continued on Page 26)

ADVERTISING FORCES BAND TOGETHER TO MOVE MORE MERCHANDISE

States of Missouri, Oklahoma, Kansas and Arkansas Represented at St. Louis Conference—J. H. Jones Heads New Organization

(By Telegraph to Editor & Publisher)

ST. LOUIS, Feb. 6.—The Move More Merchandise Association was organized here this afternoon as an outgrowth of the "Move More Merchandise" conference, which began here Tuesday as a feature of the Seventh District Conference of the Associated Advertising Clubs of the World, composed of advertising clubs in Missouri, Oklahoma, Kansas and Arkansas. Merchants from all sections of the St. Louis trade territory were drawn here by the Merchandising Institute, which was part of the conference.

J. H. Jones, vice-president of the Ely & Walker Dry Goods Company, was elected president and Miss Ruth Sanders, formerly editor of the Drygoodsman and president of the Women's Advertising Club of St. Louis, secretary, of the Move More Merchandise Association, which will hold meetings here during the market seasons.

The Seventh District Association will meet next year in Kansas City. Adoption of changes in by-laws to conform to the by-laws of the A. A. C. W. and the organization of a department for club secretaries featured the closing sessions.

The institute consisted of practical talks by men of experience on better methods of advertising and selling, with a special appeal to merchants of the smaller towns. Here, also, demonstrations and instruction in window trimming, store decoration, and show-card writing were given.

A feature of the opening day of the conference was the wedding of Kansas City and St. Louis, the ceremony being performed by Gov. Hyde, with Mayor Cromwell of Kansas City giving the bride away and Mayor Kiel of St. Louis as best man. St. Louis was represented by a local man in costume while Miss Marion Kinman of the Kansas City Advertising Club was the bride.

The conference was opened by Walter B. Weisenburger, president of the Advertising Club of St. Louis, who turned the meeting over to R. W. Etter of Pine Bluff, Ark., seven district president.

Martin L. Pierce, research and promotion manager of the Hoover Suction Sweeper Company, said that the biggest menace that threatens the prosperity of the typical retail merchant is the mail order house and chain store. To meet this menace, he said, there must be a well-thought-out plan for co-ordination between manufacturer, jobber and retailer.

A. J. Wolfe, chief of the division of Commercial Law, United States Department of Commerce, said that advertising has reached the "moral stage, which requires that advertising, to be effective, must be believed." In foreign merchandising, he stressed the importance of understanding the persons dealt with and of selling service as well as merchandise.

John Sullivan, secretary of the Association of National Advertisers, speaking at Tuesday's session, held up some horrible examples in advertising. He pleaded for the application of the principles of individual selling to mass selling, of which advertising was but a part. He told of a concern that spent between \$200,000 and \$300,000 advertising in the national magazines in an effort to force consumer demand, but without success. He cited another concern that had a possible outlet of only 150 concerns that could use its product and yet used \$250,000 in national magazines read by consumers who could not possibly buy the product.

The need of high-pressure selling was pointed out by George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Company. "To make a success in 1923, you must do something unusual in an unusual way. The time has come when a salesman must

convey information, not display it," he said.

Frank Le Roy Blanchard, publicity director for Henry L. Doherty & Co., New York, said there is no better medium for reaching the local public than the daily or weekly newspapers of the town.

Fred Y. Presley, general manager of the committee on economic research, Harvard University, Cambridge, said that "the recovery of business which has been in progress since early 1922 rests upon a solid foundation. The fact that buying is still conservative and confined largely to current needs is not a reason for pessimism, but evidence of the healthful character of the movement for the last fourteen months."

Charles J. Crockett, sales manager of the American Corset Company, Detroit, said that the present relationship between the wholesaler and retailer was economically unsound. He predicted a greater death rate of wholesalers and retailers unless they work together on a better understanding.

The banquet was held last night with former Gov. S. R. McKelvie of Nebraska as the principal speaker. "Stop exploiting the farmer," he urged. "Quit misrepresenting him and misrepresenting to him. Tell him the truth. He asks no favors and wants none, but stands ready and willing to co-operate with the rest of the nation in the development of the necessities of life."

John H. De Wild, manager of the merchants' service department, Ely & Walker Dry Goods Company, said that retailers in their advertising should get themselves out of the picture. "Selling talk must be from the customer point of view and must be as personal as possible," he said. "Facts about merchandise presented in a natural, simple way are most effective."

George Frank Lord, director of advertising, Chevrolet Motor Company, Detroit, said that the automobile business was entering an era of scientific merchandising. The company figured that at its rate of production it would have to sell one automobile to every 210 persons. It did not merely expect to sell them or hope to sell them. It knew it was going to sell them.

Harry Tipper, manager automotive industries, New York, said that more effort must be put into marketing and that it must be made more efficient. A great deal more attention is needed to make advertising more attractive.

W. F. Gephart, vice-president of the First National Bank, St. Louis, and dean of the School of Commerce and Finance, Washington University, said that "one of the most common fallacies which is now prevalent, and which is of interest to the advertising man, is that connected with normal prices and normal business. From many sources, the inquiry is made as to when prices are to become normal; when they are to return to the pre-war of the 1913 level. There is no more reason why prices should return to the 1913 than to the 1912, 1914, or any other year level. As a matter of fact, neither prices nor business ever reached or maintained any particular level. There is no pre-war level. They are always changing."

KNOTT AGENCY DISCONTINUED

Fate of Newspaper Advertising Exponent Causes Much Speculation

Henry Knott, Inc., Boston advertising agency, has discontinued business. Its accounts, with the exception of the Waltham Watch Company (now handled by Frank Seaman, Inc.) have been taken over by Frank T. Day, Inc., a new firm incorporated January 31

by Frank T. Day of Newton, as president; Anna E. Martin of South Boston, treasurer, and Richard M. Walsh of Dorchester, clerk. Mr. Knott has become connected with the Red Book Magazine. The Day Agency has taken over the Knott Agency's offices at 739 Boylston street.

Mr. Knott drew the attention of the entire advertising world several months ago by publishing a brochure entitled "Paying the Piper" in which he flayed the "general publicity" type of advertising, in which results are guessed at, and drove home the value of using newspaper space. He voiced his opinion of magazine advertising in no uncertain terms. When Mr. Knott obtained the Waltham Watch advertising account, which had been run in magazines for years, he placed it almost entirely in newspapers.

Recently the account was transferred by the Waltham Company to Frank Seaman, Inc., of New York, which, rumors have it, intended placing it back again in the magazines.

The Seaman Agency is now making up a new list for the advertising. EDITOR & PUBLISHER asked it this week, on receipt of news of the Knott Agency's discontinuance, whether any newspapers were to be used. Its reply was: "Only one newspaper is scheduled for the Waltham campaign as yet."

The Periodical Publishers Association, through Phillips Wyman, its secretary, emphatically denied to EDITOR & PUBLISHER that there is any truth in reports that the Knott agency was forced out of business by withdrawal of magazine recognition in retaliation for his pro-newspaper advertising opinions.

The Waltham Watch Company declined to make any statement on the reasons for the transfer of its advertising from the Knott Agency.

The retirement of Mr. Knott from the agency business has aroused more interest in advertising circles, nationally, than probably any other happening of its kind in recent years. Mr. Knott has failed to reply to several requests made by EDITOR & PUBLISHER for a statement. He could not be reached in Boston or New York. The only information obtainable was that he is on the road on a business trip.

THIS ADVERTISING PAYS

Chicago Tribune Adds \$50,000 Each Year to Its Old Appropriation

E. W. Parsons, advertising manager of the Chicago Tribune, addressed the junior division of the New York Advertising Club, February 8, upon the work of selling space, and the relationship of the seller of space with the buyer of space. There were about 80 present. Mr. Parsons went into detail, dividing the advertising of a newspaper into three sections—classified, local and national.

He explained how the Tribune works in helping classified advertisers to amplify their advertisements, believing that such amplification helps to make sales, and at the same time increases the lineage.

He told how the advertising department maintains a service staff at the beck and call of local firms which have no advertising managers, helping them to make better-looking, and consequently better-paying advertisements. This may be done in cities like Chicago, where there is no local agency commission. Mr. Parsons explained, however, that the Tribune encourages advertisers to employ service agencies whenever possible, and that its own service department is used only when not to use it would mean the loss of business.

He said that the great growth of national or foreign advertising during the past ten years is due to three reasons:

First, advertisers get better results; second, the newspapers have gone to great trouble and expense in making market surveys and furnishing national advertisers with reliable and up-to-date statistics and data upon which to work;

and third, because many of the better, wide-awake newspapers are selling their own product by using their own product, that is, they are advertising for advertising.

Speaking for the Chicago Tribune, Mr. Parsons said that for the past three years his newspaper has increased its own advertising appropriation \$50,000 annually, and that, if it continues to pay in proportion, the increase will increase proportionately year by year.

HIGHAM SURE AD CLUBS WILL GO TO LONDON

Advertising Men Will Endorse the Note They Gave Him Last June, He Tells N. Y. Club—British Have Raised \$75,000

"Much against the wishes of some, and with the cordial support of others, I went to Milwaukee in June last as the representative of the Thirty Club of London to make a try for the big clubs' convention in London. I knew I was two years ahead of time and, progressive as my American friends were, I didn't suppose they would commit themselves two years ahead to anything. But to my surprise the presidents of the clubs, in annual meeting and the members of the clubs in convention assembled, by standing vote said 'London, 1924.'"

This was the keynote of Sir Charles Higham's luncheon address to the members of the New York Advertising Club, February 8. Other speakers were President C. K. Woodbridge, and F. A. Wilson-Lawrenson, chairman of the special committee of inquiry of the A. A. C. W., appointed by President Holland, who has just returned from London.

"I have found out since," Sir Charles continued, "that that was a promissory note, but, as I told my American friends, 'When an American in the advertising business gives anybody a promissory note, he is always ready to endorse it when the time for endorsing comes.' It is coming in Atlantic City next June, and I haven't the least doubt that when I read the London program at that convention, not less than 100 British advertising men allowing me to speak for them, the convention will unanimously decide to come over to our side of the water."

Sir Charles told of the organization of the Thirty Club, now in its sixteenth year, of the important men who comprise the 30 active members and the 30 associates, of the big successful advertising parade and exposition, with a paid attendance on a rainy day of \$65,000, of the presence of royalty, of the receipt of \$50,000 in cash subscriptions to the "On to London" committee, of which he has been made permanent chairman, and of the fine impression created by the public addresses and in interviews by Mr. Wilson-Lawrenson, who was given every opportunity to meet the leading advertising men of London.

President Woodbridge stressed the importance of the "N. Y. A. C." party at the Hotel Astor, February 21, of the fine program of addresses arranged by the speakers' committee and of the forthcoming report of the building committee, providing an ambitious plan for a new clubhouse for the advertising interests of the city.

Mr. Wilson-Lawrenson spoke earnestly and eloquently of his experiences overseas, of the spirit of fellowship in evidence in the Thirty Club, of the outstanding factors in British advertising, of the subtle quality of confidence-inspiring copy not approached in America, of the advertising exposition, of his talks with Prime Minister Bonar Law, and Lord Rothermere. He declared that British advertising interests are in earnest in the "On to London" movement, having raised \$75,000 16 months in advance of the convention.

It was estimated that first class accommodations by Cunard liner and for one week in a London hotel would cost at most \$750.

THEY ARE ALL IN THE DAY'S NEWS



"Come on over," is the message that Sir Charles F. Higham, noted British advertising man, brings to the advertising men of America speaking specifically of the 1924 convention of the Advertising Clubs of the World. Sir Charles (right) arrived this week. He was accompanied by F. A. Wilson-Lawrenson, American advertising man, who is also working for "London in 1924."



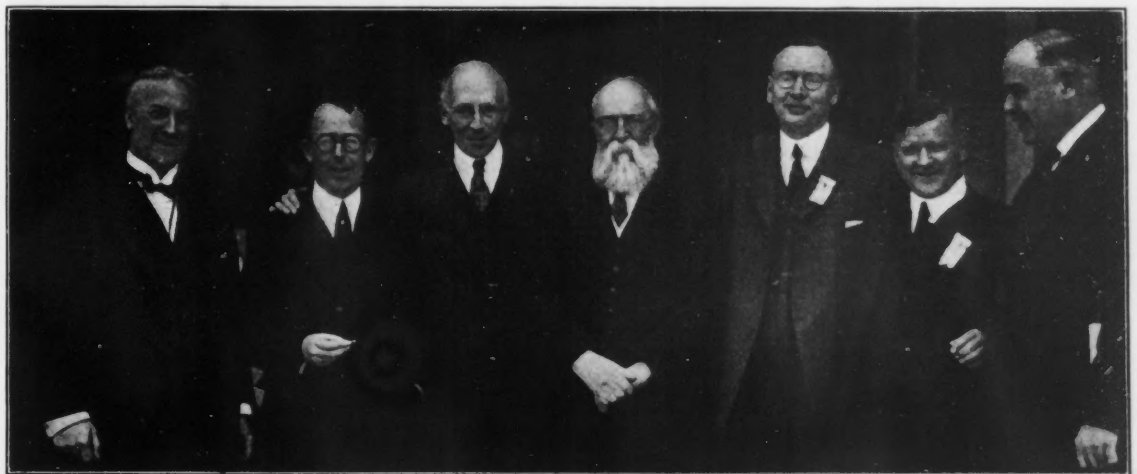
Hard going, but a nice place to be these wintry New York days. Mrs. William Randolph Hearst goes for a stroll on the sands of Palm Beach.



Same to you, Bill. William Allen White, author and editor of the Emporia (Kans.) Gazette, who insists on saying what he thinks, was all smiles when he sailed this week with Mrs. White for a two months' cruise on the Mediterranean.



Step up, gentlemen, and get a cup. J. P. O'Furey of the Cedar County (Nebr.) News and president of the Nebraska Press Association, is presiding. The center cup, donated by the Chamber of Commerce of Omaha, is the grand prize for the Nebraska weekly which during the year performed the greatest community service. The cup at the left, donated by the Lincoln Chamber of Commerce, goes for the best editorial written by the editor of a Nebraska small town newspaper or a member of his staff. The cup at the right, donated by the Hartington Commercial Club, goes to the small town Nebraska newspaper which has the best front page. The cups will be held one year and re-awarded next February, bearing the names of the winners from year to year. "Better newspapers," is the new slogan out that way.



It must have been a good year in the paper business. Everybody in attendance at the annual meeting of the Canadian Pulp and Paper Association, seemed happy. In the group below we have, from left to right: P. B. Wilson, George Chahoon, Jr., past presidents of the Association; Carl Riordon, first president of the Association; Sir Edmund Walker, who addressed the convention at its annual luncheon; H. F. E. Kent, new president, George Carruthers, first vice-president, and Joseph Bothwell, manager of the Brompton Pulp and Paper Company.

They came to interview but that's only half of it. They are being interviewed. Below we have Seji Tachibana (standing) of the Tokio Asahi, and J. Harada, editor of that newspaper who are seeing America.



PAPERS MADE PUBLIC CALL FOR ZONITE BEFORE TRADE KNEW IT EXISTED

New Disinfectant Introduced by Page Copy, Tracing Its Descent from War Surgery—Dealers Stocked on Consumers' Demands—33,000 Lines Used in 38 Days

By HAMMOND EDWARD FRANKLIN

A MANUFACTURER of motor oils opened up 140 new dealer accounts in a medium-size city a short time ago. His salesmen, under his instructions, "talked the advertising." They painted brilliant word pictures of the tide of customers which would start to surge in if the dealer would only stock the goods and sit back to wait for the newspaper advertising, being used for the first time, to get in its effects.

The dealers bought rather heavily. Nothing had been said to them in any detail concerning the selling points of the goods or what they themselves ought to do. While the newspaper advertising certainly did of its own weight stir up some sales, most of the dealers felt disappointed at the house, the line and themselves for overloading. When the manufacturer comes back over this territory, he is going to find the general reception to his men frosty, although right now his books show a good volume from this sector.

It is unfair to "pass the buck" to the newspaper advertising in a case like this. In a highly competitive field, where other heavily advertised brands had had the momentum of an early start, the advertising begun by the company for the first time without doubt accomplished invaluable missionary work, but could hardly be expected to let loose a riot of orders upon the dealer. In short, the advertising was oversold and the merchandise not sold to the dealer at all. Nor was the dealer shown the part he should play in moving the goods.

"Just how should we go about selling our advertising to the trade?" is a question virtually every manufacturer finds

himself bumping up against, whether marketing a new product or a long-established one. EDITOR & PUBLISHER has had something to say on this subject before, and will have more in the future. Especially when a brand new and totally unknown article is to be launched by a company which yet has its reputation to build, is the decision as to best methods of approaching the trade difficult.

It is customary for the advertising to be spread before the prospective dealers in an effort to get them well stocked in advance of the newspaper campaign.

Recently, however, the Zonite Company of New York, and Atlanta, Ga., has demonstrated that reversing the usual rule is sometimes desirable. It has literally almost over-night, through the medium of dramatic newspaper advertising, boldly used, made a "reversing entry" in a test market, with remarkable sales results. This company promises to be one of the largest and most consistent users of newspaper space in the country in the next two years; its goal being a national sale.

During the world war, a young Franco-American surgeon, Dr. Carrel, and his associate, Dr. Dakin, of the Rockefeller Institute, perfected an antiseptic strong enough to kill germs, but against which the cells of the body could protect themselves. Given the name, Carrel-Dakin solution, this was used in the hospitals of the Allies with notable results in the treatment of infected wounds. The solution proved to be a thorough disinfectant, without, however, the caustic effects of chlorine; the chemical properties of the solution killed bacteria and at the

same time had a solvent effect upon dead tissues. Deaths from wound infection were greatly cut down and some authorities termed the solution by the two physicians one of the most significant advances since the days of Lister.

A group of men led by G. F. Willis, former head of International Proprietarys, Inc., Atlanta, Ga., recognized in the solution an antiseptic which should be adapted to wide sale. (Mr. Willis is the man who built Tanlac to enormous proportions and made it one of the biggest medical newspaper advertisers.) Chemists co-operated in developing the Carrel-Dakin solution in concentrated, stabilized form which would be twice as powerful as pure carbolic acid and some forty times as powerful as peroxide of hydrogen, yet non-poisonous. The Zonite Company was formed and the solution in commercial form was named Zonite.

The company then was confronted with the problem of how most effectively to market its product. Through detailing and education to physicians and dentists, the officials of the company felt, a product like this could be gradually made to sell widely, but years would be required before anything like large volume could be attained. Therefore, it was decided that newspaper advertising would be called upon to place the article before the public.

Many months were devoted to perfecting the details of the advertising program in collaboration with H. K. McCann Company, New York. Because of the nature of the product and its origin, the company was convinced that the facts in the case ought to be given to the public in a dramatic and even a bold way. There were plenty of competitive antiseptics on the market; it would not do to follow beaten paths.

The opening piece of newspaper copy was laid out to occupy a full page, set in a decorative border. The headline asked, "Is there a greater war story than this?" The first three paragraphs were set in large type across five columns. The remainder of the long and detailed copy, with its occasional sub-heads, was set single-column width, occupying the rest of the page.

"What is the great story of the World War?" the advertisement queried. "Is it the story of Joffre at the First Marne, or of Foch at the second? Or the story of 'They shall not pass' at Verdun? Or the story of the Zeebrugge Expedition? Or is it the story of Sergeant York, or of Sergeant Woodfill, or of the Lost Battalion? These are all great stories of some achievement over insurmountable ob-

stacles and the performance of the impossible for the glory of one's country.

"And yet, there is a greater World War story than any of these. It is a story of a victory over terrific odds; a story, which, judged from results it brought to our arms, and the benefits to all mankind, relegates the other stories to positions of lesser importance and interest.

"It is the story of the 'Little Surgeon.' They call him 'Little Surgeon' by the same token that they called that other Colossus 'Little Corporal.'"

Then was related in detail the Carrel-Dakin story. It was shown that infection was a more dangerous foe to be met than the Germans and instead of 90 out of every hundred being dismissed within reasonable time from hospitals fully recovered, less than 25 actually were, and in some operations as many as 50,000 were wounded in a day. How Carrel and Dakin worked out the solution and what it did to make amputations and deaths drop to a sub-normal minimum was outlined. In the last column, under the small heading, "Sequel" was told what had been done to bring about the solution for every-day use.

Nowhere did the name, Zonite, appear in the large letters which would have been expected. In fact, only in the last paragraph of the long small-type copy was any direct mention of Zonite itself made. This said:

"And so out of the tragedy of war and its sufferings, and the wizardry of the 'Little Surgeon' and the Chemist, and through the labors of science, comes Zonite, the new, improved and perfected magic fluid to provide every man with a safe and mighty offense against this grim invisible foe, the germ."

This was to be followed the second day by large copy in news style featuring Zonite itself and day after day with striking copy in liberal space. From this point on, it was arranged to feature the name, with the sub-line, "The greatest of ALL Antiseptics," and the Zonite bottle.

One piece of copy showed a doughboy, with his hand on the shoulder of a chemist, with the headline, "A Godsend to Humanity that was born of the World War." The many uses for the product were brought out in various advertisements. The public was warned against poisonous antiseptics and "pleasant-tasting or foaming disinfectants of doubtful germ-killing efficiency."

One advertisement showed a demon being driven back in anguish by a flaming sword, marked Zonite, with the head, "Infection with its back to the wall." The idea that the product "makes mother a trained nurse" also was given promi-

(Continued on page 24)

IS THERE A GREATER WAR STORY THAN THIS

WHAT is the great story of the World War? Is it the story of Joffre at the First Marne, or of Foch at the Second? Or the story of "They shall not pass" at Verdun? Or of the Zeebrugge Expedition? Or is it the story of Sergeant York, or of Sergeant Woodfill, or of the Lost Battalion? These are all great stories of some achievement over insurmountable obstacles and the performance of the impossible for the glory of one's country.

And yet, there is a greater World War story than any of these. It is the story of a victory over terrific odds, a story which, judged from the results it brought to our arms, and the benefits to all mankind, relegates the other stories to positions of lesser importance and interest.

It is the story of the "Little Surgeon." They call him "Little Surgeon" by the same token that they called that other Colossus "Little Corporal."

THE story of the "Little Surgeon" is a story of a victory over terrific odds, a story which, judged from the results it brought to our arms, and the benefits to all mankind, relegates the other stories to positions of lesser importance and interest. It is the story of the "Little Surgeon." They call him "Little Surgeon" by the same token that they called that other Colossus "Little Corporal."



INFECTION with its back to the wall!

Danger of Blood Poisoning
There are a few thousand of red cells in every cubic millimeter of blood. If one of these cells is infected, it will multiply and spread the infection to other cells. This is how blood poisoning starts. Zonite kills the germs before they can do any harm.



Compared with other Antiseptics



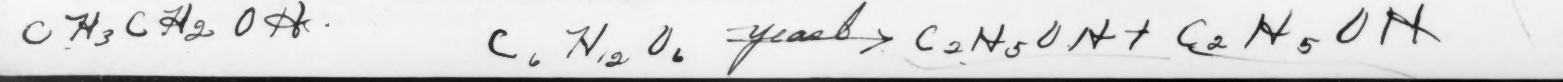
Zonite is a Giant!

If you want about as much strength, with less weight, as you can get, you should use Zonite. It is a powerful antiseptic that will kill germs and prevent infection. It is the greatest of all antiseptics.



The Zonite Company of New York and Atlanta, Ga., demonstrated with this copy that reversing the usual rule is sometimes desirable. Not a dealer in the city had ever heard of Zonite when the page advertisement on the left appeared in the Boston daily newspapers. By the time the other two advertisements were published demand by the consumers for Zonite had sent the dealers to their jobbers and successfully introduced the new product to the market.

20
250
4
14





First in Gain!

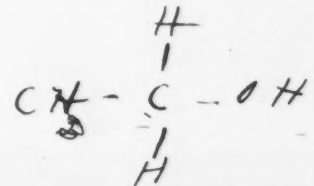
THE WORLD closed 1922 with a gain of 2,723,496 lines, the largest increase among the fourteen morning, evening and Sunday newspapers of New York, and 233,000 lines ahead of the gain of its nearest competitor.

That this gain is cumulative in character and therefore of well-defined value to the advertiser is indicated by the fact that THE WORLD enters the new year far ahead of its field in gains, as the following table indicates.

January Advertising, Morning Papers

Paper	Columns		World's Advantage
	Gain	Loss	
The World	732		
The Times	214		518
The American	207		525
The Herald		156	888
The Tribune		178	910
The News (Tabloid Picture Paper)	228		504

With more than three times the gain of its nearest competitor, THE WORLD'S gain was 70% of the net gain of the entire Morning Newspaper Field.



Ford Building
Detroit

Title Insurance Building
Los Angeles

Pulitzer Building, New York
Market and Third Streets
San Francisco

Securities Building
Seattle

Mallers Building
Chicago

APPRAISE GLOBE STOCK AT \$6,944 A SHARE

Small Profits of Newspaper Business Disclosed by Searles Appraisal—3.9% on \$2,884,725 Income Best Year's Record

The estate of Edward F. Searles, principal owner of the New York Globe, who died August 6, 1920, was appraised February 8, as that of a non-resident of New York, at \$22,219,826, of which \$21,288,539 was in personal property. The will gave the bulk of the estate to his friend and protégé, Arthur T. Walker.

Mr. Searles's New York estate included 108 shares of the Commercial Advertiser Association, publisher of the Globe and Commercial Advertiser, having a par value of \$100 a share and appraised at \$6,944 a share, a total of \$750,000.

Elgin E. Rudd, who was secretary to Mr. Searles, submitted an affidavit concerning the stock of the Commercial Advertiser Association, pointing out that a deficit of \$3,321,456 appearing in the balance sheets of the newspaper represented the difference between the assets and liabilities and that the figure of \$3,754,372 appearing on the liabilities side represented the sum contributed by the stockholders from time to time to make good the annual deficits down to 1918. He said that the entire sum had been expended except as was represented in the assets of \$617,135. Eliminating the deficit and paid-in-surplus, Mr. Rudd pointed out that the assets at the date of Mr. Searles's death were \$432,915 in excess of the liabilities.

The balance sheet of August 6, 1920, listed assets of \$617,135, which included \$33,064 cash, \$173,033 as the value of the advertising ledgers, \$84,809 for paper on hand and \$270,928 equipment and plant. The capital stock of the newspaper is \$14,400.

The profit and loss sheets showed the following losses: 1914, income \$1,043,761 and loss \$128,597; 1915, income \$1,322,440 and loss \$75,837; 1916, income, \$1,372,165, and loss \$26,632; and 1917, income \$1,435,341 and loss \$12,764. In 1918 the newspaper first began to show a profit, which continued as follows: 1918, income \$1,783,137, profit \$39,029; 1919, income \$2,586,473, profit \$221,469; 1920, income \$2,919,051, profit \$98,771; 1921, income \$2,884,725, and profit \$112,964. For the first nine months of 1922 there was a profit of \$47,551. The total dividends declared aggregate \$201,600 and the remainder of the profits was retained as a working capital.

Paterson Times Directors Named

Stockholders of the Paterson (N. J.) Morning Times, elected the following directors for the ensuing year: Ellsworth W. Lee, Louis F. Braun, Peter S. Van Kirk, Frank J. Van Noort, Samuel J. Aronson, Dr. Andrew F. McBride, Joseph G. Martin, William J. Kearns, Charles H. Roemer and Daniel Dowling. The directors organized as follows: Ellsworth M. Lee, president; Louis F. Braun, Peter S. Van Kirk, vice-presidents; Frank J. Van Noort, treasurer; John J. Downey, Jr., secretary.

Death of William A. Connor

William A. Connor, aged 62, for 44 years engaged in newspaper work and from 1894 to 1920, head of the Philadelphia bureau of the Associated Press, died February 8 in Atlantic City. He resigned from the Associated Press three years ago to become a municipal realty appraiser in Philadelphia.

Providence News Sued for \$250,000

The libel suit of \$250,000 brought against the Hope Publishing Company, publisher of the Providence (R. I.) News, by J. Henry Reuter, will come up for hearing in the Superior Court in Newport, March 5. Mr. Reuter, who

was campaign manager for former Governor R. Livingston Beeckman in his campaign for United States Senator last fall, brought suit after the Providence News had stated in an article that Mr. Reuter had paid \$1,500 to Herve J. Lagace, of Woonsocket, for the purpose of bribing Lagace.

WILL BEGIN PUBLICATION FEB. 14

Reading Tribune to Start With 12,000 Circulation

The Reading (Pa.) Tribune will begin publication February 14 with an issue of 36 pages. George S. Pomeroy, Jr., of the Dives, Pomeroy & Stewart department store of Reading, has been elected president and general manager, succeeding John J. Garvin, resigned. Other officers are Charles A. Murphy, of Philadelphia, business manager; Herbert F. Brauff, vice-president and managing editor, formerly with the Associated Press bureau in Philadelphia; Paul Kleinspehn, advertising manager; John Bassing, circulation manager; W. O. Duncan, foreman of the composing room.

The news staff will be composed of Sydney I. Snow, formerly of the New York, Boston and Philadelphia bureaus of the Associated Press, news editor; John J. Schanz, of the Norristown Times, city editor; Walter F. Dunn, of the Public Ledger, sports editor; John O. Knight, of Newark, sports writer; Fred H. Uthoff, of the Philadelphia bureau of the Associated Press, Sunday editor; Robert L. Girvin, county editor, and Gordon Williams, John J. Greene, Gerald M. Dwyer, David B. Rupley, William East, William Britton, Samuel Lafferty and

Brooklyn Citizen Annual Dinner

Employees of the Brooklyn Citizen held their annual dinner February 1. A tribute was paid to the memory of Andrew McLean, late editor-in-chief, and loyalty pledged to Solon Barbanell, the new editor-in-chief; to William C. Courtney, newly elected vice-president, and to David J. McLean, son of the deceased editor, and now publisher of the paper.

Cornell Conference Feb. 12-13

The College of Agriculture, Cornell University, has invited the editors and publishers of daily and weekly papers of New York and adjoining states to attend the fourth conference on newspaper affairs which will be held February 12 and 13, the first two days of the college's annual farmers' week.

McAlester News-Capital Sued

As an aftermath of the November elections, J. C. Wilcox has filed suit seeking \$25,000 damages against the McAlester (Okla.) Daily News-Capital. In his petition Mr. Wilcox alleges that the News-Capital published a statement to the effect that the barbecue served on November 4 at the public celebration on the occasion of the visit of the Governor

to city was prepared by convicts from the State Penitentiary, when as a matter of fact the defendant had charge of the preparation of the barbecue and that no convicts were employed. The petition further alleges that the statement was published with malicious intent to slander and humiliate the plaintiff.

WILHITE IN BANKRUPTCY

Creditors Prepare to Sell Effects of Illinois Weekly Chain

The final chapter in the publishing venture of Fred T. Wilhite, head of the Star Publishing Company, was written this week when his creditors filed bankruptcy proceedings against him. The effects of the publishing company will be sold shortly. Publication of the papers was recently suspended. Wilhite, a Springfield newspaper man, about a year ago startled Central Illinois when he began publication of twelve weekly papers for twelve different towns in Sangamon county. All the papers were printed in Springfield. Outside pages were different for each but the inside pages were the same. Shortly after the enterprise was launched the Sangamon County Press Association openly declared war on Wilhite. Later he was indicted by a Federal grand jury, for alleged violation of the postal laws. It was charged that he sent papers by mail representing them as destined for bona fide subscribers whereas they were to persons who had not ordered the papers and in many cases refused to accept them. The case was never brought to trial.

Pennsylvania Conventions Postponed

The Pennsylvania Associated Dailies and the State Editorial Association have postponed their meetings, scheduled for February 6 and 7, to February 13 and 14, at the Hotel Penn-Harris, Harrisburg.

REGISTER-TRIBUNE TO BUILD

Des Moines Newspaper Leases a Site for a Skyscraper

The Des Moines (Iowa) Register and Tribune has secured a ninety-nine year lease on the Rogg building, adjacent to its 13-story newspaper plant.

As soon as the leases in the Rogg building have expired the Register and Tribune plans to tear it down and erect a skyscraper which will be joined to the present building. The new building is to be finished in Bedford stone and will conform in appearance to the present structure. Except for small shops in the street level, the entire first five floors and basement will be used by the Register and Tribune, thus doubling the space of the present building, which the paper has occupied since 1918.

Student Daily Suspends

The Minnesota Daily, for more than 20 years official student newspaper of the University of Minnesota, suspended publication January 26. Lack of support from the students was given as the reason. An attempt is to be made to add 750 more subscribers so as to place the newspaper on a paying basis.

New Danville Publisher Chartered

Incorporators of the Danville Publishing Company, Inc., chartered February 7, to do a printing and publishing business with a capital of \$250,000, were listed as follows: J. E. Perkinson, president; George P. Geoghegan, Jr., secretary, and W. E. Gardner, all of Danville.

Meridian Star Changes to 8 Columns

The Meridian (Miss.) Star has changed from 7 to 8 columns, 12 ems to the column.

End Your Proof Press Problems



Here is one of the greatest time and labor savers that any composing room can install.

The Scott Quick Action Full Page Proof Press entirely obviates sliding of forms, the office using a Scott Quick Action can compose all large ads in the make-up tables, thus saving re-handling of type and reducing chances for error. The tables are wheeled right into the press. No lock-up necessary. No dampening of paper. Produces dry proofs of any form up to full pages, in practically the same time as required by a galley proof press.

Write for circular.

SCOTT MFG. CO., Detroit News Bldg., Detroit, Mich.

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

DAILY CAPITAL CIRCULATION

Over

64,000

January, 1921	-	-	-	-	-	-	51,148
August, 1921	-	-	-	-	-	-	55,670
January, 1922	-	-	-	-	-	-	59,533
August, 1922	-	-	-	-	-	-	61,203
January, 1923	-	-	-	-	-	-	over 64,000

The past few months have brought The Capital the most satisfactory normal circulation growth in the history of the paper. Of the present total circulation, more than 30,000 of the subscribers are in the city of Des Moines. This is the largest circulation of any Iowa evening newspaper.

The DAILY CAPITAL

O'Mara & Ormsbee, National Representatives—New York, Chicago, San Francisco. Lafayette Young, Publisher, Des Moines, Iowa

DUTY MUST BE PAID ON CROWN LAND WOOD

Treasury Department Issues Order Against Logs from New Brunswick— Holds Province Has Restricted Their Export

Orders have been issued by the Treasury Department authorizing customs agents on the Canadian border to collect tariff duties on the importation of logs of fir, spruce, cedar or western hemlock, suitable for manufacturing pulp or paper, cut from the crown lands of New Brunswick. Duties will not be imposed on similar timber cut from the private lands of the Province.

The decision of the Treasury Department to apply the provisions of Section 401 of the Fordney-McCumber Tariff to New Brunswick crown lands, exportations was formulated as the result of New Brunswick regulations which place specific restrictions on the exportation of crown land timber. The Canadian provisions which prompted the American retaliation follows:

"Every timber license or permit conferring authority to cut spruce or other soft wood, trees or timber, not being pine, suitable for manufacturing pulp or paper on the ungranted lands of the Crown shall contain and be subject to the condition that all such timber cut under the authority or permission of such license or permit shall be manufactured in Canada; that is to say, into merchantable pulp and paper, or into sawn lumber, woodenware utensils or other articles of commerce and merchandise."

The American ruling, contained in Treasury Decision No. 39413, says:

"The department is of the opinion that this provision constitutes a restriction upon the exportation of logs of fir, spruce, cedar or western hemlock, cut from the ungranted Crown lands in the Province of New Brunswick. Collectors are, therefore, hereby instructed to assess duty under paragraph 401 of the tariff act of 1922 on such logs when imported from that Province until otherwise ordered."

At the same time the department announced that it was satisfied that at no time during the 12 months immediately preceding the tariff act of 1922 has the Province of New Brunswick maintained any "embargo, prohibition or other restriction" on logs cut from the private lands of the Province. Collectors, therefore, were instructed to admit such logs free of duty.

WOULD PUBLISH LIST OF VOTERS

More Printing for Local Papers Under Bill Before N. Y. Assembly

Assemblyman Robert R. Livingston of Columbia county has introduced a bill in the New York State Legislature to require publication of the registry lists in upstate districts. The bill provides that lists of registered voters shall be published not later than six days before the election in a newspaper published in the town or an adjoining town and having a circulation in the town where such districts are located.

The lists from districts in a town where no newspaper is published in the town or adjoining town shall be pub-

lished in a newspaper in the county having a general circulation throughout the county. The publication of lists is to apply only to districts outside of cities and villages of 5,000 population.

INLAND PRESS TO MEET FEBRUARY 20-21

J. A. Park, Publisher of Raleigh Times, Among Speakers Announced for Annual Session in Chicago— Round Table a Feature

The annual meeting of the Inland Daily Press Association will be held in Chicago, at the Morrison Hotel, February 20 and 21. A program has been completed embodying many matters of importance to the organization.

John A. Park, publisher of the Raleigh (N. C.) Times and representing the Southern Newspaper Publishers' Association, is to speak on "Studies from Experience on Newspaper Financial Reports." H. N. Sehl, of the Sehl Advertising Agency, Chicago, is scheduled to discuss "What the Calumet Thinks Is the Proper Viewpoint." He is to be followed by an address by a representative of the advertising department of the Royal Baking Powder Company.

Jacob H. Rubin is on the program to speak on "Russia from Within," and L. W. Alexander, of the Critchfield Advertising Agency, is slated to deliver an address on "Free Publicity Copy." The report on the Kelly bill regarding second-class postage will be handled by John Sundine, past president of the association, who will outline plans for activities in the future relative to this measure.

There will be the usual luncheons, one each day at noon, in an adjoining parlor of the hotel. Frank D. Throop, publisher of the Davenport (Iowa) Democrat & Leader, will preside at these luncheons.

Mrs. Florence Riddick Boys, of the Plymouth (Ind.) Pilot is to read a paper on "Women in Politics." She recently served with the National Republican Committee in Washington as promoter of the women's department.

Some of the best things that happen at the Inland meetings come out at the round table discussions. Some of these topics will be: "Surveying Your City and County on Promotion Subjects," led by Samuel E. Boys, Plymouth Pilot; "Special Bargain Day or Week on Want Ads," led by William Southern, Jr., Independence Examiner; "Standardizing Cash Discounts Dates," and "Paying an Advertising Solicitor a Commission," led by T. J. Ferguson, Alpena (Mich.) News.

To Sell Baltimore Times Plant

The Baltimore Times, the tabloid newspaper which began publication in November, and which suspended the latter part of January following bankruptcy proceedings, has advertised its plant for sale. Charles M. Clark and J. Calvin Carney, the receivers, advertise that bids will be received by the referee in bankruptcy, Willis E. M. Myers, until February 19.

CRESSON LOSES AGAIN ON APPEAL

Texas Court Holds That Ft. Worth Star-Telegram's Report of Bergdoll Investigation Did Not Libel Him

FORT WORTH, Tex., Feb. 4.—The Fourth Court of Civil Appeals, sitting at San Antonio last week, affirmed the decision of the trial court regarding damages in the case of Col. C. C. Cresson vs. the Wortham-Carter Publishing Company, publisher of the Fort Worth Star-Telegram. The trial jury returned a verdict that while the Star-Telegram's article on Col. Cresson's actions was not a fair, true or impartial report, the plaintiff was entitled to neither actual nor exemplary damages.

Col. Gresson was one of three army officers mentioned in the report of the House sub-committee which investigated the escape of Grover C. Bergdoll, the draft dodger. This report accused these three officers of complicity in Bergdoll's flight. Col. Cresson filed suit against the Associated Press and some 700 newspapers in all parts of the country, but the only suit brought to trial has been that against the Star-Telegram.

Col. Cresson alleged in his suit that the majority report of the committee did not accuse him of complicity in the plot to free Bergdoll, but merely excoriated him for the manner in which he had prosecuted Col. Hunt, who was tried by court-martial for disobedience of orders and failure to prevent Bergdoll's escape. The suit against the Star-Telegram

was tried at San Antonio, the home of Col. Cresson, last June, and his attorneys appealed from the decision of the trial court.

In its opinion, handed down by Chief Justice Ely, the Appellate Court holds that the newspaper article was a fair, true and impartial account of the committee majority report and further, that it was not nearly so severe in regard to Col. Cresson as the report itself, inasmuch as several strong passages of the official report were not even carried in the newspaper article. It also holds that the official report did accuse Col. Cresson of complicity in the escape of Bergdoll, in that the report links together the conspiracy to bring about Bergdoll's escape and the acquittal of those accused of bringing it about, and nowhere makes any distinction between the two. The opinion holds that the report names three men as parties to the conspiracy and that there is no escape from the fact that the report meant and intended to identify these three as parties to the conspiracy.

Justice Ely also holds that the headlines of the article naming these three officers as parties to the conspiracy were justified and further that the trial judge, with propriety, could have instructed a verdict for the defendant when the case was called for trial.

Newspaper Campaign for Exposition

A newspaper advertising campaign which is to carry to every resident of Richmond, Va., and the surrounding country the complete message of the "Made-in-Richmond Exposition," to be held in that city February 19-24 has been mapped out by the Richmond Chamber of Commerce.

150 National advertisers use it exclusively!

THE mere fact that advertisers use a newspaper means it is a good publication. But when they use it *exclusively*, it is proof that the paper is dominant and adequate in its field.

One hundred and fifty national advertisers use the CINCINNATI TIMES-STAR *exclusively* to reach the Cincinnati market. They have learned from experience that this means the most satisfactory results; for the TIMES-STAR delivers the full purchasing power of this market.

This exclusive preference of national advertisers is confirmed by all of the large local advertisers, who, though, of course, using all of the papers, accord the great bulk of their display advertising similarly to the TIMES-STAR!

Cover Cincinnati with *one cost*—in the TIMES-STAR!




CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



CLARENCE

By CRAWFORD YOUNG

The Baltimore News prints Clarence each 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

The Year 1922 in Worcester

Advertising

The TELEGRAM GAZETTE carried a total of

16,661,010 lines

The other paper

5,432,190 lines

Circulation

The TELEGRAM GAZETTE is now guaranteeing a net paid circulation of

77,500

The latest published figure of the other Worcester paper is

26,288

There is no necessity of comparing the two papers, because the difference in both advertising and circulation is so great, but we are giving these figures as a matter of record.

Lane Block Inc.

National Advertising Representatives:

NEW YORK

CHICAGO

BOSTON

DETROIT

CHICAGO WARDS SEEK NEW ALDERMEN THROUGH WANT-AD COLUMNS

Believe Wider Selection Means Better Candidates—St. Louis Bars Camouflaged Dealer Ads—Milwaukee Editor Calls Want Ads the "Human Nature" Page

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

THE leading editorial in a recent issue of the Milwaukee Sentinel is an excellent piece of promotion matter for want-ads. The editorial as follows is an example of co-operation between editorial and advertising offices which more newspapers could cultivate with advantage to their cash drawers.

THE HUMAN NATURE PAGE

Editorials are generally regarded as the high-brow of the daily paper. Want-ads the human nature.

Do you ever read the want-ad page? Not in a hunting way as if you needed the job or the article for sale or the service or the several and many things offered at various degrees of a bargain.

In that page, generally set in the back part of the paper, far from the much desired "front page," in small type without the big headlines so generously used to set forth the striking things in the day's news, the want-ad page carries little of the thrill of the Ruhr occupation, or the danger of the war in the Near East, nothing of the tragedy of life as lived in the great centers of sensationalism, nor concerns itself with the words of full voiced senators nor of disagreements between preachers.

Yet in that small type there is humor and pathos and need and desire. Now, knee deep in January as we are, an advertiser would clean our furnaces, a human service surely; a missing woman is sought by friends; in one group we are told that various persons would clean chimneys, move furniture, do kodak printing, lay bricks, or plaster walls, nurse home cases, do upholstery—each a needed service, but odd in combination. Boys and executives are asked for side by side, and oh, yes, there is a second-hand car sale. And another and another, and another, and we lost the count.

A mother seeks her boy, and five firms have horses for sale—in this auto age. Also P. X. asks A. B. to please write.

So it goes. On that page all phases of human nature finds place and much good business besides. The "piano for sale by a lady with carved legs" no longer appears, because there is a classified editor these days, but there is much humor, and pathos, and—yes, just life, human nature as it is lived—on the want-ad page.

THE writer has often expressed the opinion that want-ads could be used to satisfy almost any want. To prove it many unusual uses of want-ads have been

noted from time to time in these articles in EDITOR & PUBLISHER. Here's another new and unusual use of a want-ad:

Aldermanic candidates wanted in wards 7, 8, 10, 15, 16, 21, 23, 33, 34, and 50. Groups of citizens are asking voters living in these wards to suggest aldermanic candidates. The list of candidates in some of these wards is large, but citizens feel that a broadcast appeal might improve the quality of aldermanic timber. Mail suggestions to DP427, Tribune.

The above advertisement appeared in the Chicago Tribune's classified section Sunday, January 21.

They say everybody has a chance of being President. Then why not have all ambitious mothers teach their sons to watch for the chance by reading the want-ads daily?

THE Atlantic City (N.J.) Gazette-Review has started a complete real estate classified department with Sigmund Linchis as advertising manager; John Hartnett, editor; Chester Maydole, solicitor, and Miss Lillian Moreton, in charge of service department.

TRUTH in advertising has taken another step forward, and this step has particular significance to classified advertising because the following ordinance, which became effective in St. Louis on January 4, is more frequently violated in the want-ad columns than elsewhere:

"Be it ordained by the city of St. Louis, as follows:

"Section 1. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employees thereof, engaged in the business of selling goods, wares, merchandise, securities, service, or real estate, to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities or real estate is a dealer in the same; provided, however, that the advertisement of the sale of goods, wares, merchandise, securities, service or real estate in such form as make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate, as a business,

shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than \$20 nor more than \$500 for each offense."

ONE of the abuses of the classified columns which destroy reader confidence in the printing in the Help Wanted columns of advertisements that are not seeking help. Some papers are so careless that half the advertisements under the Help Wanted classification, openly and otherwise, offer to sell the reader some commodity or course of instruction. The Fort Worth Star-Telegram aims to keep its Help Wanted columns free from advertisements not advertising bona-fide positions and is promoting this fact. In a recent issue it had a three-column display advertisement which in part said:

"Star-Telegram 'Help Wanted' ads are dedicated to those of our readers who are seeking honest employment, paying a bona fide salary, or a reasonable commission. We do not open these columns to advertisers who desire to sell something to those of our readers who are without employment.

"Every day misleading 'Help Wanted' ads are rejected by the Star-Telegram that are scheduled by the advertisements for insertion under our 'Help Wanted' classifications, because we have reason to believe that the advertiser is attempting to capitalize the condition of unemployment in which some of our readers may find themselves."

THE Independence (Mo.) Examiner recently conducted a "Want-ad Week" with success. Frank R. Rucker, advertising manager, says:

"We spent ten days previous to 'want-ad week' in advertising it to our readers. In every way possible we acquainted the public with the value of want-ads, the opportunities they offer, the interesting reading they afford, etc. We used newspaper space, direct by mail and picture slides. We told of the results advertisers had received in the past. We told

them to watch the columns during 'want-ad week' for special offerings. Then we went after our prospective advertisers. Just as the merchants make special prices for their sales, we made a special rate of six insertions for the price of five during 'want-ad week.' This caused many two and three-time advertisers to take a full week's run. The motor car dealers came across with fine lists of used cars, the real estate men increased their space, and dealers in poultry and eggs came in from the country. On the first day of 'want-ad week' we set twice the usual number of want-ads and came out with the largest classified section we have ever run. The days following ran ahead of the usual day's business."

THE Classified Advertising Managers Association of Hearst Pacific Coast newspapers was organized in Los Angeles at a meeting January 22-25. R. E. Seiler of the Los Angeles Examiner was elected president; J. McCue, Oakland Post-Enquirer, secretary; C. A. Sternberger, San Francisco Examiner, first vice-president; and Walter Butterworth, Seattle Post-Intelligencer, second vice-president. The next meeting will be held in Seattle the latter part of September.

Present at the meeting were the officers and Nathan Danziger, San Francisco Call; J. R. Baker, promotion manager of the San Francisco Examiner; W. O. Boyd, want ad manager, C. W. Horn, classified promotion manager, and J. J. Mersch, assistant classified manager, Los Angeles Examiner; and Carl B. Nissen, Los Angeles Herald.

LAST month the Philadelphia Inquirer increased its classified advertising rate 10 cents per line and five cents per line for the daily. The present rate on most classifications is now 35 cents per line daily and 45 cents per line Sunday according to a new rate card received from F. C. Erbele, classified advertising manager.

Yes Sir—

You Can Sell Your Products and "Move-More-Merchandise"

in Louisville, Kentucky, and Southern Indiana at a most economic cost through the growing and concentrated circulation of

THE LOUISVILLE HERALD

The only newspaper in Kentucky issuing a Merchandising Magazine, backed by a Merchandising and Co-operative Advertising department that provides helpful service to advertisers.

Glad to mail you copy and tell you more about the 96% Herald circulation that dominates trade in this territory.

The Shaffer Group

- CHICAGO EVENING POST
- INDIANAPOLIS STAR
- LOUISVILLE HERALD
- ROCKY MOUNTAIN NEWS
- DENVER TIMES
- MUNCIE STAR
- TERRE HAUTE STAR

QUALITY PUBLICATIONS

THE LOUISVILLE HERALD
 Merchandising Co-Operator
 OFF WITH A GOOD START FOR 1923
 RETAIL CIRCLES BEGIN ADVERTISING CAMPAIGN JANUARY 15
 The Herald Begins New Year With A Campaign To Boost Louisville And Kentucky
 OFFICIAL NEWS FROM WASHINGTON FOR RETAIL DRUGGISTS

THE LOUISVILLE HERALD
 Kentucky's Greatest Newspaper
 Foreign Representatives: Kelly-Smith Co. Marbridge Building, New York
 Lytton Building, Chicago.
 Geo. M. Kohn, Walton Building, Atlanta
 R. J. Bidwell Co. Market Street, San Francisco
 Times Building, Los Angeles

Supremacy

The New York Times leads all New York newspapers in volume of advertising.

Record for 1922

Classifications	Times Lead Over		
	The Times Gain Over 1921	Times Newspaper	Next Morning
	Agate Lines	Agate Lines	Agate Lines
NATIONAL	4,880,310	954,170	2,417,200
DRY GOODS	3,585,924	55,992	866,966
REAL ESTATE	3,257,486	224,777	1,633,896
FINANCIAL	2,727,066	403,072	1,365,190
WOMEN'S SPECIALTY SHOPS	1,244,292	83,590	657,628
MEN'S FURNISHINGS	1,181,090	60,288	361,514
BOOKS AND PUBLISHERS	1,001,420	311,146	670,866
ROTOGRAVURE	852,148	147,606	299,782
AUTOMOBILE DISPLAY	837,004	28,524	248,170
BOOTS AND SHOES	332,572	41,690	200,054
SCHOOLS AND COLLEGES	215,128	7,748	142,002
OFFICE APPLIANCES	135,462	15,210	71,134

In 1922 The Times published 24,142,222 agate lines of advertising, a gain over 1921 of 2,489,609 lines and an excess over the next New York newspaper of 6,898,132 lines.

The circulation of The New York Times on weekdays is 350,000 copies and on Sundays 550,000 copies.

All From the Same Linotype

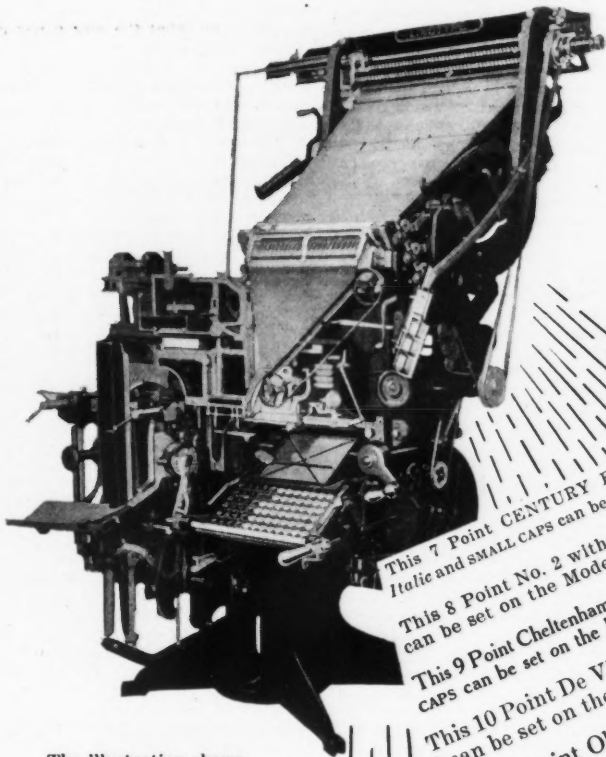
Text-and-Display Models 21, 22, 24
A LINOTYPE that sets everything! From
small text type up to full 36 point display.
A machine that abolishes hand composi-
tion and hand distribution of display
matter and is available for text composi-
tion of any size. Investigate the several
models of LINOTYPE *Text-and-Display*
machines. There is one to suit your needs.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto



The illustration shows
the Text-and-Display
Model 21 Linotype—
which is exactly like a
Model 8 except for
certain changes which
fit it for display com-
position.

TRADE MARK LINOTYPE

THE
MACHINE
THAT
LASTS

This 7 Point CENTURY Expanded with
Italic and SMALL CAPS can be set on the Model

This 8 Point No. 2 with Bold Face No. 1
can be set on the Model 21, Model 22 or

This 9 Point Cheltenham with Italic and SMALL
CAPS can be set on the Model 21, Model 22 or

This 10 Point De Vinne with Antique No.
3 can be set on the Model 21, Model 22 or

This 11 Point Old Style No. 7 with Italic
and SMALL CAPS can be set on the Model 21,

This 12 Point Caslon No. 3 with Italic
and SMALL CAPS can be set on the Model

This 14 Point Antique No. 1 with
Italic can be set on the Model 21,

This 18 Point Elzevir No. 3 can
be set on the Model 21,

This 18 Point Powell can be set on
the Model 21,

This 20 Point Cheltenham Italic can
be set on the Model 21,

This 21 Point Caslon Old Face can
be set on the Model 21,

This 24 Pt. Chelt. Bold Ital.
can be set on the Model 21,

This 24 Point Scotch can be
set on the Model 21,

This 30 Point Cheltenham It
can be set on the Model 21,

This 30 Point Century Bol
can be set on the Model 21,

This 36 Pt. Benedictine c
can be set on the Model 21,

This 36 Point Chelt. Bold
can be set on the Model 21,

Saturation!

There are lots of ways for measuring the value of advertising,—Here is for example our old friend "Rates"—

Our newer friend "Circulation."

The final word in high brow advertising talk "The Milline."

But after all is said and done the one unchanging and unchangeable factor is SATURATION, for here is the real test of Advertising Value as far as Newspapers and Advertisers are concerned.

Does the paper cover the town? That's the point!

Given that point the only other question is—**CAN YOU PAY FOR IT?**

Now! In Richmond, Virginia, there are 34,811 homes.

In Richmond, Virginia, the News Leader sells every afternoon more than

39,000

copies, out of its total of

48,000

paid Circulation

That means Complete Saturation with 4,000 copies to spare.

To cover and absolutely dominate prosperous Richmond, only one paper is necessary and that paper is

THE News Leader

City circulation for January	38,689
Suburban circulation for January	2,890
Country circulation for January	6,750
Total Circulation for January	48,329

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg.
N. Y. City

Lytan Bldg.
Chicago, Ill.

FARMER BEST ADVERTISING PROSPECT FOR COUNTRY PAPER OF FUTURE

He Will Use Newspapers for His Business Rather Than Signs and Handbills, Wisconsin Editors Are Told at Short Course With Their Annual Meeting at Madison

(By Telegraph to EDITOR & PUBLISHER)

MADISON, Wis., Feb. 6.—A newspaper short course was given by the course in journalism of the University of Wisconsin as a part of the winter meeting of the Wisconsin Press Association here, February 1-3. Fifty-two editors attended. The short course consisted of three classes a day in which problems dealt with in the regular work of the Wisconsin course were condensed and presented by the journalism faculty.

Combined with the newspaper short course was a farmers' short course given by the Wisconsin College of Agriculture in which farmers and editors were brought together for a discussion of the problems of farm advertising and the merchandising of farm products. A third feature of the Press Association program was a series of business meetings in which editors discussed practical problems of publishing in a small town.

In the editors' short course emphasis was placed on news service and advertising service based on the interests and needs of the newspaper's entire community. The development of local and rural news sources was offered as the best means of building and holding circulation.

"The average Wisconsin weekly newspaper is read by more people on the farm than in the town, in some cases from 60 to 70 per cent of the circulation being among farmers," Prof. Grant M. Hyde, acting director of the Wisconsin course in journalism, told the editors. "The news should appeal to both farmer and townsman wherever possible. Don't be satisfied with the personal item, 'Sam Banks began work on a new barn last week.' Write a story about the kind of barn Banks is building, how long Banks has owned his farm, what he raises. You'll have the townspeople reading to find out whether Banks is a prospect for insurance, lumber, hardware, paint.

"Nine times out of ten there's a story back of the personal item if you go after it. It isn't enough to say, 'Henry Jones has bought three registered Holstein cows.' Get a story from Hank. It is worth a couple of sticks under a news head. Tell why he bought registered cows, why Holsteins, where he got his cows, who he is, how long he has lived in these parts. It would pay to put in an extra phone and hire a bright girl to ring up R. F. D. numbers, getting stories behind the most promising items in the letters from correspondents.

"Several Wisconsin editors have put their offices in charge of a bright young woman, thereby giving them time to rustle advertising, news and circulation.

"It is only by intense development of the local field that the smaller newspapers

can survive. Whether they should carry the idea so far as to throw out national and state news is debatable. But it is certain that their greatest emphasis should be on what the city paper cannot supply—local news. We must cover the home town so thoroughly that the home town folks cannot get along without us, even if they read half a dozen city newspapers and periodicals.

"The farmer is beginning to buy advertising space. When he gets the idea of using the newspaper rather than signs and handbills to advertise sales, products, auctions, stock, land, poultry, dairy produce, small fruits, garden truck, town advertising will be small in comparison. But, of course, you'll have to show the farmer how and why to do it. You'll have to sell one prominent farmer on it and get him to set the pace."

The program of the newspaper short course follows:

"New ideas in headline writing and make-up," "Making the most of local news sources, features and cuts," "What to tell the merchant in soliciting and writing ads," "Circulation building," "How to get the most out of rural news sources," "What to tell the farmer about advertising rates," "Rate cards and national advertising," "Hints in handling correspondents and their copy," "What is good news writing," "What to do with the editorial columns."

The essential problems and main points under each topic were outlined by faculty members and mimeographed copies were given to the editors at the beginning of each class period. These outlines, averaging about six typewritten pages each, formed the basis of the class discussion. That plans are under way to publish the entire set and distribute them to all papers of the state.

Topics discussed in the agricultural short course were: "Do Wisconsin farmers need to advertise?" "Expanding farm markets through advertising," "Shall Wisconsin dairymen have merchandising plans?"

The Press Association endorsed the plan of the Country Newspapers, Inc., which serves as an agency to obtain national advertising for country newspapers. The plan was presented by Herman Roe.

The association adopted a resolution asking the legislature to place the distribution of law supplements, printed at the close of each session, on a business basis.

John G. Kuypers, De Pere Journal-Democrat, was re-elected president. Other officers are: Merlin Hull, Black River Falls Farm News, vice-president, and Louis S. Zimmerman, Burlington Standard-Democrat, secretary-treasurer.

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.

PENNSYLVANIA

Pennsylvania newspapers measure up to Pennsylvania standards of achievements in every line of endeavor.

The daily newspapers of Pennsylvania reach the buying public oftener than does any media possible to use.

This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

Pennsylvania daily newspapers, localizing the news of the world from day to day—constantly reach

this great prosperous, responsive people—and can perform miracles in the way of helping you make Pennsylvania one of your banner states.

Pennsylvanians are able to buy—and if your product is one that progressive people should be interested in you will find them quickly responsive.

These influential daily newspapers of Pennsylvania join in offering National Advertisers every co-operation in introducing and popularizing his products in this great State of Pennsylvania.

Accept the invitation.

THESE LISTED DAILIES WILL GIVE YOU LEADERSHIP

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
***Allentown Call (M)	28,009	.09	.09	Pittsburgh Dispatch (S)	63,767	.22	.18
***Allentown Call (S)	15,118	.09	.09	†Pottstown Ledger (E)	1,654	.014	.014
†Bethlehem Globe (E)	8,528	.04	.04	Pottsville Republican and Morning Paper (E&M)	14,500	.055	.05
†Bloomsburg Press (M)	6,507	.029	.029	Scranton Republican (M)	32,180	.12	.10
***Chester Times & Republican (M&E)	14,331	.065	.05	†Scranton Times (E)	37,148	.12	.10
†Coatesville Record (E)	5,369	.0214	.0214	***Sharon Herald (E)	5,002	.021	.021
†Connellsville Courier (E)	6,103	.0179	.0179	†Sunbury Daily Item (E)	4,109	.021	.018
***Easton Express (E)	17,241	.05	.05	***Warren Times-Mirror (E&M)	8,056	.036	.036
*Easton Free Press (E)	12,147	.05	.05	***Washington Observer and Reporter (M&E)	15,553	.06	.05
***Erie Times (E)	27,648	.08	.08	†West Chester Local News (E)	10,768	.03	.03
***Harrisburg Telegraph (E)	39,478	.095	.095	**Wilkes-Barre Times-Leader (E)	22,061	.08	.05
***Lancaster Intelligencer and News-Journal (M&E)	21,689	.08	.08	†York Dispatch (E)	16,726	.045	.045
***Oil City Derrick (M)	6,686	.04	.035	†York Gazette and Daily (M)	16,452	.045	.045
Pittsburgh Dispatch (M)	54,541	.17	.15				

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

The Net Paid Sunday

CHICAGO HERALD

IS NOW

Over a

THIS is the culmination of a record of growth unprecedented in the history of newspaperdom. In five months the Sunday Herald and Examiner has gained more than 350,000 new subscribers.

This remarkable achievement was solely the result of a spontaneous response of the public to our effort to give it the best newspaper in America.

Only one other newspaper, the New York American, has ever attained the million circulation mark.

PRICE 10 CENTS
EVERYWHERE

HERALD

CHICAGO
LAND

CHICAGO'S **BEST**

Lowest Milline Advertising Rate in the

ay Circulation of the LD AND EXAMINER

Million

*Here is the Unique Record of the Herald and Examiner's
Remarkable Growth Since the First Sunday in September*

1922	Net Paid Circulation	1922	Net Paid Circulation	1922	Net Paid Circulation	1922	Net Paid Circulation
Sept. 3	643,853	Oct. 15	725,919	Nov. 26	806,065	Dec. 31	838,499
Sept. 10	715,050	Oct. 22	727,553	Dec. 3	853,050	(New Year's)	
Sept. 17	728,161	Oct. 29	733,138	Dec. 10	846,365	1923	
Sept. 24	729,247	Nov. 5	795,726	Dec. 17	846,343	Jan. 7	878,041
Oct. 1	724,804	Nov. 12	801,891	Dec. 24	829,801	Jan. 14	877,275
Oct. 8	731,724	Nov. 19	802,317	(Christmas)		Jan. 21	894,583
						Jan. 28	929,410

February 4, 1923—Over a Million

**CHICAGO
INDIANAPOLIS**
EXAMINER

BEST NEWSPAPER

**CIRCULATION
OVER A MILLION**

in the United States West of New York

LINCOLN KISSED A NEWSPAPER MAN WHO BORE GOOD NEWS FROM GRANT

Story Told by Henry E. Wing, Entitled "When Lincoln Kissed Me" Is Good Reading for February 12—Chicago News Puts Editorial Data on Tax Reform Into Booklet

By JAMES MELVIN LEE

Director of the Department of Journalism, New York University

FOR Lincoln's Birthday—day after tomorrow—there is no more appropriate book for the newspaper man to read than "When Lincoln Kissed Me." For some reason this little book has not received the attention it deserves. Lincoln bestowed the favor upon a war correspondent because of the news the latter brought to him from Grant.

During the Civil War, the author of "When Lincoln Kissed Me," Henry E. Wing, was a correspondent for the New York Tribune. After Grant had cut connections with Washington and started for Richmond, Wing left the army to get his stories through to the Tribune and to carry a personal message to Lincoln from Grant. His experiences read like a dime thriller of boyhood days. In reaching the extreme outposts of the army he was unable to put his story on the wires except through Government permission. For the use of the Government wire to send his story to the Tribune, he offered to tell Stanton where Grant was. Stanton ignored the offer but demanded immediate information about Grant. Wing then took the matter up with Lincoln who accepted the proposition on the condition that a resumé of the story be given to the Associated Press so that all newspapers might publish the news. Lincoln provided a special locomotive to bring Wing to Washington.

In this way Wing delivered Grant's personal message to Lincoln, which was, "Whatever happens there will be no turning back." Such news so overjoyed Lincoln that he kissed the correspondent. The title of the volume because of this event is appropriate.

The book contains so much about correspondence during the Civil War that it ought to be in every newspaper library. In board covers, it may be obtained from the Methodist Book Concern, Cincinnati, Ohio, for 35 cents.

THE Atlantic Monthly Press of Boston has published a series of pamphlets entitled "Atlantic Readings." All of the series are worth reading but the one entitled "The Basic Problem of Democracy" by Walter Lippmann of the New York World is of special interest to newspaper workers. Matters of interest mentioned in the pamphlet are: the mechanism of the news supply, the methods of reporting the Peace Conference, the several varieties of censorship in foreign correspondence, etc. The cost of the pamphlet is 15 cents.

A SERIES of booklets of practical value to editorial writers is being published by the Chicago Daily News. Booklet number three, entitled "Sound Tax Reform" reprints four articles describing tax systems and methods of improvement in revenue. The first article describes the tax system now in vogue; the second points out the tax methods that are faulty and explains the failures of certain reforms; the third deals with the income tax and compares it with the tax on property; the fourth criticizes the revenue system of Illinois.

A copy of this booklet on "Sound Tax Reform" may be obtained upon application to the Daily News.

MANY fine tributes have been paid to the influence of the country weekly. What the village paper means to its subscribers, however, has not been better expressed than by John Greenleaf Whittier in his poem "Snow-Bound." Any one who has lived in New England knows the isolation of the snow-bound farm

house. But the monotony of the Whittier homestead was broken when, at last the floundering carrier bore the village paper to our door.

With what joy the village paper was perused is expressed a little later in the poem by Whittier, as follows:

Welcome to us its week-old news,
Its corner for the rustic Muse,
Its monthly gauge of snow and rain,
Its record, mingling in a breath
The wedding bell and dirge of death;
Jest, anecdote, and love-lorn tale,
The latest culprit sent to jail;
Its hue and cry of stolen and lost,
Its vendue sales and goods at cost,
And traffic calling loud for gain,
We felt the stir of hall and street,
Wide swung again our ice-locked door,
The pulse of life that round us beat;
The chill embargo of the snow
Was melted in the genial glow;
And all the world was ours once more!

AN editorial in The Christian Science Monitor for January 3, entitled "Critics and Reviewers," elucidated the difference between literary criticism and the book review. It pleads for more conscientious work on the part of the reviewer in his comment upon a book which represents months of toil on the part of the author.

THE Newspaper World of London is publishing a series of articles on Hints to Journalist Students by Men Who Know. These are extracts from lectures delivered to the students in the School of Journalism at the University of London. The sixth article of the series—published December 16—is full of suggestions about musical criticisms, offered by H. C. Colles, of The London Times. He believes that musical criticism would be more valuable if it paid less attention to interpreting musical events to experts and tried to make music more popular with the public by suggestive and untechnical criticism.

ROYAL CORTISSOZ, art critic of the New York Tribune, is the author of "Nine Holes of Golf" (Charles Scribner's Sons).

SOLOMON BULKLEY GRIFFIN, connected for forty years with the editorial department of the Springfield Republican is the author of "People and Politics Observed by a Massachusetts Editor" (Little Brown & Co.). This book is scheduled for publication early in May. Mr. Griffin has attended every national and state (Massachusetts) convention of

the Republican and Democratic parties from 1880 to 1916. If he tells only a fraction of what he knows about men and matters of moment, his book should be something of a sensation.

JOHN V. A. WEAVER, literary editor of the Brooklyn Eagle, has just published a volume of poems entitled "Finders" (Alfred A. Knopf). Keith Preston pays a fine tribute to the poems of this volume in his department of the Chicago Daily News.

MUST PAY CURRENT RATE

Quebec Judge So Rules When Advertiser Breaks Contract

Justice Rinfret, rendering judgment for the Montreal Standard Publishing Company, Ltd., in its suit against Sara Deeb, ruled that when an advertiser takes a contract for a certain amount of space, and only uses a part of it, he may be called upon to pay at current rates for what he used, instead of at the special contract rate, but cannot be held responsible for payment of the whole amount of the contract, whether used or not.

Sara Deeb had contracted to use 5,000 agate lines in the Standard during thirteen months, and to pay \$650. She used 1,005 lines, and then went out of business. The Standard sued for \$552, the balance of the amount of the contract, defendant having already paid \$98.

Defendant contended that by failing to complete the contract, she was liable to pay only 20 cents per agate line for the space she had actually used. This contention was upheld by the court, and judgment given accordingly. The court added that if any doubt existed as to the interpretation of the advertising contract, that doubt must go in favor of defendant, because the contract was drafted by the petitioner.

H. D. Burrill Re-elected

The Syracuse (N. Y.) Journal recently elected the following officers and directors: The directors are: Alexander T. Brown, Louis Will, Harvey D. Burrill, Stewart F. Hancock, W. Howard Burrill, Clarence E. Hancock and Louis D. Burrill. Officers elected were: chairman, Alexander T. Brown; president and pub-

lisher, Harvey D. Burrill; vice-president, Stewart F. Hancock; treasurer, M. M. Andrews; secretary, W. Howard Burrill.

New Democrat & Chronicle Home Soon

Work is nearing completion on the new building of the Rochester (N. Y.) Democrat & Chronicle, located on the site of the old building in Main street east. The paper has managed to continue operations on the same site during the entire reconstruction of the old building, the addition of a story and the construction of an elaborate white stone front. When completed the building will offer the latest facilities for newspaper publication.

Bicknells Retire

At the recent annual meeting of the stockholders of the Fort Wayne (Ind.) News-Sentinel, the resignations of Col. E. P. Bicknell and Miss Ruth Bicknell as directors were accepted, and Arthur K. Rimmel, city editor, and Miss Martha Branning, auditor, were elected to the directorate. J. A. Greene was re-elected president, as was Oscar G. Foellinger, treasurer and general manager. F. G. Hamilton was elected vice-president to succeed Miss Bicknell, and Miss Branning was elected secretary. Mr. Greene was named as chairman of the board of directors.

Eagle Pass Guide Is Sold

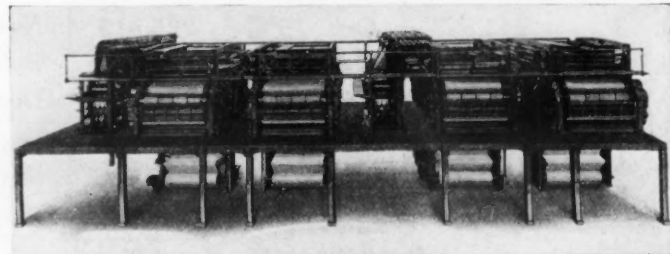
L. M. Huffman has purchased the Eagle Pass (Texas) Daily and Weekly Guide, and has assumed charge as editor and publisher. O. M. Gibbs has been appointed city editor. Mr. Huffman also owns all the job printing plants in Eagle Pass and is opening a new job printing plant in Piedras Negras, Mexico.

Herald Changes Column Size

The Durham (N. C.) Morning Herald has changed from seven columns, 13 ems, to eight columns, 12 ems. A pony autoplate was also put into operation.

Fayetteville (N. C.) Observer Sold

Alfred B. de Mesquita, of New York, has purchased the Fayetteville (N. C.) Observer from David B. Lindsay, publisher and owner since 1921.



Publishers Visiting Boston

should take time to visit the pressroom of The Boston Herald and see in operation a battery of Scott Multi-Unit Presses, consisting of

Sixteen Units and Eight Folders

They are the latest and best in newspaper press construction, admitted by everyone to be the most versatile newspaper press built.

WHAT ARE YOUR REQUIREMENTS?

WALTER SCOTT & CO.
NEW YORK
1457 Broadway

Plainfield, N. J.
CHICAGO
1441 Monadnock Block

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.

"DADDY" OF NEW YORK NEWS REPORTERS

By **MATT G. PERKINS**

FIFTY years a reporter and still going good. That is the record of James Macdonald Wood, police news reporter for the Brooklyn Eagle, and one of the widest known and most picturesque types of New York's old school of famous reporters.

Mr. Wood was born and schooled in Edinburgh, Scotland, and came to New

York in December of 1872, when he was 16 years old. He did not come for the avowed purpose of taking up newspaper work, but when his brother William Wood, at that time city editor of the Brooklyn Times, offered him a job he took it.

And most reporters are cubs considerably longer than was the ambitious young Scot. For it was after only three weeks of cubbing that he came down to the office one morning and found himself assigned to cover police headquarters—a regular reporter's job with a regular reporter's pay. That was on February 10, 1873, and with the exception of a few vacational trips to Scotland, Mr. Wood has been doing a regular reporter's work ever since.

After eight years in Brooklyn young Wood decided to come over to Manhattan. He was on the old New York Sun for 10 years and is a member of the Sun Alumni Association. Leaving the Sun 32 years ago he took his present job with the Brooklyn Eagle.

The long string of the really biggest police stories that Mr. Wood has written during his fifty years of reporting, begin with the famous "Goodrich murder" in Brooklyn in March, 1873.

Several of the many reporters "broken in" by Mr. Wood have become famous in literature. Bennett Graham Burleigh, noted war correspondent, and the War Eagle of Kipling's "Light That Failed," was one of the reporters who helped Mr. Wood cover the Brooklyn Theater fire in 1876 in which many lives were lost.

Others who began newspaper work under the tutelage of Mr. Wood, are Herbert F. Gunnison, present publisher of the Eagle, John Langdon Heaton, poet and editorial writer, and Alexander Black, author of "The Great Desire" and other novels, and father of the picture play. He also introduced A. P. Langtry, present Secretary of State of Massachusetts, to the newspaper game and helped him get his first job as a reporter.

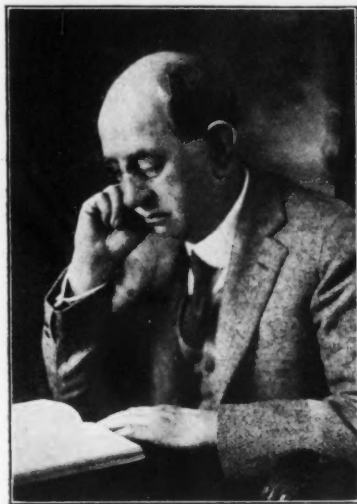
Much of Mr. Wood's time has been spent in a study of the police department and the science of police work. "I have often wondered," said Mr. Wood, "why newspapers periodically attack the police force instead of other city departments. Members of the police force are far above the average of municipal servants in faithfulness, heroism and honesty. Most of them do their duty, live decently, raise families and educate their children, and why they are stigmatized as ruffians, is a matter that I could never understand."

Mr. Wood took occasion to say a good word also for the police reporters in general. "The average police reporter," he chuckled, "is a pretty good fellow and I have met some of the most wholesome specimens in humanity among them."

In his day Mr. Wood has smoothed out the rough ways for many young reporters who did not "know the hang of things" well enough to handle certain stories.

The one thing he says that he has always tried to discourage in young reporters is the practice of "piping" a story. "The reporter that tries to dress up a story with a feeble imagination always destroys somebody's confidence in newspaper stories, for there is someone who knows the truth of every thing that is printed," is his frequent advice to the beginner.

Mr. Wood took one vacation 45 years ago, but instead of going to Scotland he went over in Pennsylvania and was married. Mr. and Mrs. Wood, who live at 62 Cleveland street, Brooklyn, have three sons and a daughter. The eldest son is professor of mathematics, the second a practicing physician in Manhattan, the daughter editor of a commercial magazine. The youngest son is employed by the United States Steel Company.



JAMES MACDONALD WOOD

Calling Your Attention

—TO—

**The Providence Journal's
SPECIAL
Boston Automobile
Show Number**

SUNDAY, MARCH 11th

Providence will have no Automobile Show this spring, and Rhode Island people will rely this year, just as they do every year, on the Journal's Boston Show Number for authentic information in regard to Automobiles and Automotive Products.

Last year the Providence Journal's Boston Automobile Show Number was very effective. Almost 300 columns of automobile advertising were carried, which was a greater volume than that carried by any Boston Paper.

Hundreds—

of Rhode Island people will attend the Boston Show and purchase upon their return to Providence.

Thousands—

of Rhode Island people will not have the privilege of attending the Show, but will look to the Journal's Show Number as their guide to all that's new and reliable in the Automotive Field.

**Place Your Copy in
The Providence Journal's
Boston Automobile Show Number**

—thereby reaching New England's most responsive market at a time when that market will yield a tremendous volume of immediate sales.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York Boston Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

**Boston Globe
First**

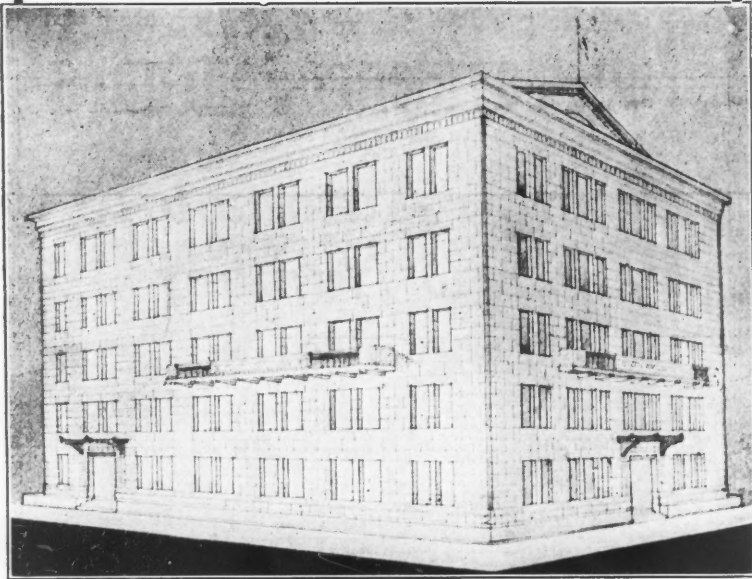
During 1922 the total number of Real Estate advertisements printed in Boston papers having Daily and Sunday editions was

**GLOBE 92,009
Second paper -- 20,934**

Write to Advertising Manager, Boston Globe, for information about the Boston territory.

**The Globe Should Be
First on Your Boston List**

新聞和報



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

NEWSPAPERS MADE PUBLIC CALL FOR ZONITE

(Continued from page 10)

nence. Especial stress was laid on the use of the antiseptic for pyorrhea.

The campaign was planned to occupy at its introductory stage 33,000 lines per paper. Since New England was selected to be the scene of the test effort, the campaign was to appear in all the eight Boston newspapers and numerous papers outside. Here, certainly, was something which even the case-hardened druggist would take notice of. Conditions were favorable for talking the product and advertising in advance of publication of copy and obtaining a widespread advance distribution.

Mr. Willis, president of the company, at this point and against the advice of friends, decided upon a "reversing entry" into the market. Instead of merchandising the product and the advertising in the usual fashion, he gave orders for the advertising to be released without any of the product being on sale at any store.

On a Monday the full-page institutional advertisement previously described appeared in all the Boston newspapers. The nature of the copy was so unusual that many read it to find out whether it was a plea for the starving Armenians or the announcement of a new magazine. People began to ask dealers for Zonite. Twenty druggists telephoned to their jobbers and the sales aid departments of the newspapers to find out what "That Zonite" was and where they could get it. As the second and succeeding copy guns were fired, druggists became more and more "het up" and sold on both the product and its sales possibilities.

With the commencement of the advertising, the Boston jobber, the Eastern Drug Company, given the wholesale exclusive rights, set 35 salesmen to work getting distribution with five special introductory deals. The breaking into the market backwards by the company had secured the interest of the trade to a large degree and accounts were opened rapidly. Within about two weeks, Greater Boston and many dealers outside had been stocked.

"Had we gone to the dealer before beginning our advertising, even with our large campaign, we would have found him somewhat indifferent," an official of the Zonite company stated. "Even if he had given us his order, he might have had the goods in stock three or four weeks before the campaign had opened and demand begun. That would have been a damper on his enthusiasm. Our best method of selling our advertising, we believed, was to make it get people to ask for our product.

"We felt it of great importance not only to have the druggist appreciate our advertising effort, but also the product and the Zonite Company. Therefore, we had eight men whose job was to call on druggists to tell them our story. The telling of this completely, we estimate, averages an hour and a half per druggist. These men have as their purpose making the dealer a solid believer in us and our product for all time.

"The regular taking of orders was handled by the sales force of our exclusive jobber, who has charge of jobbing and retail trade both. We plan to follow the plan of appointing an exclusive jobber in each section and gradually extend our advertising and distribution through the country."

In addition to the scheduled advertising, a full page reproducing a letter of Mayor James Curley of Boston, thanking the company for operating its trout in New England, was used. A double-page spread was used in one paper to show the names of dealers secured. Elaborate window and store displays in colors were furnished dealers. A huge Zonite bottle in cardboard and window stickers of imitation charcoal hand-writing announcing a supply of the product had arrived were included.

A Zonite book of 36 pages, showing with text and pictures a large number of uses, was mailed to 172,000 women

in Greater Boston whose names appeared in the telephone book by first-class mail from New York. Later this went to other families. The book also was distributed through dealers. Outdoor advertising was another factor. In addition, after the consumer advertising swung under way a detailed and handsomely illustrated book, 12 by 15 inches, concerning the company, the product and the advertising was mailed, under 24-cent first class postage, to all dealers.

Although at the start attention was centered upon Boston, the sales and advertising work rapidly was extended through New England, with newspaper advertising carrying much of the load. Although the product is being taken to the public, the dentist and physician are to be the subject of cultivation. One of the first steps will be the circulation of a carefully edited volume, written by noted medical authorities in technical language, among dentists and physicians. The general advertising to the public, however, will be a non-stop affair with newspaper and outdoor copy the big mainstays.

The Zonite Company was not prepared to meet fully the demand which materialized. It is extending its facilities, however. In New England within about six weeks, approximately six carloads of merchandise have been sold and delivered. The company's main purpose is to build a large and permanent volume nationally as rapidly as feasible.

In four weeks, the company had sold more than 100,000 bottles of Zonite in Boston alone and difficulty was experienced to get enough of the product. In four days after the opening advertising, nearly 3,000 dollar bottles had been distributed.

Over 60 per cent of the drug trade stocked the special deals made within the first 30 days. Since then dealers in all parts of New England have added the product. Three men opening up Providence disposed of 10,000 bottles the first day. In Boston, the Transcript, Telegram, Post, morning and evening Globe, Herald and Traveler, Advertiser and American were used.

This is but the beginning of similar work throughout the country section by section. Now that the opening 33,000 lines have appeared in about 38 days in space ranging from a page to that which is smaller, consistent follow-up advertising is appearing daily in territories where there is distribution. The company has the stage set for turning loose its effort in New York at about the time this article will appear. Because of his long experience with what newspaper advertising can accomplish, as was demonstrated with Tanlac, the president of the company, Mr. Willis, who is described in the trade as a "merchandising genius," will insist that the liberal purchase of newspaper lineage persistently the year 'round be an outstanding feature of the Zonite success, which is amply financed by New York interests. Mr. Willis himself is reputed to be one of the country's really rich men.

It took courage and capital to boldly launch Zonite before the public in full pages, without a bottle on dealers' shelves. But the results showed that what talks loudest to the dealer is actual demand by consumers. If you can prove to him that your product is wanted and asked for through newspaper advertising, he becomes receptive to stocking it. Sometimes results come quickly, as in this case, and again long, painstaking plugging is necessary to get a product recognized.

But newspaper advertising, in Zonite, has chalked up one more success to add to its long list of achievements.

New York Ad Club Buys New Home

The Advertising Club of New York has purchased the five-story building, 23 Park avenue, on the northeast corner of 35th street and Park avenue, for a permanent club house. It is a brown stone front structure and was put up by Stanford White. The lot is approximately 50 by 100 feet. The interior will be altered to suit the needs of the club, and it is probable that it will be ready for occupancy by next fall.

OHIO

is a state where advertisers, using Ohio newspapers, can get their messages into the homes of responsive buyers in the shortest time.

As a center for distributing merchandise, in relative proportion to area-population resources, there is no doubt that it is OHIO FIRST of all her sister states—with

Over 13,000 total railway trackage.

5,759,394 people.

Over 16,000 industrial plants employing 730,000 workers who earn over \$944,000,000 per year.

Over 859,000 automobiles, ranking second among all states and showing a gain of 18% over the previous year.

A larger membership in Building and Loan Associations than in any other state.

By concentrating your sales effort in Ohio newspapers with vigor, you will find by results that Ohio is

FIRST

	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-Democ'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
†Fronton 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 Washington
ONE
COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation**

More circulation in Wash-
ington 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

The Atlanta Journal
ATLANTA, GA.
Over a Million
Lines a Month

During 1922 carefully sifted
advertising in The Atlanta
Journal totaled over 12,000,
000 lines.

**Advertising in The
Journal Sells the Goods**

The Pittsburgh Post
A newspaper of charac-
ter, integrity and enter-
prise which has earned
the confidence of the peo-
ple of the world's greatest
industrial district.
DAILY and SUNDAY

**RETAILERS DEMAND MORE
HOME CIRCULATION**

(Continued from Page 7)

be made interesting and of real value all the time, so that housewives will want to read it. The woman who buys must be so sold on the proposition that she will complain if the paper is not delivered and the salesperson must be so convinced of its merits that she must ask customers, "Did you get your Shopping News?"

Mr. Moore said his experience convinced him that a newspaper man is not the best manager for such a sheet. He has the newspaper outlook rather than the merchants' outlook, it was felt. In Seattle, Mr. Moore pointed out, the mistake was made of putting out the paper "cold." It would have been far better to interest the public by an extensive street car, motion picture slide and billboard campaign.

According to Mr. Moore, the Seattle Shopping News advertising rate is slightly lower than that of the local newspapers and its circulation somewhat higher and concentrated in the city. The rate is \$1.64 an inch flat, no matter how much space is used. The circulation is 65,000, all in Seattle. There are 16 firms advertising in it.

The staff consists of a manager and an assistant. The printing is done by a printer and the distribution by contract. The paper goes out on a Saturday afternoon, quite late, for Monday's selling.

Although stores using the paper all use the advertising in the local newspapers, the experience of San Francisco and Los Angeles showed, Mr. Moore said, some had abandoned Sunday newspapers for Monday's selling.

In opening the National Retail Dry Goods Convention, President Jesse I. Straus of R. H. Macy & Co., said one of the outstanding accomplishments of the past year by the organization was effecting the repudiation of the charges that all the distributors were profiteering.

"Our vehement opposition to an American valuation clause or to any other form of extreme tariff rates, brought about, I believe, a series of attacks on all the distributors. They were charged with profiteering," said Mr. Straus. "The charge culminated in a Governmental investigation and a Governmental attack. The second can hardly have grown out of the first, for the investigation which took the form of an inquiry by a joint congressional committee into production and distribution, completely disproved the charges that had been made.

"It is the function of the N. R. D. G. A.," Mr. Straus said, "to study the science of distribution to combine legitimately on a constructive program, to combine legitimately in opposition to destructive attack, to labor for greater efficiency and less friction and waste, to disseminate information that will tend to clear up misunderstandings of our intentions, our efforts and our ideals for our institutions; to admit frankly that we are in business for profit, but that our ambitions soar above mere profit; that we are dependent for success as is no other type of business entity on the creation and perpetuation of good will in the several communities in which we operate, and that we have a realizing sense of our opportunities and obligations.

"In short we are in a fair field with no favor. We need friendly competition, and if we ask no governmental subsidies we demand governmental equity."

While he expressed the opinion that conditions warrant now looking ahead to a normal period of business prosperity in 1923 except for unknown and unknowable influences in Europe. President Straus sounded a warning of the danger of increased prices for manufactured products, disproportionate to whatever increase there may be in the price of farm products.

Considering the present economic situation in the light of other business cycles. Wesley C. Mitchell of the department of

economics of Columbia University made the prediction that business men may look forward with a fair degree of confidence for a continued expansion of business for at least the next six or nine months.

The influence of advertising on women buyers was the subject of a most interesting and constructive talk before the advertising section by Mrs. Lulu E. Eckles, publicity director of A. Hamburger & Sons, Los Angeles. The facts and figures presented were based on a survey just completed by the Women's Advertising Club of Los Angeles. Mrs. Eckles said:

"Realizing the important fact that it is estimated 90% of the nation's buying is done by women and that millions of dollars are squandered every year in an effort to gain their attention, the Women's Advertising Club launched and completed an educational and co-operative campaign among the women of Southern California in an effort to determine their reactions to advertising as accurately as possible.

"It was decided the most direct method of reaching women was through their own channels—clubs, parent-teachers' associations and similar organizations. Accordingly, speakers from the club appeared before these various bodies, explained the aim of the campaign and distributed questionnaires to each woman present. The speaker always urged that each of these questions be considered thoughtfully and answered, in the space provided, carefully and honestly. The questionnaires were collected immediately after the adjournment.

"By this direct method, it was possible not only to determine the classes of persons reached but also to be assured that each question was answered by the individual without any coercion or influence from others. To get a fair average, all classes of women were appealed to, from the wealthy club woman and head of a household to the salaried woman and wage earner in moderate circumstances.

"So diverse were the classes of women covered—embracing, as they did, teachers, housewives, workers in factories, stores and offices, professional women and club supporters that it was deemed advisable to figure results on a basis of 1,000 returns. Consequently the thousand questionnaires from which the final statistics were deduced represent, as nearly as possible, an equal number of women from various walks of life. Thus they may be considered to represent the average buyer.

"The following information was obtained through the questionnaire on the basis of 1,000: (Under the caption 'Did not answer' are figured the failures to reply to that particular question, though all others may have been answered, proving an uncertainty of determination on any one point):

	Yes	No	Occa- sionally seldom	Did not an- swer
1. Do you read newspaper advertisements?.....	83%	6%	8%	3%
2. Circular letters?.....	33%	40%	15%	12%
3. Announcement cards?.....	64%	17%	9%	10%
4. Booklets and pamphlets?.....	32%	35%	16%	17%
5. Magazine advertisements?.....	72%	10%	12%	6%
6. Program advertisements?.....	65%	14%	10%	11%
7. Street car advertisements?.....	75%	11%	7%	7%
8. Billboards?.....	54%	23%	8%	10%
9. Which of the above advertising media influence you most?				
Newspapers?.....	36%			
Circular letters?.....	1%			
Announcement cards?.....	4%			
Booklets and pamphlets?.....	1.7%			
Magazine advertisements?.....	22.7%			
Program advertisements?.....	3%			
Street car advertisements?.....	4.2%			
Billboards?.....	4.4%			
Did not answer—could not decide.....	2.3%			
10. Do you prefer advertisements with illustrations?.....	64%	16%	6%	15%
11. Do you like chatty, conversational advertisements?.....	34%	41%	4%	21%
12. Do you like more statement of facts and prices?.....	60%	20%	5%	15%
13. Have you faith in comparative prices?.....	35%	30%	10%	25%
14. Have you sometimes found that merchandise is not as represented in advertisement?.....	78%	8%	..	14%
15. Where possible, do you specify "home products"?.....	42%	21%	6%	31%
16. Have you confidence in advertising generally?.....	73%	10%	7%	10%

*This question was asked for the direct purpose of securing data that would be of assistance to the Los Angeles Chamber of Commerce.

"It was interesting to note the many comments that were written on the questionnaires in addition to the decisive 'yes' and 'no.'

"I will cite a few just to give an idea of the keen interest manifested in this campaign and the care with which the questions were answered. Scores of comments either identical or similar to these, were made, proving the thought behind each return.

"The form of advertising that influences me most is that which is sincere, truthful and that does not run down his neighbor's goods."

"Faith in comparative prices depends on who quotes them."

"I read mainly for facts and prices—secondarily to study the psychology of the ad. They are often quite clever and interesting. The more clever and interesting they are, the less I am inclined to trust them."

"While advertising seems to be a vital necessity under our present economic system, it seems to many thinking people that advertising is a great economic waste, and that it will become as unnecessary as to advertise postage stamps when civilization has evolved a co-operative democracy. Meantime, make your advertisements absolutely true and as attractive as you please. Of course, we all read and act upon them. Above all else, do not state that your firm sells the best at the lowest prices. That is hardly ever true."

"And in conclusion, let me ask you, if you feel that spirit of antagonism that seems exists between stores and their patrons? The public is always growling at the store and the store is always finding fault with the public.

"Just mere service and merchandise won't do—n't even fair prices and more knowledge. The store must love its public and delight in its service, not for gain alone, but for the very joy of serving."

Speaking before the N. R. D. G. A. Advertising Group, Joseph B. Mills, publicity director of the J. L. Hudson Company, Detroit, advised the abandonment of price mention in department store advertising and the use, in its place, of institutional copy. Talk store and service and the people will just naturally come in and buy without regard to price, Mr. Mills said. This policy has served to build the Hudson business volume to one of the largest of any department store in the world.

Other speakers included Richard J. Sloman, vice-president of the Century Advertising Service; Leonard Dreyfuss, of the United Advertising Corporation; Douglas Walker, of Arnold, Constable & Co.; Ernest C. Hastings, Dry Goods Economist; Herman Neaderland, A. I. Namm & Son; Col. N. S. Plaut, of L. S. Plaut & Co., Newark, N. J.; Walter S. Hamburger, of Hochschild, Kohn & Co.

The advertising sessions were presided over by Chairman Chester A. Brown of L. S. Plaut & Co., Newark, N. J. A round table program was in charge of Frank A. Black of William Filene's Sons Company, Boston.

The Advertising Group elected the following officers Thursday:

Chairman, Gordon Schonfarber, Gladding Dry Goods Company, Providence, R. I.; 1st vice-chairman, Frank A. Black, William Filene Sons Company, Boston; 2d vice-chairman, Chester A. Brown, L.

S. Plaut & Co., Newark N. J.; 3d vice-chairman, Morton Simpson, Birmingham, Ala.; 4th vice-chairman, Joseph B. Mills, J. L. Hudson Company, Detroit; 5th vice-chairman, Mrs. L. E. Eckles, A. Hamburger & Sons, Los Angeles, Cal.; secretary-treasurer, W. R. Hotchkiss, of Abraham & Straus, Brooklyn, N. Y.

In his convention report Managing Director Lew Hahn declared the Truth Campaign committee of the N. R. D. G. A. has inaugurated a work which ultimately should result in a better understanding by the consumer of the service rendered by the retailer and of the problems, difficulties and costs which the retailer must assume in his effort to serve the consumer. He said in part:

"In the work to build better trade relations we look forward to the time when the understanding and sympathy between the retailer and those from whom he buys may develop to the point where both sides of the market may do business more economically with less annoyance and greater satisfaction and when the retailer will not be in the position of having those from whom he buys contribute to the possible creation or enlargement of dissatisfaction in the mind of the retailer's own customer. Surely these are basic fields of work."

"The one big achievement of the association in 1922 was the holding of the First National Merchandise Fair, at the Grand Central Palace, New York. The association was successful with but three months of preparation in producing a fair in which more than 600 exhibitors took place and which was visited by some 25,000 buyers."

"Although the first fair in many respects fell short of perfectly expressing the ideals for it held by the officers and directors, it proved to be a tremendously valuable event and has opened the way for the development of what we believe will be the most useful field of work on which the association can embark—that of providing merchandising assistance for thousands of retailers and their buyers from all over the country."

"The work is now well under way for the second National Merchandise Fair, to be held at the Grand Central Palace, New York, from July 23 to August 3."

Ira M. Youmker, of Franklin Simon & Co., chairman of the ways and means committee of the First National Merchandise Fair, said an achievement fully worth all the effort put into the fair was the appointment of a committee to work out a code of ethics between retailers, manufacturers and wholesalers.

In explaining the use of an expense budget in cutting down retailers' expenses, E. H. Scull, accountant, of E. H. Scull & Co., Chicago, said the old idea that advertising should be 3 per cent of sales is a fallacy. He pointed out where it might be advantageous to use 5 per cent very regularly, and others where more than 1½ would be wasted.

William Nelson Taft, of the Retail Ledger, Philadelphia, pointed out to the Retail Secretaries' Association the need of trained salesmen and the great opportunity the department stores offer, he urged that retailers through advertising and similar means should acquaint the public with the advantages of retail selling as a profession.

Appreciation was voiced by the secretaries for the co-operation of the trade papers in encouraging youth to adopt the vocation of retailing. Members were urged to co-operate in the movement by supplying live information on the subject to the publications interested.

Harold N. Moore of Seattle, was chosen president of the National Association of Retail Secretaries to succeed W. H. Gray, of Cleveland. W. DeSausure Trenholm, New York, was elected first vice-president; F. H. Nielson, Fort Dodge, Ia., second vice-president; and C. J. Columbus, third vice-president. T. M. B. Hicks, Jr., was re-elected secretary as was Raymond T. Fiske, Buffalo, treasurer.

CLOTHING BUSINESS BRIGHTENS

New England Retailers' Association Optimistic Over 1923 Prospects

Boston, Mass., Feb. 7.—The atmosphere of depression which has affected business during the past year appears to be brightening, according to reports made today at the annual convention of the New England Retail Clothiers' Association.

President F. A. Long, in his annual address, declared:

"Many retailers were unable to operate profitably during the early months of the year; gradually increasing business brought them to a point where the final months were moderately profitable. Perhaps the principal thing to be afraid of at the present time is rising prices. The buying public is still showing a considerable indisposition to follow goods up, and the attitude of many retailers still shows a considerable degree of caution. However, we find today optimism is the keynote in American business. The feeling is becoming general that the worst is all behind and we are well along on the road to materially better things. This underlying sentiment of cheer in itself, is a

good indication that business is going to be good for the coming year."

Julius C. Morse, national vice-president, in an address, reported that the present high prices of cloth will hold for the next two years, with slight variations either way, but certainly not to return to prices as low as a year ago. "There is no danger of a buyers' strike," he declared, "because the advance to the consumer for next year can be held down to a \$5 bill on medium grade clothing."

BLAMES ADVERTISING WASTE

Iowa Clothiers Also Warned Against Carrying Too Varied Stocks

DES MOINES, Ia., Feb. 7.—Waste in advertising efficiency and retailers carrying too large a variety and brands of goods in stock were blamed for high distribution costs at the meeting here today of the Iowa Retail Clothiers' Association.

Sidney Anderson, congressman from Minnesota, and chairman of the joint congressional commission of the agricultural inquiry, said the average retailer carries too many brands, too many styles, and too many varieties. This wide selection is unnecessary. One of the largest stores in Chicago handles only one brand of knit goods, while he has found small retailers in the country selling six or eight different makes. The consumer's demand for expensive service, and the liberal way in which credit is granted, were listed as two prime factors in the retailer's increasing overload.

Fred Volland, president of the National Association, cited the immense amounts of expensive dealer helps and lithographs that are sent to retailers by manufacturers, only to go into the waste paper press, as evidence of the waste in advertising. He urged the merchants to put their own personality into their advertising copy, and stressed the importance of personal letter campaigns.

WILL DEVELOP RETAIL ADS

Fourteen Wisconsin Daily Newspapers Form New Association

The Newspaper Advertising Managers' Association of Wisconsin was formed at Madison, Wis., January 29. Fourteen of the state dailies published in Madison, La Crosse, Janesville, Eau Claire, Racine, Chippewa Falls, Waukesha, Marinette, Wausau, Green Bay, Appleton and Fond du Lac were represented.

The organization has for its object the study of the development and sale of retail advertising, and will endeavor, through an interchange of ideas, to curb the promotin of schemes which tend to bring legitimate advertising into disrepute, and to enlighten retailers regarding proper and economical advertising procedure.

The officers of the new organization are: Thomas J. Murphy, Janesville Gazette, president; E. J. Usher, Madison Wisconsin State Journal, vice-president; D. S. Greig, La Crosse Tribune and Leader-Press, secretary-treasurer.

LEADING THE LIST

In a city and nation where class circulation means everything, where American advertisers in the ordinary newspaper buy waste circulation among Japanese whose purchasing power is low, The Jiji Shimpo leads all. With a monthly subscription rate of Y1.10, *The Jiji is the highest-priced newspaper in Japan.*

THE JIJI SHIMPO

時事新報

Is the newspaper of prosperous, ambitious Japan—a young nation, newly-endowed with means for enjoying the goods of the West. Her most progressive sons and daughters, eager to learn more of America and all America has to give Japan, read The Jiji Shimpo. Not only on account of its superior presentation of domestic and foreign news, but because it carries the bulk of foreign advertising appearing in Japan, The Jiji is the favorite of the class the American advertiser must reach.

The Jiji's New York representative, Mr. J. P. Barry, will gladly discuss the opportunities of the Japanese market, which he has studied at close range.

New York Office:

JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables: "Jiji Tokyo" Bentley Code

TOKYO, JAPAN

Morning and Evening Editions

"In Japan, the Buyers Read the Jiji"

Largest Circulation of any
Maine Daily!
PORTLAND'S
Only Three-Cent Daily
PORTLAND'S
Only Evening Paper
Portland Express

Now enjoying the largest circulation in its history!
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago.

IOWA

EXPLAINING THE 500,000 AUTOMOBILES

Iowa is gaining in wealth faster than in population. That is why its 2,404,021 people have over 500,000 automobiles or nearly as many as there are families.

Iowa has an average of one automobile to every fifth person.

During the past year Iowans spent over \$30,000,000 for gasoline for their automobiles alone, and over \$12,000,000 for gasoline for tractors and farm utility gas engines.

It is a pretty good thought to give the weight of your advertising to the territory that can buy the best, and where newspapers are read at home for the advertising as well as the telegraphic news.

Naturally the national advertiser who is alive and on the job will lose no time, but start after this business NOW.

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

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

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

†Government Statement, October 1, 1922.

ORVILLE HARRINGTON DEAD

Had Been With Dayton (Ohio) News 26 Years

Orville Harrington, aged 58, died in a private hospital in Dayton, Ohio, early Sunday morning, February 4, of appendicitis. At the time of his death he was foreign advertising manager of the Dayton News. He became ill about two weeks ago, and following an operation, apparently was on the road to recovery. Then came a relapse and his death.

Mr. Harrington had been connected with the Dayton Daily News in various capacities for the last 26 years, starting as foreman of the composing room. Later he became business manager, and subsequently foreign advertising manager.

H. H. WARNER

Made Fortune in Widely Advertised Patent Medicine

H. H. Warner, aged 81, a dealer in medicines at Rochester, N. Y., died in Minneapolis, January 26, of heart disease. He had been ill for two months.

Mr. Warner, 30 years ago widely known as a promoter of patent medicine companies, was born on a farm in Western New York. When he was 15 he was apprenticed to a tinsmith, but after a few months started out on the road as a peddler of tinware. When he was 18 he opened a shop for himself in Ann Arbor, Mich.

Later he announced in a country-wide advertising campaign that he had been miraculously cured of an incurable disease by a compound which an herb doctor of Rochester, N. Y., had discovered.

Obituary

NICHOLAS BRUCE MARTIN, aged 69, editor of the Waynesboro (Pa.) Press, died February 3 after a long illness.

EARL B. GADDIS, aged 37, a member of the editorial staff of the Omaha World-Herald and well known in Washington newspaper circles, where he was formerly secretary to Senator Gilbert Hitchcock, died at Omaha January 28 of pneumonia, following a long illness.

HARRY F. HIGGINS, managing editor of the Tacoma Ledger, died February 1 after a brief illness. Mr. Higgins had been in newspaper work in Tacoma for 23 years.

WILLIAM EATON, managing editor of the Kalamazoo Telegraph and later part owner of the Rockford (Ill.) Gazette-Register, died January 30.

JAMES E. WATKINS, editor of the Chillicothe (Mo.) Constitution, died January 31. His sons, Clarence E. and Irvin W., will assume the management of the Constitution.

J. W. RHOADES, father of James R. Rhoades, publisher of the Newton (Iowa) Daily News, died at Newton, January 29.

GEORGE B. KELLEY, aged 75, for some years owner and editor of the Moberly (Mo.) Monitor, but who retired from active newspaper work 15 years ago, died this week in Los Angeles.

A. J. MAGURN, Canadian newspaper man, died at Ottawa, February 4. He had been connected at various times with the Manitoba Free Press, the Toronto Globe and the Montreal Herald.

DAVID L. BARTON, aged 81, for many years foreman and manager of the Mercer (Pa.) Dispatch, died February 3.

CAPT. ROSELLE M. DAVID, a former member of the Omaha (Neb.) World-Herald staff, who four years ago enlisted in the army, is dead in Panama.

GEORGE B. TINDLE, aged 82, for many years secretary of the Times Company, publishers of the old Pittsburgh Times, later merged with the Pittsburgh Gazette, died on February 1.

ALBERT BROWN CHANDLER, aged 83, former president of the Postal Telegraph Company, died at Randolph, Vt., February 3.

MRS. MYER FRIENDLY, mother of Edwin S. Friendly, business manager of the New York Sun & Herald, died February 7, after a short illness. Mrs. Friendly's home was in Elmira, N. Y., but she was visiting her son in New York at the time of her death.

C. FRED CROSBY, aged 59, for the last seven years editor of the Tobacco Record, died February 7. Mr. Crosby had been a member of the New York Press Club for thirty years and was secretary of the board of trustees.

MRS. GEORGE W. SMALLEY, widow of George W. Smalley, for many years London correspondent of the New York Tribune and later American correspondent of the London Times, died in New York, February 4.

REV. WALTER DWIGHT, aged 51, for 11 years associate editor of America, a national Catholic weekly, died February 1.

MRS. JANE T. WILSON, wife of David Wilson, president of the Nassau News Company, died February 4 at her home in Brooklyn.

JOHN T. BROSNAN, aged 62, for 30 years employed in the composing room of the New York World, died February 1.

H. ZINN GOULD, who started his career as a reporter on the Philadelphia Press, and managing editor of Town Topics, died in New York, February 5. He had been connected with Town Topics for 20 years.

JOHN RAYMOND COX, aged 49, associate editor of Army and Navy Journal and editor of the Fleet Review, monthly publication of the enlisted men of the Navy, died in Washington, February 6, as the result of a stroke of apoplexy.

JAMES MAHON, for 30 years in the New York World composing room, was found dead in a snowdrift near Bellmore, L. I., February 7. Heart disease was thought to have caused death.

WANAMAKER ESTATE TO FAMILY

Department Stores to Rodman Wanamaker—Bequests to Charity

John Wanamaker's will filed for probate in Philadelphia, January 19, leaves his department stores in Philadelphia and New York to his son Rodman Wanamaker; creates two \$1,000,000 trust funds for his daughters, Mrs. Barclay H. Warburton and Mrs. Norman Macleod; gives each of his grandchildren \$10,000; leaves \$200,000 to Bethany Collegiate Church, Philadelphia; and gives \$50,000 each to the Bethany Brotherhood and the Friendly Inn, a Philadelphia home for men seeking employment.

In addition to these bequests the will includes the following provisions: \$50,000 to Mrs. Elizabeth Fry, Mr. Wanamaker's sister; \$60,000 in trust for the widow and children of his youngest brother, F. Marion Wanamaker; and \$25,000 each to children of his deceased sister, Mrs. Mary W. Fales. The residue goes to Rodman Wanamaker and he is instructed to provide funds for the creation of a home in Philadelphia for boys whose misdemeanors have subjected them to the law and who would otherwise be sent to the House of Correction.

Ad Solicitor Kills Himself

Norman M. Baldwyne, advertising solicitor, shot and killed himself at Princeton, W. Va., January 28, while facing arrest on the charge of shooting Miss Ethel Brown, 17 years old, in her home in Roanoke the day previously. He had worked on papers in Petersburg.

Barreto's Estate \$6,000

John Joseph Barreto, member of the Richmond (Va.) advertising agency of Cecil, Barreto & Cecil, who died recently, left an estate appraised at \$6,000, bequeathed entirely to his widow.

Ervin Wardman Left \$500,000

The will of the late Ervin Wardman, who was vice-president of the Sun-Herald Corporation, New York, recently admitted to probate at White Plains, N. Y., disposes of an estate estimated at \$500,000.

NEWS OF ASSOCIATIONS AND CLUBS

NEWSPAPER AND PUBLISHING

A. SCHAEFER of the Fort Wayne (Ind.) Journal-Gazette, has called meeting in Chicago the latter part of February at which organization of the National Morning Newspaper Association is to be completed.

President Dwight H. Brown of the Missouri Press Association, has called a special one-day meeting of the association at St. Louis February 10 to consider plans for the coming year. J. S. Hubbard, field secretary of the association, will present plans for the year and the same time the greater Missouri committee of the Northwest Missouri Press Association will place its ideas for "putting Missouri on the map" before the parent organization.

The annual meeting of the Republican Editorial Association of Missouri will be held at the Muehlbach Hotel in Kansas City, February 12, in connection with the meeting of the Young Republican Association of Missouri. At the annual Lincoln Day banquet the principal speaker will be Vice-President Coolidge.

Newspaper men of Oil City, Franklin and Titusville, Pa., have organized the Tri-City Press Club, with the following officers: President, A. C. McIntyre, Oil City Derrick; vice-president, E. T. Stevenson, Titusville Herald; secretary, James A. Murrin, Franklin News-Herald; treasurer, Roy Brower, Franklin News-Herald; social committee, E. W. McNall, Titusville Herald; James B. Borland, Franklin News-Herald; F. E. Jacobson, Oil City Blizzard.

H. P. McCall, of the Times-Picayune, has been elected president of the New Orleans Press Club for 1923. Other officers are: Thomas Ewing Dabney, Item; Wilmer H. Johnson, Johnson Iron Works, vice-presidents; Frank S. Berlin, Times-Picayune, secretary; J. F. Wicher, Times-Picayune, treasurer; directors: John T. Gough, Martin T. Durkin and E. J. Chopin, Times-Picayune; Harry Martinez, States.

The Second Minnesota District Editorial Association held its mid-winter meeting at Mankato, February 2. W. E. Hinchon, Madelia Times-Messenger, was elected president; Robert Stewart, Ceylon Herald, vice-president; H. J. Haydon, Lakefield Standard, secretary, and F. P. Griffin, Good Thunder Herald, treasurer. The resolutions favored the printing of legal publications in English-language papers only and opposed depriving the regents of the University of Minnesota of the right to dismiss disloyal instructors. A. M. Welles, of the Worthington Globe, retiring president, made an encouraging report of conditions in the newspaper field. A. O. Moreaux, of the Luverne Herald, spoke on "How to Secure and Maintain a Subscription List"; Seth Thornton, of Brookings, S. D., told of the work of the South Dakota School of Printing, of which he is the head, and H. C. Hotaling, publisher of the Mapleton Enterprise, read a paper on "National Advertising." The summer meeting will be held at Worthington.

The Maryland Press Association has elected these officers: President, Ridgley P. Melvin, publisher, Annapolis Capital; vice-presidents, Clarence Vincent, and Leo Moore; and secretary-treasurer, F. E. Shanahan.

The Delmarva Press Association elected as its officers the following, president, Col. Theodore E. Townsend; vice-president, George Carter and secretary, William F. Metten, general manager, Wilmington Every Evening. Newspapers of Delaware, Maryland and Virginia comprise the membership.

The Press Gallery of the Dominion Parliament at Ottawa on February 3 elected the following officers: President, H. F. Gadsby, Montreal Standard; vice-president, George Hambleton, superintendent of Parliamentary Press Bureau

of Canadian Press Ltd.; secretary, Claude Melanson, Montreal La Presse; executive, J. E. March, Montreal Star; Alan N. Longstaff, Canadian Press Ltd.; Edgar Boutet, Montreal Le Canada; F. C. Mears, Toronto Globe; T. M. Fraser, Halifax Chronicle; Thomas H. Blacklock, retiring president, ex-officio.

The National Publishers' Association has moved to 15 West 37th street, New York.

The Newspaper Dramatic Writers' Club of New York on February 3 elected the following officers: Harry Hershfield, New York Journal, president; Nat Dorfman, New York Journal, vice-president; Frank Hughes, Catholic Herald, second vice-president; Alvin V. Kayton, Long Island Star, treasurer.

The Augusta (Ga.) Herald has been elected to active membership in the American Newspaper Publishers' Association.

ADVERTISING

THOMAS R. MARSHALL, former Vice-President of the United States, will address the Baltimore Advertising Club at its fifteenth annual banquet at the Hotel Emerson, February 13.

The San Francisco Advertising Club gave a dinner and dance February 10 at the Palace Hotel.

"How the Newspaper May Be Used Effectively" will be the subject of two of twelve lectures on "Investing the Advertising Appropriation," to be given weekly by the Pilgrim Publicity Association, Boston.

Alden H. Kenyon, of Wood, Putnam & Wood Company advertising agency, Boston, was elected Commander of the Crosscup-Pishon Post 281, American Legion Advertising Men's Post. Other officers named were: senior vice commander, Francis W. Tully; vice commanders, Daniel Ashley and David Tibbetts; adjutant, Chester Porter; chaplain, George Hands; sergeant-at-arms, Hal MacNamee; historian, Paul Hanson; service officer, Louis Glaser; athletic officer, Lincoln Crosscup; employment officer, J. L. Neil; vocational officer, Leon B. Farley; finances officer, J. N. Sweeney; publicity, Fred J. Bonnet.

Advertising clubs in the States of Colorado, Utah, Idaho, and Wyoming, which form the eleventh district of the Associated Advertising Clubs of the World, will hold a district meeting at Denver on February 12 and 13. F. D. Zimmerman, former vice-president of the district is chairman of the convention committee.

William P. Green Is Found

William P. Green, director of the National Vigilance Committee of the Associated Advertising Clubs of the World, who has been missing since January 22, telegraphed February 6 from Birmingham, Ala., that he was all right. He apparently has had an attack of amnesia and did not remember what had occurred for several days after he left New York. He started on January 22 on a business trip to Columbus, Ohio, and when a few days later no word had been received from him, it was learned that he had not reached Columbus.

Newspaper Friends Dine E. C. Hill

The staff of the New York Herald gave a dinner February 3 for Edwin C. Hill, who has been a reporter for the New York Herald and the Sun since 1904. He resigned January 1 to take charge of the news service of the Fox Film Company.

Lansing Auto Editions Issued

Special automobile show editions of the Lansing State Journal and the Lansing Capital News were issued Friday, February 15, two days in advance of Lansing's second annual show.

Holtville Tribune Sold

The Holtville (Cal.) Tribune has been sold by John B. Baker to N. H. Parks.

FARM and FACTORY VALUES

of Indiana's industrial efforts mount yearly to nearly two and one-half billion dollars from agriculture, mining and manufacturing.

Too many think of Indiana as an agricultural state without seeing the market here for goods used by factories, offices and city dwellers.

This state, ninth in point of population, has twelve cities with over 25,000 people—the highest native born population of all the States, over 92 per cent.

In any advertising campaign, Indiana must be considered as an important factor, worthy of your attention and pretty certain to return results.

Indiana's leading papers, listed below, can be of great aid in helping national advertisers to secure a firm foothold in this 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
†LaPorte 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)	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.

EDITORIAL



PROFESSIONAL SPIRIT ASCENDANT

JOURNALISTS are well along the road toward professional standing. They have progressed far in the past year. In every corner of the land, thoughts of editors are turned toward putting into concrete form the principles of truth and of service to the reader—and to no one else—that have been slowly evolved during the past half century, and especially during the past twenty years.

No better evidence is needed than the spontaneous efforts of numerous state editorial and publishing associations to codify the principles under which their members are operating and desire to operate. Ethical codes have been proposed in a number of widely scattered editorial communities, and in several have been adopted and published. It is understood that the American Society of Newspaper Editors, itself an evidence of the trend toward professional consciousness, is preparing a code of principles to which its members will subscribe and under which they will conduct their journals. The idea is in the air and has gained strength by its own sheer merit, without the assistance of organized propaganda and missionary work.

There is much yet to be done before journalism attains the full status as a profession. There is also a danger that the enthusiastic supporters of the code of ethics idea will draw their lines so stringently that either natural progress will be checked or their codes will drop into creeds of words without the spirit that compels observance.

Journalism, like every other human activity, moves with the years, and practices that 1923 applauds, or at least tolerates, may be as distasteful to 1943 as the vituperative journalism of eighty years ago is today. And journalism has reached its present estate not through rules laid down by editorial groups in council, but through the enterprise and clear minds of individuals who refused to follow the crowd. These two factors doom any code which is based on a series of "Thou shalt nots."

Nevertheless, it is well that editors are thinking in terms of journalism as a profession. It will reach that state gradually and by a succession of slow steps, each planted firmly on the foundation of what has gone before. Some day, possibly within the lifetime of present-day workers, newspaper men will be prepared to accept full responsibility before their families and their readers for every word that appears in their columns. Some day they will be able and willing to cast from their ranks forever those who offend against the canons of truth and good faith that are generally adopted. That is one goal.

Circulation and advertising will continue to receive the attention that has given them their wonderful impetus of the present century, and he would be rash who would predict the limit of their development. Equally rash is he who would now guess at the heights to which the ascendant professional spirit among American editorial men may lead not only the press, but the nation and the world.

BRING ON YOUR STATISTICIANS

THE Postal Department has more mysteries that we would like to see solved than what the joint postal commission of the House and Senate has done during its two years of life. Not the least important is the matter of present rates.

To send a copy of the cloth-bound volume of **EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK** to Japan costs 19 cents and to send the same book only to San Francisco the cost is 36 cents. Of course, the one to Japan is carried at fourth class rates, but when the destination is only part way and within the confines of the United States, it is necessary to ship by parcel post because the weight wrapped is 38 ounces.

Under these same conditions it costs 20 cents to send one of these books to Chicago against the same 19 cents that it costs to send the same book to Japan, England, or any part of Canada.

We wonder how long it would take a Congressional commission to figure how much of a profit there is on the carriage of a package to Japan at 19 cents if there is a loss on carrying the same package to California at 36 cents?

AN AMERICAN'S CREED

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

WOE be unto the pastors that destroy and scatter the sheep of My pasture! saith the Lord. Am I a God at hand, saith the Lord, and not a God afar off? Can any hide himself in secret places that I shall not see him? saith the Lord. I have heard what the prophets said, that prophesy lies in my name, saying, I have dreamed, I have dreamed. How long shall this be in the heart of the prophets that prophesy lies? yea, they are prophets of the deceit of their own heart; which think to cause My people to forget My name by their dreams which they tell every man to his neighbour, as their fathers have forgotten My name for Baal.—(Jer. xxiii : 1, 23-27). But woe unto you scribes and Pharisees, hypocrites! for ye shut up the kingdom of heaven against men : for ye neither go in yourselves, neither suffer ye them that are entering to go in.—(Matt. xxiii : 13.)

LINCOLN

LINCOLN is close enough to the present generation through the memory of men still living to give an intimacy that makes him and his deeds and words always applicable today.

Lincoln's life is a vein of pure gold that has enriched America for all time and there is no American who cannot profit greatly in patriotism by delving deep into it.

Ida M. Tarbell in "The Fortunate Boy," Collier's for February 10, makes a point about the boyhood of our great American that is usually lost, one worth our consideration in these days of unrest.

"The boy Lincoln did not read for forgetfulness. The book was not a sedative, a soporific for him. It did not take him out of Spencer County, Ind., but rather helped him to understand Spencer County. It interpreted to him the thing of which he and Thomas Lincoln and Nancy Hanks Lincoln, and all these neighbors and friends of theirs, were a part."

We need the teachings of Lincoln more today than ever before if the world is to be saved from greed. His greatest attribute was faith in his fellow man. It was that which saved a union divided by hate and separated by rivers of blood. Peace can come now as then only "with malice towards none, with charity for all."

Lincoln was a statesman from the people who dealt through the hearts of men and gave peace to a continent greater than Europe.

WHEN ONLY RESULTS COUNT

THE automobile manufacturers of America are at last recognizing advertising as a form of salesmanship instead of a means of expressing vanity and as a result they are buying newspaper space as never in the history of the business, and they are filling that space with brass-tack selling arguments.

Plain talk, dollars-and-cents argument and actual photographs have taken the place of the so-called works of art noted chiefly for their exaggerated magnificence, of a few years ago.

The present newspaper drive for sales which started with the New York Automobile Show is continuing throughout the country and as a result orders are already booked to keep the factories operating to capacity until past mid-Summer.

The automobile makers have learned their advertising lesson, namely, that newspaper space is the most economical form of modern salesmanship.

ON TO LONDON

LONDON is going after the 1924 convention of the Associated Advertising Clubs of the World in a big way and all men who vision a better world to live in through binding ties of understanding wish Sir Charles Higham and his fellow workers success in their efforts.

There is no other annual gathering that attracts so many men representative of life in every part of this country and in as close touch with shifting public opinion and the aims and desires of all the people. That is the principal part of the advertising man's business.

To take the 1924 convention to London will have a healthy effect on the A. A. C. W. and will do more to make it a world organization than anything that has happened in the past.

The Thirty Club of London, which is behind the "On-to-London" movement, is the foremost organization of advertising men overseas and one of the most powerful in the world, although its membership is limited to thirty active and thirty associate members. Viscount Rothermere's Daily Mail is already giving much space to the proposed gathering in London in 1924 and Sir Charles Higham, chairman of the Thirty Club committee in charge of taking the convention to London, on his arrival in this country during the week announced two subscriptions of 5,000 pounds each, or roughly a total of \$50,000, have already been made to the convention fund and no active solicitation has as yet been made. This is unusual when it is considered that the convention is still sixteen months away.

A delegation of probably one hundred representatives of the advertising, publishing and business life of England will visit the Atlantic City convention of the A. A. C. W. in June to set forth the claims of London as the 1924 convention city. **EDITOR & PUBLISHER** wishes them success, for the Associated Advertising Clubs need London as badly as London wants them.

GRIEVANCES VS. FACTS

READER confidence is built entirely on the reliability of contents of the newspaper. The first duty of a newspaper man is to guard that confidence by searching for facts and reporting them. The first duty of the press agent is to add bias that will rob the facts of their true significance and deceive the reader.

The newspaper man's duty is to the public; the press agent's duty is to his paymaster.

That is the reason there can be nothing in common between the two when journalism is put on its proper professional plane.

Paymasters of press agents are, in a majority of cases, moved by the highest possible motives, but this by no manner changes the status of the press agent so far as true journalism and the public is concerned.

Dr. Charles Scanlon, general secretary of the Presbyterian Board of Temperance and Moral Welfare, no doubt thought his grievance against the newspapers of Washington, D. C., was a just one when he permitted Walter I. Clarke, press agent of his organization, to send out a story which was untrue as to all essential facts. Walter I. Clarke was satisfying the paymaster, which is the first duty of a good press agent.

With half a dozen other gatherings commanding national interest to report, a mere Cabinet meeting, statements from the White House, sessions of Congress, important dispatches from London, Berlin and Paris outlining the diverse policy of Secretary Hughes, the Conference on Federal Control of Motion Pictures received from the newspapers just about what it was entitled to—a report based on fact, that and no more.

OVERTIME is to be determined a week in advance for New York pressrooms by the publishers—"when ascertainable"—and its duration—"so far as practicable." Thus do a few words of a Federal judge restore common sense to a farcical situation. But they only indicate "more trouble" to the Prussianized officers of the Pressmen's Union.

PERSONAL

VICTOR MURDOCK of the Wichita (Kan.) Eagle, chairman of the Federal Trade Commission, accompanied by Mrs. Murdock; H. S. Jewell, publisher of the Springfield (Mo.) Leader, and Mrs. Jewell; Henry M. Pindell, proprietor of the Peoria (Ill.) Journal and Transcript, and Mrs. Pindell; William Allen White, editor of the Emporia (Kan.) Gazette, and Mrs. White, and H. S. Talmadge of the Newark (N. J.) Star-Eagle and Toledo Blade, accompanied by Mrs. Talmadge, sailed February 7 on the Mauretania for a 60-day cruise to the Mediterranean.

Melville E. Stone is confined to his home in New York with an attack of grippe.

Frank B. Noyes, president of the Associated Press and publisher of the Washington Star, who is on a trip around the world, is now in India. He will sail from Bombay for Colombo February 24, and expects to reach Marseilles, April 13.

R. F. R. Huntsman, president of the Brooklyn Standard-Union, who has been hunting turkeys in Virginia, is expected home the latter part of next week.

Thomas W. Purcell, editor of Hampton (Ia.) Chronicle, who was campaign manager for T. Q. B. Robinson in his successful race for Congress from the Third Iowa District, brought the Representative-elect to Washington this week and made the rounds. Mrs. Purcell accompanied her husband.

William McCartney Davidson, editor of the Calgary (Alta.) Albertan, has been elected a member of the Alberta legislature, succeeding the late "Bob" Edwards, who published the Calgary Eye-Opener.

Nelson A. Crawford, professor of journalism at the Kansas State Agricultural College, has been re-elected president of the Kansas Authors Club, of Topeka.

Charles M. Townsley, editor of the Great Bend (Kan.) Daily Tribune, has been elected president of the Kansas Day Club, the Republican organization of Kansas.

IN THE EDITORIAL ROOMS

E. W. HULLINGER, formerly United Press correspondent in Russia, has just returned to America and is spending a few days in New York, he will leave next week for his old home, at Osborne, Kan., to visit his mother and put the finishing touches on a book he is writing, to be called "The New Bolshevik Russia."

Stuart Towe, for eight years with the Knoxville (Tenn.) Journal & Tribune as city and managing editor, has resigned, and with W. P. Chandler, retiring postmaster, has formed the Chandler & Towe Realty Company, in Knoxville.

Francis J. Dyer, former Washington correspondent, is now United States consul at Coblenz, Germany, where he has succeeded another newspaper man, E. Verne Richardson, who is now on detail at the consulate-general in Berlin.

E. J. Costello has taken charge of a new business syndicate feature in the Chicago Journal of Commerce.

J. L. Brown, formerly publisher of the Aurora Star, has joined the Chicago Journal of Commerce.

Michael Meredith has been made acting sporting editor of the Chicago Herald and Examiner during the absence of "Ed" Sullivan, who is in New York City on a leave of absence.

William W. Roberts, formerly with the Bridgeport Herald, has joined the Bridgeport Sunday Post.

Wilfred Southwood, former city editor of the Toledo Times, is reading copy for the St. Paul Pioneer Press.

H. B. Crozier, assistant managing editor of the St. Paul Dispatch-Pioneer Press, has resumed work after an illness due to abscess of the ear.

Mae Tinee, movie critic of the Chicago Tribune, is ill. Mrs. Carolyn Krum is taking her place.

Joseph P. Muldoon, sporting writer on the Chicago Tribune, who has been seriously ill with pneumonia, is back at his desk.

Frank Wing, the cartoonist, is again performing staff duty for the St. Paul Dispatch-Pioneer Press.

George Earle Tager has been transferred from the copy desk of the Bridgeport (Conn.) Telegram to city hall editor.

Morgan Worth Gilney, sporting editor of the Lansing (Mich.) State Journal, has resigned.

Harold Allegre, formerly Sunday editor of the Wichita Eagle, has resigned and bought the Quenemo News from A. W. Logan.

Jerrald Owen, court reporter for the Portland Oregonian, has resigned to devote his time to the Pacific Leader and Better Fruit in which he is part owner. E. C. Potts has succeeded him. Joseph Macqueen, who has been employed in Astoria and Olympia, Wash., has returned to the Oregonian.

Kenneth Simons, reporter for the Springfield (Ohio) Daily Sun, will leave next week to join his father in business in Lima, Ohio.

James B. Hicklin, who has been on the staff of the Greenville (S. C.) News, has gone to the Greenville Piedmont as a reporter.

John Ryckmann, reporter for the Chicago Evening Post, is ill at his home.

Harry Sandager, formerly connected with the Pawtucket (R. I.) Times, Providence Tribune and Providence Journal, has been appointed manager of the branch of Ducee W. Flint, Inc., Ford distributors, at Norwalk, Conn.

T. L. Holden, late of the Hartford (Conn.) Courant, has joined the copy desk of the St. Paul Pioneer Press.

Leon A. Gantz, a reporter for the Sioux City (Iowa) Tribune, has resigned.

Ted Ringberg, a St. Paul high school boy, is now with the art department of the Dispatch-Pioneer Press.

Richard J. Finnegan, managing editor of the Chicago Journal, has returned to his desk after a slight attack of influenza.

William P. Northrup, former reporter on the Schenectady Gazette, is now private secretary to Lieutenant-Governor Lunn of New York.

John E. Watts has been put in charge of the Chicago Tribune's feature page.

Miss Margaret Sutherland, daughter of Senator Howard Sutherland, of West Virginia, has joined the staff of the Washington News.

Miss Hazel O'Neal has joined the Des Moines (Iowa) Capital.

F. T. White, brother of Lee A. White, editorial secretary of the Detroit News, has joined the Lansing (Mich.) State Journal.

Miss Florentine Michaud society editor of the St. Paul Daily News, has so far recovered from her illness that she has left the hospital and will go to Pasadena, Cal., for two months to recuperate.

Ned M. Hughes, Catlettsburg reporter for the Ashland (Ky.) Daily Independent, has joined the staff of the Washington (D. C.) News.

THE BUSINESS OFFICE

T. NORMAN WILLIAMS has been appointed manager of the national advertising department of the Minneapolis Journal.

Bert N. Garstin has been appointed local advertising manager of the New York Evening Post.

F. R. Davis, formerly with the Milwaukee Sentinel, has been appointed assistant to the publisher of the Wisconsin News, Milwaukee. Allen Reiselbaech has been made promotion manager of the Wisconsin News and the Sunday Telegram.

Thomas P. Collins has joined the Milwaukee Journal as manager of the promotion department. Mr. Collins was

FOLKS WORTH KNOWING

WISCONSIN paid tribute to the power and dignity of the country editor on February 2 when the president of the University of Wisconsin "recognized" W. H. Bridgman of the Stanley Republican, for distinguished services to the state's agriculture.



W. H. BRIDGMAN

For 15 years Wisconsin has been conferring these honorary "diplomas" upon residents and non-residents of the state. The four men honored with Mr. Bridgman brought the list up to 50 names.

Mr. Bridgman was born on a farm in La Fayette county, Wisconsin. He was graduated from the Hillsdale (Mich.) college and from the Oshkosh (Wis.) Normal school. After graduation he taught for a number of years, and then became superintendent of schools in Iron County, Wis. In 1896 he established a paper at Hurley, but gave it up after two years. He resigned his superintendency to accept the postmastership at Stanley, in Chippewa county.

At the same time he became managing editor of the Stanley Republican. For more than 25 years Bridgman has used his pen and his voice in moulding a mighty community. He has made the Stanley Republican a model country paper.

So appreciative are the readers of the Republican that almost spontaneously they planned to hold a banquet in May, 1921, in celebration of his 25th year as a moving spirit in the community.

Mr. Bridgman has always championed the cause of a higher agricultural education and a higher standard of agricultural citizenship. As a homemaker he is held in high esteem. One daughter was graduated from the University of Wisconsin and his oldest son is now a student there.

formerly advertising manager with Ed Schuster & Co., Milwaukee department store.

Charles A. Pope has been appointed manager of financial advertising for the New York Tribune to succeed Raymond Schooly, who has been made manager of

local advertising. Mr. Pope was formerly with the New York Journal of Commerce and more recently in charge of the New York office of the Bellamy-Neff Company, Chicago advertising agency.

T. G. Devaney, with 13 years' experience in merchandising and advertising with Omaha (Neb.) newspapers and retail stores, has joined the advertising staff of the Omaha Bee.

Harry J. Elder was this week appointed foreign advertising manager of the Toronto Globe. He joined that paper in 1919 as Montreal manager, and later was placed in charge of all general advertising east of Toronto. He is a veteran of the Canadian Expeditionary Forces, and after his war service was with the Toronto Saturday Night for two years.

H. L. Baker, circulation manager of the Knoxville (Tenn.) Sentinel, has just celebrated his thirty-second year of service with that newspaper. He began as a carrier and is now a stock-holder in the company.

Charles Mayes has been placed in charge of the service department of the Pensacola Journal.

E. L. Peacock is now on the South Bend (Ind.) Tribune advertising staff, succeeding Theodore Dodane, now with the Perfection Biscuit Company, Fort Wayne.

WITH THE AD FOLKS

C. K. WOODBRIDGE, president of the New York Advertising Club, has been elected president of the Dietaphone Corporation of New York.

Cornelius J. Quinlivan has been appointed advertising service manager of the Utica (N. Y.) City National Bank.

W. Lane Dilg, for the past year publicity representative of The Breakers, Atlantic City hotel, on February 1 became associated with Gormley, Smith, Peifer, Inc., Atlantic City advertising agency.

George Brewster Gallup, formerly with the New York Tribune and for ten years New England representative of the Cosmopolitan Magazine at Boston, has been appointed promotion manager of the Home Owners' Service Institute, Inc., New York.

(Continued on Page 32)

VISITORS TO NEW YORK

L. K. Reynolds—Dallas Times-Herald. H. C. Carpenter—Lancaster (Pa.) Intelligencer & News-Journal.

Col. Louis J. Wortham, Amon G. Carter, A. L. Shuman—Forth Worth (Tex.) Star-Telegram.

A. L. Miller, Battle Creek (Mich.) Enquirer and News.

The proof of the excellence of the Haskin Service is that papers in all parts of the United States are willingly increasing their rates of payment for it.

MARRIED

ROBERT G. MITCHELL, city editor of the South Norwalk (Conn.) Evening Sentinel, and Mrs. S. M. Andrews were married January 27.

Squire Dayan Eurich and Miss Lucille Hoffman were married recently. Mr. Eurich was formerly classified ad man for the Hagerstown (Md.) Herald-Mail Publishing Company, later traveling for the Basil Smith Advertising Agency.

Miss Mabel Carlson of the Omaha (Neb.) World-Herald and Joseph C. Thomas were married January 31.

Miss Blanch H. Sober and Carl J. Woodruff, of the advertising department of the Lansing (Mich.) State Journal, were married Saturday, February 3, in Lansing.

Miss Helen S. Mitchell and Joel S. Bateman, farm editor of the Lansing State Journal, were married January 20 in Toledo, O.

Edgar M. Hall, newspaper man, and Mrs. Maude Donahue, editor of the Cokato (Minn.) Enterprise, were married in Minneapolis January 27. Mr. and Mrs. Hall will edit the Enterprise jointly.

NOTES OF THE AGENCIES

GEORGE W. PATTERSON, JR., has become associated with Doremus & Co., New York, advertising agency.

Finley H. Greene, director of the Remington Advertising Agency, has been appointed chairman of the publicity committee of the Automobile Club of Buffalo.

The Boswell-Frankel Advertising Service, New York, has moved to 49 West 45th street.

G. F. Wunder, formerly advertising manager of the Atlas Portland Cement Company, has joined the staff of Frank Presbery Company.

Herbert Carl Bernstein has resigned as advertising manager of the San Francisco Chronicle to become vice-president of the Lockwood-Shackelford Company, San Francisco advertising agency.

The following officers for the fiscal year were elected at the recent annual meeting of stockholders of the Wark Advertising System Company, in Columbus, Ohio: W. J. Wark, president; W. C. Robinson, vice-president; W. E. Burns, treasurer, and B. R. Oman, secretary. The capital stock will soon be increased to \$100,000 to take care of business expansion.

Stanley G. Boynton, formerly in the advertising departments of the Packard Motor Car Company and the Burroughs Adding Machine Company, has formed his own organization in Detroit, Stanley G. Boynton, Inc., 3087 East Grand Boulevard.

Willard D. Humphrey has been appointed vice-president of the Power, Alexander & Jenkins Company, advertising agents of Detroit. He was formerly in charge of national advertising for the Burroughs Advertising Adding Machine Company, Detroit.

The Norman A. Fyffe Company, New York advertising agency, has been incorporated under the name of Fyffe & Bond Corporation with Norman A. Fyffe as president and Willard H. Bond, vice-president and treasurer.

The firm of Dorrance, Sullivan & Co. has succeeded Grandin-Dorrance-Sullivan, Inc., New York, Chicago and South Bend, Ind., following the retirement of Frank Grandin.

John A. Holland, former director of publicity for the Canadian Consolidated Rubber Company, has joined the R. Sykes Muller Co., Ltd., Montreal.

Harry J. Riker, of Brooklyn, has been appointed vice-president and executive director of William T. Mullally, Inc., of New York.

C. A. Bishop has joined Gardiner & Wells Company, New York advertising agency. He has recently been with the Industrial Finance Corporation.

Walter C. Cole, recently with the Albee Company, Detroit, has been appointed treasurer of Power, Alexander & Jenkins, Detroit advertising agency.

Carl F. Deysenroth and Robert M. Wenban have joined the Chicago copy and service staff of Barron G. Collier.

Miss Nellie Prendergast has resigned as president of the Seth Kamsler Company, New York advertising agency. She will continue in agency work, but has not yet announced her plans.

The Chappelow Advertising Company of St. Louis has opened a district office in Cincinnati, under the management of Charles W. Moss.

NOTES OF THE NEWS SERVICES AND SYNDICATES

J. BART CAMPBELL, who recently resigned as chief of the Washington staff of the International News Service, assumed his new duties as news manager of the Washington Press Service on February 1. Mr. Campbell, who has been doing newspaper work for 20 years, broke in on the Philadelphia North American. From there he went to the Chicago Tribune, and was connected subsequently with other metropolitan dailies at Chicago, New York and Philadelphia. Before going to Washington, he was political editor of the old Philadelphia Evening Telegraph. He also covered several sessions of the Pennsylvania state legislature.



J. BART CAMPBELL

W. T. Miller has been transferred from the Associated Press office at Indianapolis to the Harrisburg (Pa.) office to succeed Boyd Hamilton, who has resigned. Mr. Hamilton will continue as Harrisburg correspondent for the Pittsburgh Gazette-Times, Chronicle-Telegraph and the Philadelphia Inquirer and Philadelphia Bulletin.

Miss Hazel Ross, former Sunday editor of the Des Moines Register, has been made feature editor of the United Feature Syndicate.

Harlan S. Miller, formerly of the Des Moines Register, now with the Boston office of the United News, has been transferred to the New York office.

Mr. and Mrs. B. Dillon Woon are receiving congratulations on the arrival of Guy Dillon Woon, January 12. Mr. Woon is a Paris correspondent of Universal Service and the Hearst newspapers.

Hodder & Stoughton, Ltd., is a new syndicate service established in Toronto, Ont., by Sir Ernest Hodder-Williams, C. V. O., R. Percy Hodder-Williams, Charles J. Musson and Franklin E. Appleton.

The Lancaster (Ohio) Daily Eagle and the Bogota (Colombia) El Nueva Tiempo, both afternoon papers, have been elected to membership in the Associated Press.

Maurice Henle has been transferred from the New York office of the United News to the Washington bureau.

Paul Sifton of the United News Chicago bureau staff has been placed in charge of the new Kansas City bureau.

Carl Huber has joined the New York office staff of the United News.

Ray L. Mattox has been shifted from the Kansas City bureau of the United News to the Chicago bureau.

John T. Burke, for 20 years on the New York Herald and later managing editor of the Richmond (Va.) Times-Dispatch and the Richmond Evening Dispatch, has been made head London bureau of the Universal Service.

The Consolidated Press Association's petition for reargument of its complaint against the Western Union Telegraph Company has been granted by the Interstate Commerce Commission. In its opinion in this case the Commission held

that the association's method of querying newspapers and naming prices at which news articles would be purchased were in contravention of the telegraph company's rule governing queries, and the complaint was dismissed. The case has been reopened for hearing as the Commission hereafter may direct. The time and place of hearing will be announced at a later date.

Maurice Henle, of the New York Bureau of the United News, has been transferred to the Washington office.

Mark F. Ethridge, formerly city editor of the Macon Telegraph, is now assistant news editor of the Consolidated Press, Washington, D. C.

WITH THE SPECIALS

THE New York Jewish Morning Journal, the New York Daily Forward, the New York Day and the New York Jewish Daily News have withdrawn national advertising representation authorization from nine foreign language agencies. Their business hereafter will be handled by the H. L. Winer Special Agency, Louis Kram and Keison & Waxelbaum, all of New York.

The Tipton (Ind.) Daily Tribune has appointed the C. L. Houser Company as its national advertising representative.

The Milwaukee Wisconsin News and Sunday Telegram have appointed Payne, Burns & Smith as Eastern advertising representatives.

Joseph J. Borgatti, Boston, has become

New England representative for the New York Staats-Zeitung-Herold and the Illustrated Weekly (roto).

The Dodge City (Kan.) Daily Globe is now handling its foreign advertising direct.

The Danville (Va.) Register-Bee has appointed the Charles H. Eddy Company its national advertising representative.

A. H. Oman, recently representing trade publications, has rejoined the New York office staff of the S. C. Beckwith Special Agency.

The C. L. Houser Company has been appointed Eastern representative of the Walla Walla (Wash.) Union and of the Wilson Publishing Company of Toronto, Ltd., representatives of a number of Canadian weekly papers.

Advertised Goods Delivered Free

Announcement of a special service which has been inaugurated for the benefit of advertisers and rural subscribers was made in last Friday's issue of the Lansing (Mich.) State Journal. The service consists in the free delivery of any goods advertised in the newspaper on order of subscribers throughout the rural district surrounding Lansing. Papers are delivered on the same truck which is used for the merchandise deliveries. The service enters seven counties, and 43 villages and small cities are included in the routings.

New Daily in Fredonia, Kan.

The first issue of the Fredonia (Kan.) Daily Citizen, daily edition of the Wilson County Citizen, appeared January 23.

Tell Your Churches about the Orange Growers

Suppose each orange grower in California took an inch in the classified column to urge the eating of more oranges, or the purchase of his own brand—

They don't. They join their appropriations, take full pages in newspapers, sell more oranges than ever before and get a steady price for their entire crop every year.

Tell your churches about the orange growers. Show them the path of united effort to reach the entire community. Fill the vacant pews in every church with big space used jointly.

We have copy which is being used in this way in thirty or more communities. Ask the St. Cloud, Minn., Times, the Kokomo, Ind., Tribune, or Kansas City Kansan how they are getting money out of series No. 3 issued by this Department. There are 52 ads, and the cost is a trifle.

Better send for the proofs before you turn this page.

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

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

The lead of the Editor & Publisher is worth following. This space is donated for the good of the churches and the newspapers of the country. Do likewise to illustrate how church advertising might be done.

"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

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 2410-R

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in
London.

The
NEW YORK
EVENING
JOURNAL
has the largest
circulation of
any daily news-
paper in Amer-
ica.

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-build-
er for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

WHAT OUR READERS SAY

De Blowitz Advice to Newspaper Men

POMONA, Cal., January 31, 1923.

To EDITOR & PUBLISHER: I wonder how many newspapermen have ever read "My Memoirs," by Henri Stephan de Blowitz?

I ran across a reference to it in a magazine article and was surprised to find a copy of the book in the local library.

De Blowitz was Paris correspondent of the London Times in the latter part of the nineteenth century, and some of his experiences throw much light upon the difficulties encountered in getting news of international importance in those days. He covered the Congress of Berlin in 1878, and succeeded in getting a copy of the treaty, so that it could be published in the Times on the day that it was signed in Berlin. This was considered the greatest journalistic feat on record.

The relation between journalism and diplomacy is the theme all through the book, and one sees what a great influence a newspaperman can exert in shaping international relations. There is a bit of advice in one of the chapters which any newspaperman would do well to follow. It is this:

"When a man gives a correspondent an important piece of news, the latter should continue to remain with him for some time, but change the conversation, and not leave him until it has turned to something quite insignificant. If the correspondent take his departure abruptly, a flash of caution will hurt upon his informant. He will reflect rapidly, and will beg the journalist not to repeat what he has said till he sees him again. The information would be lost, and the correspondent would suffer annoyance that might have been avoided if he had heard nothing. A newspaper has no use for confidential communications it cannot transmit to its readers."

LOWELL C. PRATT.

Accuracy in Statistical Stories

OKLAHOMA CITY, February 3, 1923.

To EDITOR & PUBLISHER: What is the most efficient way of securing accurate figures in newspaper stories?

I am very much interested in seeing a comprehensive discussion of this question by a Managing Editor, who has solved the problem.

I have found that few reporters have a "figure sense," and often make the paper ridiculous with the publication of statistical matter on coal production, oil production and like matter.

If some genius could rise up to make figure stories "fool proof," a great advance will have been recorded in American newspapers.

I have instructed my editors to assume that all statistics are wrong, and to double check them with library information before passing them for publication. In spite of this office rule, we continue to make ourselves ridiculous occasionally.

Should any obligation lie with the editorial department to read copy on a statistical story after it has been passed by the proof room?

To what extent should the proof desk be held responsible for exact copyholding and revising of figure material? Errors in figures fall into two classes. One, figures banded by writers who have no conception of the business they are talking about; Two, figures passed by the proof desk with copyholders mentally asleep.

I want to know the name of the newspaper that has solved the question of getting exact figure information before the public, and I want to know how he solved that problem.

WALTER M. HARRISON,
Managing Editor Oklahoma Publishing
Company.

Lloyd George Said It

ST. LOUIS, February 6, 1923.

To EDITOR & PUBLISHER: I wonder if it would not be worth while, for the sake of accuracy, to insert a correction of a slip I made in the article on secret treaties. In speaking of the sequence of peace discussion in the winter of 1917-18, I referred to the restatement of Allied war aims, "Jan. 10, 1918." This reference should have been to the war aims speech of Lloyd George, Jan. 5, 1918. The Allied statement was made a year earlier, and its proper date, Jan. 10, 1917, was given elsewhere in the article.

IRVING BRANT.

Binds Year Books for File

HUDSON, N. Y., Feb. 5, 1923.

To EDITOR & PUBLISHER: The International Year Book Number for 1923 is a super example of an effort in publishing approximating in result 100 per cent of the aim and intent of the publisher.

No other volume coming to the notice of the writer is so genuinely satisfactory or so completely indispensable.

We are having our year books permanently

bound for we consider them invaluable volumes for reference; the older ones as historical data and information and the latest book as a source of up-to-the-minute information.

A. W. FELL,
Publisher, Hudson (N. Y.) Republican.

Highly Valuable Compendium

NEW YORK, February 6, 1923.

To EDITOR & PUBLISHER: The Year Book for quick reference. I congratulate you upon information for publishers and advertisers. The data is that required day by day in the business of advertising, and its form is convenient for quick reference. I congratulate you upon the excellence of the production.

LOUIS WILEY.

By All Odds the Best Ever

ST. LOUIS, Feb. 3, 1923.

To EDITOR & PUBLISHER: Permit me to send you my personal congratulations upon the 1923 International Year Book. It is by all odds, the best publication of the kind you have ever issued, and is far ahead in every way of any previous Year Book. It is hard to see how it could be improved upon.

THE ST. LOUIS STAR,
M. J. Lowenstein, Business Manager.

Papers Should Stress Purchasing Power of Territory

LOUISVILLE, Ky., Jan. 10, 1923

To EDITOR & PUBLISHER: For some unaccountable reason or another the advertising agencies and advertisers are being inflicted again with an epidemic of lineage comparisons which, according to other advertising agency men and sensible advertisers with which the writer has come in contact in his many years' experience in the advertising and advertising agency fields, it is agreed that we all know that a lot of very good papers resort to merchandising pages, special editions and all sorts of things and occasions, from the opening of a new store, hotel, convention, food show, automobile show or other event to increase its tonnage regardless of the character of the advertiser or the copy or product used.

Then the first thing you know, advertisers and advertising agencies are flooded with an avalanche of comparisons of lineage.

Just the other day the writer in endeavoring to persuade a big national advertiser, the president of the concern, to use a certain paper, was met with an emphatic statement that he would do nothing of the kind for the reason that it was about the only argument that publication had put up to him in five years for advertising his products therein.

"Any publication," he declared, "that carries as much advertising as this claims it carries over and above its nearest competitor, has too d. . . . much advertising for me to have any show therein—or failing that, it is making its advertising the dominant thing, which is not the main thing for which a reader buys a paper or magazine."

And that, gentlemen, is the attitude of practically every advertiser with whom the writer has discussed the subject.

The writer wishes that some of our good newspapers who persist in this sort of thing would do what some other newspapers are going, viz: tell us about the purchasing power of their respective territories, the character of their circulation and a complete statement thereof—city, suburban, state agencies and R. F. D. mail. All such information as this is placed in the files of every advertising agency which is working in the interests of its clients and by sensible advertisers who are ever on the lookout for information that will enable them intelligently and economically to do their advertising in a given territory.

The writer is a constant reader and a great admirer of EDITOR & PUBLISHER and the many good things for publishers that it is continually covering so wonderfully well. But he certainly would like to see more stress on this subject than is at present placed thereon.

He also would appreciate hearing direct from any publisher with any good reason he might have to offer in justification of lineage statements and comparisons as a good sales argument either to an advertiser or advertising agency.

President, Thomas E. Basbam Company.
THOMAS E. BASHAM,

King-Crane Report Before League of Nations

GENEVA, Jan. 2, 1923.

To EDITOR & PUBLISHER: I beg to acknowledge the receipt of twenty-five copies of the December 2nd number of EDITOR & PUBLISHER, which have just reached my section.

I had seen a mention of your publication of the King-Crane Report in the press, and had this morning addressed a request to the librarian of the secretariat to procure copies for distribution to the Permanent Mandates Commission. I am therefore extremely grateful to you for your kindness in sending us these copies, which will enable me to communicate the text of the report immediately to the members of the Mandates Commission.

RAPPARD,
Director of the Mandates Section, League of Nations.

MILWAUKEE

is the ideal try-out market.
Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee
JOURNAL
FIRST—by Merit

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.

The great
TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The
Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

Few Papers—(if any)—surpass the
TRENTON TIMES

NEW JERSEY
AS
A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Features Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,257 Member A. B. C.
KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

In
New Orleans
it's
THE ITEM

TIPS FOR THE AD MANAGER

F. Wallis Armstrong, 16th and Locust streets, Philadelphia. Making 9,000-line contracts for Victor Talking Machine Company.

Autocar Company, Ardmore, Pa. Reported will place advertising direct for the present.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing schedules with California newspapers for American Importers of Spanish Green Olives, 200 5th avenue, New York reported to be placing account for Congress Cigar Company "La Palma" Cigar, Philadelphia; placing orders with some New York State newspapers for E. R. Squibb & Sons, medical, 80 Beekman street, New York.

N. W. Ayer & Son, 105 South LaSalle street, Chicago. Has secured account of Congress Cigar Company, manufacturers of "La Palma."

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Reported will plan national advertising campaign for Robinson Mfg. Co., "Robinson Reminder and Redipad," Westfield, Mass.

Brandt Advertising Co., Tribune Bldg., Chicago. Have secured account of W. F. Quarrie & Co., Chicago, publishers of the World Book, and are placing schedules in metropolitan newspapers; also account of Bell, Conrad & Co., Chicago, manufacturers of Bell Coffee; handling the advertising of Darling Sweets, Inc., Chicago, candy makers, and a newspaper campaign is contemplated to merchandise caramel pecan clusters; placing all advertising for Boncilla, massage cream.

Campbell-Ewald Company, 1811 Mallers Bldg., Chicago. Issuing orders and contracts on Delco Light.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Placing some copy on John F. Jelke Company.

J. H. Cross Company, 1500 Locust street, Philadelphia. Reported to be placing account for the Wirt Company, "Dim-A-Lite" electric fixtures, 5221 Greene street, Philadelphia; making 2,000-line contracts for P. C. Thomson, Philadelphia.

Dorrance, Sullivan & Co. 5 South Wabash avenue, Chicago. Reported will use newspapers in Middle West in February for Brand Brewing Company, food specialties, Chicago.

George L. Dyer Company, 42 Broadway, New York. Placing schedules with newspapers in selected sections for Edison Electric Appliance Company, "Hotpoint," 5600 West Taylor street, Chicago.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing orders with newspapers in various sections for Booth Fisheries Company, Chicago; placing some copy on Forhan's Toothpaste.

Federal Advertising Agency, 6 East 39th street, New York. Placing pattern advertising for the McCall Company.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City. Making 10,000 line yearly contracts for J. A. Folger & Son.

Charles Daniel Frey Company, Monroe Bldg., Chicago. Placing account in United States and Canada for the Simmons Company, Kenosha, Wis. Will use trade journals and newspapers in the principal cities; placing two-time orders in Florida papers on Crane Company.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Contracts and orders being issued generally on Apex Electrical Dis. Co.; also on Chancell Chemical Company; placing some advertising on Lewis Laboratories.

Hancock-Payne Advertising Organization, Drexel Bldg., Philadelphia. Placing orders with some Pennsylvania newspapers for the Philadelphia Public Ledger.

Henri, Hurst & McDonald, 58 East Washington street. Have secured the account of Pierce Arrow Motor Car, formerly handled by Calkins & Holden, New York.

W. H. H. Hull & Co., Tribune Bldg., New York. Placing orders with some Pennsylvania newspapers for the New York World.

J. Roland Kay Company, 161 East Erie street, Chicago. Reported to be preparing advertising campaign for J. & J. Coleman Company (U. S. Agents) "Robinson Patent Barley," New York.

John S. King Company, Newman-Stern Bldg., Cleveland. Placing the following accounts: Euclid Candy Company, "Sweet Lover" Candy, Cleveland, Ohio; Gerson-Stewart Corporation, "Softasilk" liquid soap; Akron Barrow Co., wheelbarrows, Akron, Ohio; Cook Motor Company, gasoline engines, Delaware, Ohio.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Sending out 52 line orders for Anco Sales Company.

Lord & Thomas, 366 Madison avenue, New York. Again placing schedules with newspapers in various sections for Auto-stop Safety Razor Company, New York.

Lord & Thomas, Corporation Bldg., Los

Angeles. Making 2,160-line contracts for California Fruit Growers' Exchange; placing orders with newspapers for Standard Laboratories, Inc., "Stacomb," 750 Stanford avenue, Los Angeles.

Lord & Thomas, Wrigley Bldg., Chicago. Sending out 112 lines to run 26 times, and 56 lines to run 26 times for Mary T. Goldman; placing some copy on Edna Wallace Hopper Beauty Preparations in Illinois papers; placing some small copy on Brunswick Balke Collender Company; issuing general orders and contracts on Quaker Oats Company.

H. K. McCann Company, 61 Broadway, New York. Making 5,000-line contracts for the Borden Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Sending out 100 lines to run 16 times for "Hickory Garters."

McLain-Simpers Organization, 210 West Washington Square, Philadelphia. Reported to be placing account for Individual Drinking Cup Company, "Dixie Cups" Easton, Pa.

Mitchell-Faust Advertising Company, Tribune Bldg., Chicago. Making 5,000-line contracts for Armour Grain Company.

C. H. Norwood, Inc., 1182 Broadway, New York. Reported will later use large newspaper space for White Oak Coal Company, Macdonald, W. Va.

O'Connell-Ingalls Advertising Agency, 1 Court street, Boston. Preparing schedules for front-page space with New England newspapers for Batchelder & Snyder, hams, bacon and sausage.

Frank Presbrey Company, 456 4th avenue, New York. Reported to be placing American accounts of E. & J. Burke, Ltd., Cantrell & Cochrane, ginger ale, Perrier Water, Gordon & Dilworth jams, and Dr. Brush's Kumyss.

Proctor & Collier Company, Reading Road and McMillan street, Cincinnati, Ohio. Making 10,250 line contracts for Philip Carey Company.

William H. Rankin Co., 180 North Wabash avenue, Chicago. Placing copy on Century Heating & Ventilating Co.; also on Kinney Rome Company.

C. Hyman Ratner, 15 East 26th street, New York. Placing orders with newspapers in selected sections for Hood's Herb Remedy, Henderson street, Jersey City; placing orders with newspapers for Republic Trading Company, revolvers, 150 Nassau street, New York.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Placing some schedules on Arrow Collar.

F. J. Ross Company, 119 West 40th street, New York. Making 9,000 line contracts for Consolidated Cigar Corporation.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with some New York newspapers for Beautiful Womanhood magazine, 1926 Broadway, New York.

George M. Savage Advertising Agency, 67 Buhl Block, Detroit. Reported to be placing account for Berry Brothers, Inc., varnish, Detroit.

Stack Advertising Agency, 29 East Madison street, Chicago. Issuing orders and contracts for Swift & Co.

J. Walter Thompson Company, 14 East Jackson Blvd., Chicago. General orders and contracts going out for Scholl Mfg. Co.; placing some copy on Log Cabin Products.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Reported will make up newspaper list in February and March for Regal Shoe Company, 268 Summer street, Boston.

V-C Advertisers' Service Corporation, Candler Bldg., New York. Making 3,000-line contracts for Ridgway's Tea, Inc.

Vanderhoof & Co., 167 East Ontario street, Chicago. Making 3,978-line yearly contracts with newspapers for Allaire Woodward & Co.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Orders and contracts being issued for Morris & Co.

Edwin Bird Wilson, 9 Hanover street, New York. Placing orders with newspapers for New York Life Insurance Company. (Seventy-eighth Annual Statement), 346 Broadway, New York.

C. C. Wingham, 10 Peterboro West, Detroit. Reported to be placing account for Continental Rubber Works, "Vitalic Tires," Eric, Pa.

Raises \$37,000 City Advertising

The Merchants' Advertising Committee of Paterson, N. J., recently raised approximately \$37,000 at a meeting held at the Chamber of Commerce. This amount is only one-third of \$100,000 to be raised by the committee for advertising the City of Paterson over a period of three years. This campaign will include a comprehensive newspaper campaign, some use of billboards, and some direct-by-mail material.

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 25,003
Classified Advertising 63,514

Total Advertising 1,728,453

Lineage Figures by
De Lisser Brothers.

DAILY NEWS
Passaic, New Jersey

26,000 last
October—Now

175,000

DETROIT
Evening
TIMES

An Accounting
and
Federal Tax Service
for Publishers

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

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

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 Mil-
waukee's fastest
growing daily—

WISCONSIN NEWS

REPRESENTATIVES—

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

Introducing

"PUTNAM OHVER"

by

Charles Gordon Saxton

Formerly Cartoonist of

N. Y. WORLD

DAILY & SUNDAY
COMICS

C-V Newspaper Service

Borden Bldg. New York City

THE BOSTON
AMERICAN

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

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

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

QUALITY and QUANTITY
Go Hand in Hand.

BOSTON AMERICAN

CIRCULATION BUILDING SUPREMACY

Start 1923 with a Big Gain

- 1922 CAMPAIGNS
 Los Angeles Times 3rd
 San Francisco Chronicle
 Indianapolis News
 Baltimore American
 Louisville Herald
 Now Conducting
 Washington Post
 2nd Campaign

HOLLISTER'S CIRCULATION ORGANIZATION
 Largest in the United States
 300 MERRITT BLDG., LOS ANGELES, CAL.

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.

Speed-a-matic
 Company
 MANUFACTURING
 THE MULTI-MAILER SYSTEM
 917-925 WASHINGTON BLVD.
 CHICAGO

THE NEW ORLEANS STATES

In two years has increased
 Daily over 17,000
 Sunday over 41,000
 Present averages are
 Daily over 54,000
 Sunday over 77,000
 Rate 12c flat Daily
 15c flat Sunday
 Advertising gain for 1922
 1,025,432—Greatest in the South

Represented by
THE S. C. BECKWITH SPECIAL AGENCY
 NEW YORK
JOHN M. BRANHAM CO.
 CHICAGO

The 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.

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.

ABOUT two years ago I hit upon a scheme to get a little extra job work out of every sale and at the same time assist in making the sale a success through giving it more publicity. I wrote to all our correspondents in adjoining towns and offered them 5 cents for every resident's name tabulated in the following manner:
 Jones, John H. m — * E A C
 Brown, Wm. s — E

The above showed that John H. Jones was married, was a property owner, a farmer, used electricity, had an automobile and also had children under 12 years of age. Mr. Brown was single, a property owner but not a farmer, used electricity, but did not own an automobile.

For straight sales I suggested the use of the whole list and there has hardly been one sale since this list was established that has not used it. This means extra handbills in addition to the newspaper advertising. Distribution was made in a No. 8 one cent Government envelope.

This list was also available to a hardware dealer wishing to sell farming machinery, paint, etc., or to the dealer in electrical appliances or the garage man.

So far there has been some use for the list pretty nearly every month in the year, and it is an easy matter to get merchants to use printed matter furnished by their jobbers when you can show them a certified list.—C. N. F.

Get the artist on your paper to draw a full-page picture of a bird's eye view of a countryside, showing perhaps a road winding up around a hill, the farm, a good sized stream on the banks of which is a camp, trees, and in fact everything which would be seen from an airplane out in the country. Along the road, of course, would be found the billboard and on the many other things represented on the page a small space could be drawn in so that an advertisement could be inserted. The page could be sold in this way: on the space near the camp would be an ad concerning camping needs and fishermen's supplies, on the billboards could be practically anything, on the windmill on the farm the hardware man, on the barn the lumberman, in the yard of the farm house could be one of the seedsmen advertising bluegrass and so on all over the page, small spaces could be sold.—J. W. H.

A page featuring a calendar of the approaching month is good to run towards the end of the dying month. Fill in extra spaces with the moon changes. Then sell an ad for each day. Sundays are good days for church or amusements ads, Mondays for laundries and dry cleaners, Thursdays for fish stories, Fridays for groceries, etc. Every day in the month will be especially attractive for someone. This feature will appeal to non-advertisers because they more or less know of the advertising value of calendars.—R. B. M.

Now that spring costumes are in the minds of many women it would be a good idea for the paper to co-operate with the leading department stores of the city in having attractive salesgirls photographed in new spring apparel and in them publishing the photos with the names and addresses of the girls doing the posing. The paper might use the photos in the center of a double page spread and might, in addition to the names and addresses of the models give the names of the stores furnishing the costumes, and the paper might then group ads around these photos from all of the stores co-operating in the event. Over the spread there might be this heading "THE DAILY NEWS STYLE SHOW," or whatever the name of the paper is.—F. H. W.

Most financial institutions nowadays have bond departments which sell stocks and bonds to investors. There are such departments, probably, in the financial institutions in your city. To how many people do these departments sell stocks and bonds? Wouldn't it be greatly to the advantage of other local people to carefully invest their earnings in the conservative stocks and bonds dealt in by these departments? A story along these lines about the local financial institutions' stocks and bonds departments would be of great interest to folks and you could easily get the departments to use ads on the same page on which the story appeared.—F. H. W.

September and early February are good times to solicit the second-hand book stores for advertising in your paper. Many high school and college students purchase their books whenever available from these shops at the beginning of

each semester. For a small fee they are glad to turn over their stock and exchange books. Try to sell them the idea of running a column of the books that they are anxious to dispose of at bargain prices and a column of the books for which there is a steady demand and for which they are seeking.—D. R.

"Where did you get the idea?" put to a clothing merchant who had just staged a successful merchandising stunt. The stunt was in co-operation with the local ice company. The latter had manufactured a large cake of ice with a straw hat inside it, also cards. This cake was placed on the sidewalk in front of the store, remaining there all day. The clothier contributed the hat, the ice company the ice. The clothier told me that the stunt had been proposed by an advertising solicitor of a local newspaper, who had sold the ice company on it. Both were advertisers, and the good will of both was increased by this gratuitous "service." Aren't there stunts you can propose to your advertisers which will help them, and draw the bonds of business relationship closer?—J. T. H.

Several Texas daily papers that have radio broadcasting stations, are getting splendid publicity by inviting musical organizations from small towns within their territory to come to the broadcasting stations and give concerts from time to time. The organizations are glad to do this for the publicity they receive for themselves, their schools, or their towns, and the papers operating the broadcasting stations get splendid notices from the local newspapers in the towns from which the musical clubs are invited. It is a fine publicity scheme for every one, including the radio dealers.—W. H. M.

Have some envelopes printed with the return card of your paper in the corner, together with a terse argument in favor of your paper as an advertising medium and business getter. Send them out empty under special delivery postage to a list of business men who should be using your columns but are not. It is likely that you'll hear from some of them by phone or otherwise, because it will be evident that you intended to send them something of importance and in some manner failed to do so. When you get a response send a good talker around to tell them what might have been in the envelope, at the very least you've driven home the argument printed on the envelope.—D. H. T.

The Fox store of San Antonio, dealing in photographic supplies and gift goods, cashed in on the public interest in M. Coue's theories recently by running a big ad headed: "Auto Suggestion." In smaller type below this big headline appeared: "Commercial Version by Fox's." Twenty-five boxes were grouped under the head, and in each box there was a "Suggestion" concerning some line of articles handled in the store. The Fox firm claims to do more kodak finishing than any other firm in the world, their business coming from many foreign countries and other states as well as Texas. Their success is due largely to advertising, and I have noted that they never miss an opportunity to make their advertising timely.—J. T.

The usual appropriation set aside by Congress for the free distribution of seeds for this year failed to pass the house and senate this year. Thousands of people all over the United States will fail to get these packages of free seeds this season. In a very short time now it wouldn't be a bad idea to mention this fact to your seedsmen in your town, and get him to use a goodly amount of space in your paper. These people who have been depending on the government for seeds are so accustomed to their own garden that they will not go without their home grown vegetables this year.—J. W. H.

Why not take advantage of every opportunity to tie up local advertising with local news? The day following a fire in Dallas, Texas, the Dallas Morning News used a picture of the burning building for a page center around which were grouped advertisements of local fire insurance firms. An automobile wreck could be used the same way for automobile and accident insurance. In fact, there are many news stories that make good money pullers.—W. H. M.

The first of May is known as the "renters annual exodus" among moving and storage men. With this in mind have one of the clever men on your staff write a humorous story about moving day, to be used in the latter part of April, and then go after advertising from moving and storage men and from furniture dealers, wall paperers, and so on.—D. R.

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.

BY every test of daily circulation The News leads—by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

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 Matheson Special Agency
 Boston — New York — Detroit — Chicago

LOS ANGELES 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 Press

Daily and Sunday

Has the Largest
 CIRCULATION
 IN PITTSBURGH
 MEMBER A. B. C.

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

NEW OVERTIME RULING BY JUDGE HAND

New York Publishers Now Required to Warn Pressmen of Overtime, "When Ascertainable" and "So Far as Possible"

Pressmen's demands that the New York newspaper publishers give them a week's notice of all shifts and of all overtime to be worked during the ensuing week were ruled upon February 3 by U. S. Judge Hand, whose recent decision as arbitrator had been interpreted by the union as compelling the publishers to give such notice. His own interpretation of his decision rendered on December 18, follows: "Notice of the starting time of any regular shift shall be given in advance, each Saturday for the ensuing week, and the finishing time of each shift; the fact that overtime will be demanded, when ascertainable, and the length of such overtime, so far as practicable."

Judge Hand was asked to interpret his former ruling by the joint standing committee of the publishers association and the union, the latter requesting the step after the publishers had refused to accept its idea of Judge Hand's meaning. His interpretation is considered to uphold the contention of the publishers that the union demand was impossible to execute, and President David Simons of the union declared that the new ruling "means more trouble."

The publishers accepted the interpretation and this week posted the following notice in their plants:

"PRESS ROOM SCHEDULE

"No change in the schedule of the past several weeks, except for unforeseen emergencies.

"All publishers reserve the right, upon due notice, to call men earlier under the contract, which provides for eight consecutive hours, exclusive of lunch time, either day or night.

"Additional overtime may be required to finish the presswork. The amount of such overtime, if any, is not now ascertainable.

"For the week beginning Sunday, February 11, and ending Sunday, February 18, as near as now ascertainable: (Schedule of crew shifts followed).

"Men may be dismissed earlier, when, in the judgment of the foreman, they are not needed."

WAGE CONTRACTS CONCLUDED

Agreements in Mobile, Lynn, New Castle, Indianapolis and Muncie

New contracts have been made between newspapers and typographical unions in Lynn, Mass., and New Castle, Pa.; with pressmen and with stereotypers in Mobile, and with mailers in Indianapolis and Muncie, Ind. Details of the agreements follow:

TYPOGRAPHICAL

LYNN, MASS.—Agreement effective January 24, 1923, to January 24, 1925, with night scale of \$45.65 and day scale of \$41.50. Apprentices receive from \$14 to \$30. The week is 41 hours, day or night. The old scale was \$41.80, night, and \$38, day. Apprentices received from \$14 to \$28.

NEW CASTLE, PA.—Agreement effective from January 1, 1923, to January 1, 1925, with scale of \$46, night, and \$43, day. Apprentices receive from 40 to 70 per cent of journeymen's scale. Hours are 48 per week. The old scale was \$43.50, night, and \$40.50, day.

PRESSMEN

MOBILE, ALA.—Contract effective from December 26, 1922, to September 4, 1923, renewing old scale of \$31.50, day or night. Pay of apprentices is optional with the foreman. Hours are 48 per week. No arbitration provisions are included.

STEREOTYPERS

MOBILE, ALA.—Contract effective from April 28, 1922, to April 28, 1923, with a scale of \$31.50 per week, day or night. Hours are 48 per week. The old scale was \$30 per week, day or night. Arbitration is provided for all differences regarding working conditions or terms of a new contract.

MAILERS

INDIANAPOLIS.—Agreement effective December 31, 1922, to December 31, 1923, with a night scale of \$36.50, and a day scale of \$33.50. Apprentices' pay is fixed by the office. This is an increase of 50 cents per week over the old scale. Hours are 48 per week. Provision is made for arbitration, in accordance with methods provided by the A. N. P. A. and the I. T. U., of all differences arising under the contract and of the terms of a new agreement.

MUNCIE, IND.—Agreement effective from January 1, 1923, to January 1, 1924, with a scale of \$35.50 per week, day or night. This is an increase of 50 cents a week. Contract provides for arbitration of all differences under the agreement and terms of a new contract, according to methods provided by A. N. P. A. and I. T. U. Hours remain at 48 per week.

DISCUSS CLOSER BONDS AMONG PRINTERS

Topics on Calendar of International Council Meeting—Arbitration Board of I. T. U. and A. N. P. A. Meets Next Week

Closer affiliation of the various printing trades unions under jurisdiction of the International Typographical Union will be discussed at a meeting of the board of governors of the International Allied Printing Trades Council in Indianapolis. Samuel Gompers, president of the American Federation of Labor, will attend a dinner given by the board. Conservatives among the printing union leaders are understood to be opposed to a plan for demanding concurrent wage contracts for all crafts in the industry so that agreements with employers would end on the same date. It is said the proposal, however, may be considered by the board. It has been discussed in other meetings of the board.

Officers of the following International unions are expected to participate in the conference: Typographical, pressmen, photo-engravers, bookbinders and stereotypers and electrotypers.

The International arbitration board of the Typographical Union and the American Newspaper Publishers' Association, is scheduled to meet at Indianapolis, February 14.

Job Scale Cut in Kansas City

Arbitration has settled the strike of Kansas City union job printers. Hours were cut from 48 to 44 a week, when hand men were reduced from \$40.50 to \$39, and machine men from \$43 to \$41.50 a week. The scale went into effect February 1.

Providence Journal Elects Officers

John R. Rathom was re-elected editor and general manager of the Providence (R. I.) Journal Company at its annual meeting February 7. Stephen O. Metcalf was elected president, Henry D. Sharpe, vice-president, and Robert W. Warren, secretary-treasurer. The following directors were chosen: Stephen O. Metcalf, Henry D. Sharpe, John R. Rathom, Harry P. Cross, G. Pierce Metcalf, William L. Hodgman and Richard S. Aldrich.

Texas Paper Elects Officers

The Waxahachie (Texas) Enterprise Publishing Company, publishers of the Daily and Weekly Enterprise, has elected the following officers: C. W. Kent, president; J. P. Chambless, vice-president; W. A. Ownby, secretary. Direc-

tors are C. W. Simpson, T. A. Ferris, A. M. Browning, C. W. Kent, Lee P. Quait, J. P. Chambless, J. Lea Gammon, and R. W. Getzendaner. W. A. Ownby has been retained as managing editor.

BUFFALO COMMERCIAL NOT SOLD

C. A. Finnegan Negotiating for Purchase of a New Home

A definite answer regarding countless rumors that the Buffalo Commercial has been or is about to be sold was given to the correspondent of EDITOR & PUBLISHER this week by E. J. McCone, general manager of the newspaper.

"C. A. Finnegan, owner of the Com-

mercial, is now negotiating for the purchase of a new home for the newspaper," said Mr. McCone. "The purchase will be made and the Commercial will move before May 1, when its lease on the present quarters expires. Several buildings are being considered and a deal will be closed within the next two or three weeks.

"Mr. Finnegan's decision to purchase a building should be considered as a definite and final answer to the many rumors that the Commercial has been sold or is for sale."

Iron River Reporter Stops

The Iron River (Mich.) Daily Reporter owned by P. H. O'Brien, has suspended publication.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Harris

Two color rotary press, bed 29x42, sheet 28 x 40, Automatic Art Delivery Exceptional Press for long runs. Price, terms, etc., C. F. & Co., 96 Beekman St., N. Y. City.

Bargains in Power Paper Cutters.

70" "New Idea" Automatic Clamp Sheridan.
64" "New Model" Automatic Clamp Sheridan.
50" "Dayton" Automatic Clamp Seybold.
50" "20th Century" Automatic Clamp Seybold.
45" "New Model" Automatic Clamp Sheridan.
44" "Oswego" Auto and Hand Clamp, Oswego Mach Works.
44" "Keystone" Automatic Clamp, Standard Mach. Co.
44" "Kent" Semi-Auto Clamp, Thos. Ryan.
38" "Holyoke" Automatic Clamp, Seybold.
38" "Oswego" Automatic Clamp, Oswego Mach. Works.
38" "White" Hand and Auto Clamp, White.
36" "New Idea" Automatic Clamp, Sheridan.
36" "Sheridan" Hand Clamp, Sheridan.
34" B. & C. Hand Clamp, Brown & Carver.
34" "White" Hand and Auto Clamp, White.
32" "National" Hand and Auto Clamp, Atlantic Mach. Co.
32" Seybold Hand Clamp, Seybold.
Prices, Terms and particulars of Conner, Fendler & Co., 96 Beekman St., New York City.

Newspaper Plant Equipments Established in 1912

PECKHAM MACHINERY CO.

MARRIDGE BLDG, 24th & 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.

Huber's ROTOGRAVURE INKS

Are now made in our new Rotogravure factory. A better ink at the same price.

HUBER'S Colors in use since 1780

J. M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huberize

Stereotyping Machinery FOR SALE

Hoe Metal Pot, 6,000 lbs., with pyrometer, pump and casting box.
Hoe Plate Finisher and Cooler.
Double Steam Table, Trimming Block.
Double Tail Cutter, Casting Box.
Hoe Curve Plate Shaver and other stereotyping equipment.

For prices, write

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

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

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	Chemicals
Matrix tissue	Router bits
Paste powder	Jig saw blades
Brushes	Metal saws

Gauges, etc.

Write for prices

R. HOE & CO.
504-520 Grand Street
New York, N. Y.
7 Water St. 627 Tribune Bldg.
Boston, Mass. Chicago, Ill.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Accountant, Officer Manager

with five daily. Qualified to handle cost accounting, tax matters, A. B. C. records and all office matters. Competent, reliable, A-1 experience. Married, 12 years' newspaper experience. Available at once. Address Box A-851, Editor & Publisher.

Advertising Man,

aged thirty-two, fourteen years' experience, last four years advertising manager large Southern daily, open for position March 1. Address A-857, Editor & Publisher.

Advertising Manager

Thorough executive who knows how to handle men successfully and a big personal producer, is seeking a more profitable and permanent connection. Over 15 years' successful experience, local and National in both provincial and metropolitan cities. Reputation for resourcefulness and getting maximum results. Now located in one of the larger Eastern cities. Must be at least \$5,000 proposition, salary and bonus arrangement preferred. Address Box A-846, care Editor & Publisher.

Advertising or Business Executive

Thoroughly experienced executive and strong personal producer, now located in important Eastern city, is seeking a more desirable opportunity. Young married man, with long successful record as Advertising Manager, Business Manager and Associate Publisher. Not merely seeking a change, but a real permanent proposition, salary and bonus or profit sharing basis preferred, and possibly an opportunity to secure financial interest after reasonable period. Metropolitan and provincial experience. Unquestionable record. Address Box A-845, care Editor & Publisher.

Advertising Salesman

and new account creator with ten years' experience in daily newspaper and national agency field desires connection with progressive newspaper as advertising department manager or assistant. Can write copy if necessary, create new business, handle department stores, specialty shops, industrial pages or feature editions of merit and assist in building national accounts through wide acquaintance in agency field. At present employed on daily paper in metropolitan district. Desires change in the interest of improving position only. Prefers position in New York metropolitan district. All correspondence from publishers treated strictly confidential. Address Box A-865, Editor & Publisher.

Advertising Solicitor, Classified or Display

would like connection with any progressive newspaper, although preferring western town or city. Age 23, good qualifications and education and best of references. Four years' experience with newspapers and publications. A-861, Editor & Publisher.

Business or Advertising Manager

Twenty-five years' experience as Printer, Reporter, Advertising and Business Manager on leading New York City and Boston Daily Newspapers, Graduate Harvard University Advertising Course, connected with Advertising Agency who handled O'Sullivan's Rubber Heel, United Shoe Machinery Co., W. L. Douglas Shoe Co., and other national accounts; thoroughly experienced in all departments of the newspaper and magazine business. Salary not important but would like to secure financial interest when ability is proven. Address A-868, Editor & Publisher.

Circulation Director at Liberty

Experience in stimulating circulation for farm journals and country dailies. A producer, a worker. Go anywhere. Prefer Middle West. Salary, your limit. A-858, Editor & Publisher.

Circulation Manager

Have had wide range of experience in every phase of circulation work. Desire to become located with growing newspaper, where competency and initiative in handling circulation problems is demanded. Box A-816, Editor & Publisher.

Copy Writer-Reporter

2 years' newspaper experience, 1 year associate editor of weekly magazine. Qualified for reporter, copy writer, or house organ work. 24, college graduate. At present employed. Address A-802, Editor & Publisher.

Editor

Graduate university, ten years' experience, reporter to managing editor, wishes connection with good daily. References. A-855, Editor & Publisher.

Editor

Executive, desk man, writer, ready to help where help is needed. Can take charge or fit in anywhere. New York, Chicago, New England, Middle and South Atlantic experience. Familiar with conditions in small towns and in cities of 100,000 and upward. Collegiate and legal education. Best references as to personal and professional standing. A-864, Editor & Publisher.

SITUATIONS WANTED

Editor

of exceptional ability and well qualified feature writer, desires to affiliate with large weekly publication or trade journal having plant sufficiently well equipped to handle monthly magazine owned by applicant. Profits from publishing of magazine and attendant job work sufficient to meet salary expected. If you are looking for a high class man who knows every phase of the newspaper game from a publisher's standpoint, address Box A-830, Editor and Publisher.

Fast and Accurate Copy-Reader

now on New York daily, can give four hours each day to other work. A-841, Editor & Publisher.

Managing Editor

is open for position where he can prove his worth. University man. Fought his way from cub to managing editor in ten years on large dailies. Christian, 36, married. Can get out the kind of paper that sells. Address A-863, 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.

Newspaper Man

of 12 years' experience, desires position as business or circulation manager on medium sized daily. Knows the game and can produce. Best references. Married. Looking for a real opportunity rather than large salary. Address A-852, Editor & Publisher.

Nothing to Brag About

But I think my five years' experience as advertising manager and editor of a newspaper, and connections with two large agencies might be profitable to a newspaper, agency or representative needing a man capable of writing copy, making attractive layouts, understanding details and news reporting. Age 25, unmarried. Address A-862, Editor & Publisher.

Sales and Promotion Correspondent

Writer of forceful sales letters and advertising copy; 28, 19 years' New York newspaper experience. Connection in advertising department or agency. Location New York or commuting distance. Initial salary \$50. John J. Deery, 384 8th Ave., New York City.

Solicitor

Two years' trade paper experience, two years assistant chief, Foreign Trade Bureau, National Trade Association. Good education, speaks several languages, wide awake plugger, good habits, 28, married. Moderate salary or salary and commission. Box A-856, Editor & Publisher.

This Man Will Make You Money

If you are the publisher of a newspaper and need the service of an able, experienced advertising and business executive, please communicate with me.

I have had considerable and successful newspaper experience. New York advertising agency experience, and now advertising manager of national publication.

A reasonable salary and the opportunity to participate in the increased business I can get for you is the arrangement most desired.

I know how to sell newspaper space. Address A-860, Editor & Publisher.

Thoroughly Experienced

metropolitan and small city news and desk man open for position. Go anywhere. James C. Wilson, General Delivery, St. Louis, Mo.

Wanted

A position as a display or classified advertising solicitor, by young married man. Experienced. R. S. Hay, 23 Tod Lane, Youngstown, Ohio.

Wanted

Desk job in town not larger than 25,000 in middle west. I have had eight years' experience all desks and as reporter. Married, 28 years old. A-834, Editor & Publisher.

Wanted

Position as foreman of daily newspaper plant with linotype and web press equipment; efficient and reliable; union; Great Lakes states preferred. Long experience with medium sized papers carrying heavy advertising has taught the writer just where to cut the corners to best advantage to keep things going all the time, and getting the paper to press at the same hour each day has become second nature. Do you want to unload the composing room end of it? Write P. O. Box 209, Ann Arbor, Mich.

SITUATIONS WANTED

Circulation Manager,

now in active charge of a metropolitan paper, wants position demanding real ability. Analytical mind, persistent and thoroughly reliable. Excellent references from present employer and others. Address Box A-755, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted

good copy writer. Must be capable of making attractive layouts. Exceptional future for right man. Send samples of lettered layouts and full details about yourself. Address Charlie Miller, The Georgian, Atlanta, Ga.

Advertising Salesman and Copy Writer

A good position with a well known newspaper in lake city of 275,000 population. Write, stating experience, age and salary expected, Box A-839, Editor & Publisher.

City Editor

Small Florida evening daily wants news editor who is good head writer and layout man. Address A-803, Editor & Publisher.

Classified Advertising Manager

for large newspaper now publishing volume of classified advertising in large city. Give experience and salary desired. Reply confidential. A-866, Editor & Publisher.

Immediate Opening

on copy desk, New England evening newspaper. Competent New England man, now employed, preferred. Address A-859, Editor & Publisher.

Middle Western Daily,

nearly 90,000 circulation, wants advertising salesman who can sell special pages. Will pay liberal commission. Want a man who has proven his ability along this line. Unless you are good and know you are good, don't apply. This is a job for a real salesman. Address D. P. Slayton, 601 S. 17th St., Omaha, Neb.

Reporter

Well educated young man for district work. Editorship of weekly edition for right man. Star, Long Island City, N. Y.

Solicitor

First newspaper in eastern town of 60,000 is in need of ad solicitor and copy writer. Must be man of some experience, good appearance and ability. Address Box A-821, care of Editor & Publisher, giving references, stating experience and salary expected.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

A 30 Percent Interest

can be purchased in newspaper with average earnings of \$30,000 for past five years in growing prosperous central states city of 65,000, by a high-class, able business executive. Price \$75,000 cash, \$30,000 of which will go into surplus of company. Present owner and manager is getting old and wishes to lay down burden of active management. A fine opening for an energetic, experienced newspaper executive who has sufficient capital and is looking for a permanent interest in prosperous property with bright future. Address A-867, Editor & Publisher.

Church Ad on Sports Page

The Ministerial Union of Elizabeth, N. J., which has been using display ads in the Elizabeth Journal, recently ran the invitation to church, which was headed "That Is My Church," on the sport page, in an endeavor to reach men who perhaps would not glance at the church page, on which the ad usually appears.

Four Churches Join in Advertising

Catholic, Episcopal, Methodist and Baptist churches of Shoshone, Idaho, have combined in a movement for a go-to-church Sunday in February. The publicity feature includes large space in newspapers, invitations through the mail and the placarding of the country.

Adler Not a Candidate

E. P. Adler, publisher of the Davenport (Ia.) Times, has requested that his name be dropped from the list of nominations for the board of directors of the Associated Press. The nominating committee has made no selection to take his place.

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 country. 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

IS IT NEW CIRCULATION you want? We have a promotion manager with splendid record for increasing sales of small and large city dailies, from Jersey to Oregon. Has stayed from six months to nine years, and has gilt-edge testimonials from employers—"agreeable personality, energetic, efficient, trustworthy." Now in Ohio, ready at \$2,000. Ask about our No. 3874-B.

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
BROWN BLDG.-42nd and BROADWAY
NEW YORK

ARE YOU COVERED IN NEW YORK MR. EDITOR?

AN EXPERIENCED NEWSPAPER MAN WOULD SERVE A LIMITED NUMBER OF OUT OF TOWN DAILY NEWSPAPERS AS NEW YORK CORRESPONDENT, COVERING ALL BRANCHES OF NEWS IN THE METROPOLIS. THAT WOULD BE OF LOCAL INTEREST TO YOUR READERS. WRITE OR WIRE FOR RATES.

REPORTER—Room 415
624 Madison Ave. NEW YORK CITY

Moves to Cut Motor Accidents

The Dayton (Ohio) Journal, in an effort to reduce the number of serious traffic accidents, has organized the "Journal Life Savers' Club." Qualification for membership requires the operating of a public vehicle for a period of a year without a traffic accident.

Picturesque and Entertaining

Captains of Adventure

by
ROGER POCOCK

56 Stories of the
ROMANTIC HEROES
of
HISTORY

Each instalment a complete story from 1,500 to 2,500 words. Immediate Release for Daily Use.

Write for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue New York City

Thomas W.
Briggs Company
Memphis, - Tenn.
Originators of the
Permanent
Weekly Business Review Page

Look us up in
Dun or Bradstreet's

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

(By Science Service)

Means:
**INTERESTING
READABLE
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.

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 scored 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.

THE Cheyenne (Wyo.) State Tribune is printing a questionnaire in asking for suggestions for bettering the paper in general. The questions run as follows:

What change, if any, would you suggest for the first page?

What suggestions for the second and third pages?

What suggestions have you for the fourth and fifth pages?

What changes would you make on the sixth, seventh and eight pages? Be specific in mentioning pages.

What special feature or department in the Tribune do you like best?

Do you read the continued story?

Which comic strip now running do you prefer?

What comic strip not now running would you like?

Do you like the colored supplement on Sunday? Is it worth while?

Please make some general suggestions.

Name some specific feature or improvement you would recommend.

What would you add to or omit from the Sunday Tribune?

Do you like lots of big heads and continued to other page stories on first page or smaller heads and fewer run-overs?

Make a frank criticism.—A. R. D.

The Milwaukee Leader is running a series of descriptions of Milwaukee, under the caption "Milwaukee—Yesterday and Today." These descriptions are supplemented with photographs.—J. A.

Have you ever interviewed the men in your city who sell out-of-town papers? Much human interest material can be gathered there. The happy pleasure seeker, the prosperous small-town man in the city on business, the homesick lad who came to the city to make his fortune, and the girl who wishes she dared go home; all are pretty sure to try to buy their home paper. The newsdealer frequently gets a glimpse of these stories, and he is usually willing to talk.—C. E. L.

In nearly every county in every state frequent complaints are heard about the inefficiency of the rural school system and certainly it is nowhere just what the people expect of it. The Dallas News has undertaken to find out what is the matter with them and what is to be done about them in Texas. It has arranged for a series of articles by a leading Texas educator who will discuss fully, "What are the facts? Just what is the matter with the rural school? What are the causes? Can they be removed and how? Do the rural schools need more money? In what way? What else do they need?" Why cannot a paper in every county secure a similar series of articles from some well-known local educator? Since almost every one is interested in public schools, such articles would be eagerly read.—W. H. M.

Work up a feature to be run some day when the sidewalks are especially slippery. Show how the principle of owner's liability for injuries or damage caused by the maintenance of a dangerous piece of property dates back to 1491 B. C. when the children of Israel were told:

"And if a man shall open a pit, or if a man shall dig a pit, and not cover it, and an ox or an ass shall fall therein;

"The owner of the pit shall make it good, and give money unto the owner of them."—Exodus XXI: 33, 34.

Then quote the modern version, your city ordinance which requires that sidewalks be kept clean in winter and sprinkled with sand or ashes when the ice cannot be removed.—C. W. V. B.

How about a series of forward-looking articles, concerning Greater Opportunities in a Greater (name your state)? Have some of your outstanding public men write brief articles for you on what your state will be like fifty years hence, and what latent opportunities might be developed. Your United States Senators, Congressmen, Governor, and heads of your various state departments will no doubt oblige with brief articles concerning it. The main point is to stress the opportunities that now lie hidden and how best to develop them. A mighty good series of articles and one that will give your publication character and the mark of progressiveness.—W. A. M.

"Physicians' prescriptions are always written in Latin. This is a universal practice. A

prescription written in France could easily be filled in the United States and vice versa. Newspaper editors and reporters should have a code for all the letters of the alphabet which sound alike, especially when sent over the telephone. This would eliminate mistakes made in initials of people when a report is sent in by a reporter to his paper. The letters A and J sound alike; B, C, D, E, G, P, T and V have like sounds; F and S are similar and often M and N are confused. Short one syllable words would be the easiest to use for the code, a set like the following could be used: A, ape; B, bag; C, call; D, dig; E, ever; F, fog; G, go; J, joy; M, must; N, nun; P, pot; S, sat; T, tin; V, van. If the letters Q and U should seem to be confusing, they could be added to the list and the words: Q, quit, and U, unit, would be suitable as code words. By making this list or any suitable list nation-wide, and put into use by all the newspapers, there is no doubt but that a great amount of unnecessary mistakes could be done away with and also reporters leaving one paper and going to another would use the same list and be familiar with it.—J. W. H.

The other day, in a burst of confidence, an acquaintance remarked to me, "I have wondered for fifteen years what the average bank cashier earned, and I've never found out. Can you tell me?" Everyone is interested in what the other fellow earns—and in the case of professional men and office workers, he usually has to guess at it and let it go at that. Assign a tactful and persistent reporter to investigate the question, "What do the lawyers of the city earn per year?" Let him get a range of yearly incomes, an average. Tell what percentage earn under \$4,000 a year, and what percentage over; how much advice lawyers give for which they never get paid; how many more people are advised out of litigation than steered into it. Stories on the earnings of bank employees, office workers, salesmen, etc., would be equally interesting to readers. The whole could be presented as a portrayal for high school students and young people of the advantages of various occupations and professions. But be sure to give exact figures of earnings.—J. T. B.

It would be a novel and interesting stunt for the paper to stage a doll show in which prizes would be offered for the best dressed dolls, the oldest dolls, the funniest dolls, the most used dolls, the cutest doll houses and so on. The show could be staged in the paper's show window, and, of course, all the exhibits should carry the names and addresses of the people exhibiting them. Such a stunt as this would attract a great lot of attention and get many visitors to the paper's office, and so would help boost the paper quite materially.—F. H. W.

How many public clocks are there in your city? Why were they placed there and how long has there been a public clock in that particular location? Estimate how much they are used by the public; call some of the owners and find out how many times they are told about one which has stopped at some time. Does any organization or body depend solely upon such a timepiece? The street railway company does this in Topeka, the inspectors using the clock on the State Journal building. Along this line, call up a dozen or so people and ask them the time. Compare all these with the exact time of day. How many minutes difference is there in all the persons called? Did some of them keep their timepiece fast for a certain purpose? How many times a day do people call the telegraph office to get the hour?—J. W. H.

Has your city erected a memorial of any kind to its soldiers of the World War? Some places are building American Legion club houses, some are erecting libraries, some are building monuments, some are lining city streets or country roads with trees, some are putting tablets in public buildings, but many are as yet doing nothing to commemorate the soldiers. Why not hold a conference with the ex-soldiers, determine what is the best and most practical thing to do, and put your paper behind a memorial movement in such a way as to make it a quick success? Co-operation and work along this line will insure almost universal support.—W. H. M.

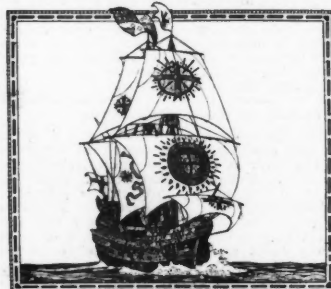
Children under 15 are being paid a dollar for each original tongue twister—a sentence in which every word begins with the same letter—by the Chicago Sunday Tribune.—H. D. K.

PICTURES

An exclusive feature story of 250 words with two- or three-column layout of pictures in mat form, mailed fresh six days a week. Ask for samples.

UNITED FEATURE SYNDICATE

N. A. HUSE, General Manager
World Bldg., New York City



Symbol of Fascinating Fiction

"Your Service Has Them All Beat"—F. D. Moffett, Sunday Editor Milwaukee Journal.

**METROPOLITAN
NEWSPAPER SERVICE**
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

During the past three weeks we have received TWENTY EIGHT ORDERS for our weekly

House Plans

We issue both 2 and 3 col. sizes.

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

NEW ENGLAND'S WEALTH

MEASURED BY HER

RESOURCES

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)	15,216	.055	.04
**Lynn Item(E)	16,132	.06	.04
**Lynn Telegram News..(E&S)	16,886	.05	.05
†Lowell Courier-Citizen and Evening Leader (M&E)	20,635	.06	.06
**New Bedford Standard-Mercury(M&E)	31,489	.08	.08
**New Bedford Sunday Standard (S)	25,006	.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)	26,294	.10	.07
**Portland Telegram(S)	28,658	.10	.07
†Waterville Sentinel(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,663

†Keene Sentinel(E)	3,316	.03	.02
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RHODE ISLAND—Population, 604,397

Newport Daily News.....(E)	6,171	.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)	6,532	.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)	43,633	.145	.14
*Bridgeport Post(S)	18,395	.065	.06
*Hartford Courant(D)	20,780	.08	.07
*Hartford Courant(S)	48,600	.10	.09
**Hartford Times(E)	43,672	.12	.12
**Meriden Record(M)	6,699	.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
**Norwalk 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.

In the production of brass and hardware, boots and shoes, silverware and cutlery, silk and felt hats, textiles, clocks and many other lines New England far excels any other section of the country.

New England manufactures more clocks than any other section of the country. More than one-fourth of all men's felt hats are New England made. Over fifty per cent of all the brass made in the United States is produced in New England.

Despite competition in the textile group from other sections of the country, New England produces over one-third of the total for all the United States.

Eleven and a half per cent of all products made in the United States is manufactured in New England.

With these tremendous resources New England becomes a great buying power. Every day the families of New England spend millions of dollars.

Use these dailies intensively and win this market for yourself.

Your Biggest and Richest Market

**750,031 People With Income in Excess of
\$1,000 a Year Live in Greater
New York and Suburbs**

	Population	Number of N. Y. State Income Tax Returns	Taxable Income Shown on Returns
New York City.....	5,620,048	660,217	\$2,473,483,600
Beacon.....	10,996	721	1,965,900
Mt. Vernon.....	42,726	7,075	27,383,800
New Rochelle.....	36,213	5,136	26,892,400
Ossining.....	10,739	1,239	3,972,200
Peekskill.....	15,868	1,334	3,797,000
Port Chester.....	16,573	1,704	5,768,700
White Plains.....	21,031	3,712	15,328,400
Yonkers.....	100,176	12,465	39,509,000
	5,874,370	693,603	\$2,598,101,000
*New Jersey.....		54,163	\$240,933,700
*Connecticut.....		2,265	18,019,900
		750,031	\$2,857,054,600

*Non-residents doing business in New York filing 1920 New York State Income Tax Returns.

750,031 People With an Average Net Income of \$3,809

There never was and probably never will be so compact and large a grouping of people of so high an earning capacity in the world.

An Advertiser Can Reach Practically All of
These People By Using These Newspapers:

Morning Times *Evening Globe*
Morning Tribune *Evening Sun*

Representing 812,541 Circulation for \$1.64 per Line, Minimum Foreign Rate.
An unequalled service for direct and positive results from people
able to buy anything and accustomed to buying the best.

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

