

EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America

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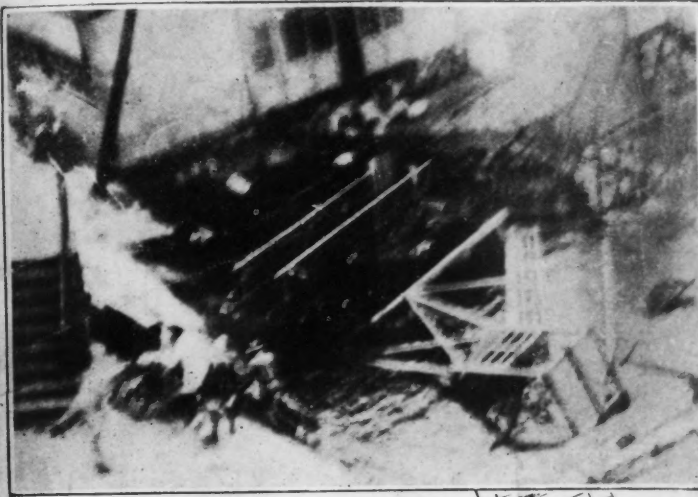
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NEW YORK, SEPTEMBER 29, 1923

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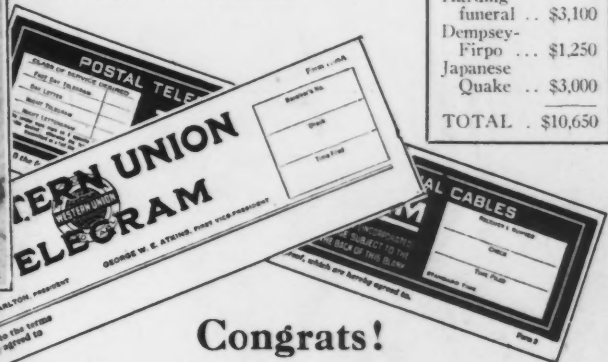


First with the quake quaking

One of the Jap disaster photos secured by P & A at a cost of many thousands of dollars . . . the only existing picture of a quake quaking! An epic of news picture getting—the privilege of publishing it was enjoyed by P & A subscribers!

P & A spends huge sums on airplanes. For instance:

(for the last four months)	
Shelby fight	\$2,300
Willard-Firpo	\$1,000
Harding funeral	\$3,100
Dempsey-Firpo	\$1,250
Japanese Quake	\$3,000
TOTAL	\$10,650



Congrats!

A few of the wires we have received from delighted subscribers, anent the latest P & A achievement:

QUAKE PHOTOS RECEIVED 12:30 WEDNESDAY BEAT OPPOSITION COMPLETELY.

—Erie Dispatch Herald.

.....WE HAD FINE NEWS BEAT, REGARDS TO YOUR BOYS.

—Detroit Free Press.

TELEPHOTO QUAKE PICTURES ARRIVED TUESDAY MORNING ACTUAL PICTURES WEDNESDAY MORNING, SCOOP ON OTHER PICTURE SERVICES.

—Aurora Beacon News.

YOKOHAMA PICTURES HERE GIVING US SCOOP, ENTIRE STATE TOKIO, THEATRE PHOTOS MONDAY NIGHT, ALSO COMPLETE BEAT, WONDERFUL SERVICE.

—Muskogee Phoenix.

JAPAN PICTURES . . . TRIMMED ALL OTHER SERVICES, EXCELLENT.

—Des Moines Register & Tribune.

QUAKE PHOTOS COMPLETE, SCOOP HERE, THANKS FOR GOOD SERVICE.

—Toledo Blade.

P & A HAD A CLEAN BEAT IN WASHINGTON STAR.

—Washington Star.

QUAKE PICTURES ARRIVED 7.30 WEDNESDAY MORNING, HAD THEM EXCLUSIVELY ALL DAY, EXCELLENT BIT OF SERVICE, WISH TO CONGRATULATE YOU.

—Indianapolis News.

P & A scoops Jap pix!

LONG before the flames of ruined Tokio and Yokohama were under control—before the cables were even open for news service, the first pictures of the greatest natural cataclysm in modern times were sent to America—to P & A subscribers! By the fastest mail steamers from Vancouver—by the fastest cross continent plane flight ever made for news picture service—this epic of news picture getting was completed. P & A subscribers enjoyed positive beats everywhere except in New York, where they had an even break. The flights alone cost three thousand dollars and untold effort. . . .

It has been proved before that P & A is first in pictures. It is first in enterprises, first in enterprise, and it has unlimited financial backing to carry out its policy of getting the pictures first everywhere. It was proved several times last year—and this year, with Harding pictures, Dempsey-fight pictures, the Japanese quake, and many other scoops.

P & A will repeat! There may be another scoop tomorrow—wire or phone for rates today!

Pacific & Atlantic Photos, Inc.

25 Park Place, New York

CHICAGO BOSTON PHILADELPHIA WASHINGTON, D. C. LOS ANGELES SAN FRANCISCO LONDON PARIS

*Announcement is made that
Effective October 1, 1923*

**S. C. BECKWITH
SPECIAL AGENCY**

**is our Representative in the
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THE ST. LOUIS STAR

Member Audit Bureau of Circulations

Don't Say "Paper" — Say "STAR"

Trade Mark Registered

The Cleveland Press

has maintained an average
daily circulation for the
past six months of over

200,000

This is the greatest *sustained*
period Daily Circulation
ever attained by a
Cleveland or
Ohio Newspaper



The Cleveland Press is a Scripps-Howard Newspaper
(including the Scripps-McRae League) represented nationally by
ALLIED NEWSPAPERS, Inc., 52 Vanderbilt Ave., New York
BRANCHES IN CHICAGO-CLEVELAND-SAN FRANCISCO-CINCINNATI-ATLANTA-ST LOUIS

Getting women
to ask for your textiles
and articles of women's wear in

Philadelphia



IMAGINE if you can the vast needs of the women and children in the half-a-million separate dwellings in Philadelphia?

Dry goods, silks, underwear, stockings, corsets, ready-made suits and overcoats, hats, shoes and the many other distinctly feminine things.

The Bulletin has published a routed list of 9148 separate shops in Philadelphia that cater to women, and can give you first hand information and help.

If you wish to expand your business it will be well for you to discuss Philadelphia with any of our agents listed below, or come to Philadelphia and size up the market for yourself.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office report of net paid circulation for six months ending March 31, 1923—505,098.

NEW YORK

814 Park-Lexington Bldg.
(46th St. & Park Ave.)

CHICAGO

Verree & Conklin, Inc.,
28 East Jackson Boulevard.

DETROIT

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

SAN FRANCISCO

Harry J. Wittschen
Verree & Conklin, Inc.,
681 Market Street.

LONDON

Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS

Ray A. Washburn
5 rue Lamartine (9)

Total Circulation of This Issue: 7,000

EDITOR & PUBLISHER

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Vol. 56

NEW YORK, SATURDAY, SEPTEMBER 29, 1923

No. 18

PAPERS WINNING BITTER PRESS STRIKE

Members of Old Union, Defunct by International Action, Voting Whether to Return Under Contract Between Latter Organization and Publishers, Which They Rejected a Few Days Ago

EIGHT days of striking found members of the former Web Pressmen's Union No. 25 in New York seeking means of regaining their former standing in their offices and in their relations with the international union. Negotiations carried on by foremen on strike with the international officers resulted in practical acceptance by the strikers' committee of the international board's terms for their return to work, which will be submitted to a meeting of the former local's membership on Friday night for vote by secret ballot.

The terms on which the vote will be taken are:

1. Acceptance by the local pressmen of cards in the international union.

2. Acceptance of the new contract made with the publishers association by the international union, with guarantees that its terms would be faithfully carried out.

3. Agreement that strikers guilty of sabotage or destruction of property will be barred from their former positions.

These conditions were imposed after the striking foremen had attempted negotiations with the publishers for recognition of their old union and elimination from the situation of Major George L. Berry, international president, who had revoked the union's charter and made a new contract between the Publishers Association and the international union. The publishers refused to discuss such conditions or to do business with representatives of the organization which had broken faith with them and the foremen's committee then turned to their international officers.

The local union is dead and no successor will be organized for the present. It is understood, contractual relations with the newspapers being executed by the international union.

The newspapers ended their combined editions September 27, after eight days, and started to issue 16-page papers on September 25. The eight-page papers of the previous six days had carried no local advertising and the large stores were forced to adopt extraordinary means of publicity, gaining the volume of

sales produced by their regular newspapers campaigns. One merchant admitted that two weeks more without newspaper advertising would have closed his doors.

Limited copy is appearing from the large stores in the 16-page papers, which also resume the editorial pages that were dropped from the eight-page editions.

Total distribution of the newspapers is now almost up to normal in the city and suburban districts, and normal conditions, both in size of papers and editions,

are expected to be resumed shortly.

Every pressroom in the city is now manned by members of the international union and non-members employed by the Publishers Association under the terms of the contract which was closed last Friday night between the publishers and the international union. Union members have been drafted from other cities by President Berry, in sufficient numbers to put competent pressmen into every office. A committee of the Publishers Association

has also assembled several hundred men of varying degrees of pressroom experience, and a few members of the old local have been restored to their places by agreement between the publishers and the international officers, the latter issuing international union cards.

Comparatively few of the old workmen are back at work, however, but it is believed that many will return after the meeting Friday night.

Meetings of the strikers have been held daily throughout the week, following a large meeting last Sunday at which they rejected the contract negotiated by the international body and to remain on strike.

Deprived by the international's action of strike benefits from the union and unable to expend their former local's funds, they claim to have secured large donations and loans from other New York unions to finance the strike, some statements of their fund placing it at over \$300,000.

Their meeting Sunday night was marked by violence, chiefly verbal. Summoned to meet by President Berry at the Town Hall for an explanation of the new contract, granting a \$3 wage increase, higher overtime rates, and shorter hours, they refused to hear Berry when he ordered Local President David Simons and a member of the local scale committee off the platform. The strikers deserted the hall in a body, leaving Berry to read and explain his contract to two members who remained. Denouncing Berry as a traitor, a strikebreaker, and an oppressor, they held a rump meeting, where they voted unanimously not to return to work.

Later a committee of strikers called on John N. Harman, publisher of the Brooklyn Times, on which Simons had been employed before the strike, and offered to return under the terms of the new contract on condition that the combined headline be removed from the paper. They were refused by Mr. Harman, who has been in charge of one of the Times' presses since the start of the strike, and whose office force operated the machines without the help of union members until the middle of this week.

BAG AND BAGGAGE

C. R. Macauley



Efforts were then made by the strikers to secure the intervention of Archbishop Hayes, Bishop Manning, Bishop Malloy and Rabbi Magnes in order to gain a new life for the dead union. The ecclesiastics were regarded by the strikers, they said, as "beyond newspaper influence," but no success was had in securing their mediation.

President Berry issued several statements, setting forth the true situation of the past eighteen months between the publishers and the local union. He declared that he aimed to prevent a knockout by either side to the controversy, that the international stood firm for arbitration when conciliation fails, that it seeks to confiscate no man's property, as the local union by its illegal strike in effect did, and that the local union's policy of embarrassing the industry on which their living depended made it impossible for the international officers to act otherwise than they did.

"It is meeting and will meet squarely every responsibility and do everything necessary to defeat and eliminate from the international union the policies that have obsessed the former local union and that were responsible for this most unfortunate situation," Mr. Berry concluded one statement.

Equally firm in their stand have been the publishers, despite the crippling of a department vital to their prosperity. Their statements have notified former employees that their places were being filled and that while the publishers would consider in friendly attitude requests for restoration from former pressroom hands, they would not be able to find places for all of their old forces.

But while the publishers have suffered from curtailed revenues, the discomfort of manning pressrooms, and of violence to employees at the hands of the pressmen, it seems safe to state that the largest money losses have been incurred by the advertisers, chiefly retailers and financial houses.

Department store heads, even those catering to permanent customers, said inability to promote sales through the newspaper columns was proving a serious handicap at the opening of the fall season.

Bernard F. Gimbel, vice-president of Gimbel Brothers, Inc., was quoted in published statements as saying he thought the strike would be injurious to both large and small stores.

"We depend upon newspaper advertising for much of our selling power," he added. "It is the newspaper advertising, combined with the standing of the store doing the advertising, which makes the buyer realize his need of some article which otherwise he might have neglected to purchase."

Others were quoted as follows: Harold W. Bonwit, secretary of Bonwit, Teller & Co.: "I have no doubt that if the strike lasts much longer we will feel a huge effect. Newspaper advertising is doubtless the most valuable advertising in the world, and as the retail stores are deprived of this medium they will feel the loss more and more. The discontinuance of full news about events in this country and abroad has a most disturbing effect on the minds of customers, and causes uncertainty and unrest, which is reflected in their buying."

P. A. Conne, vice-president, Saks & Co.: "The loss of newspaper advertising is especially important at the beginning of a season, as now, when the stores are introducing their new styles and paying the way for the new season."

James McCreery & Co.: "Newspaper advertising is the corner post of sales promotions, and we hope the newspapers return to normal soon."

Hearn W. Street, one of the executives of Blair & Co., a leading Wall Street banking house: "Investment bankers were not certain until the pressmen's strike began that newspaper advertising played a big part in their business. We know now what invaluable service the newspapers render us. It is next to impossible to put over a big bond issue without advertising. Our clients expect advertising, and will not bother to read circulars."

Gimbel Brothers sent to all charge customers on Monday a 60-word telegram

announcing Tuesday offerings and have made wide use of handbills, wagon posters, etc. Several of the stores sent newspaper-size sheets to newsdealers throughout the city, offering as high as 2 1/2 cents for each one distributed with a newspaper.

Only staple articles have been selling in most of the larger stores, luxuries missing the impetus of the newspaper advertising and remaining dormant. One large merchant whose profit lies especially in the luxury class of his merchandise, said not for publication with his name that another fortnight of "combined newspapers" would have closed his doors.

It has been a salutary lesson in the value of newspaper space which the publishers can credit to the strike along with the elimination of the chaotic pressroom conditions of recent months. More than ever, the strike and its sequels have placed the publishers dominant over all phases of their operations, including the pressroom and the large advertising accounts—results that were certainly not expected by the striking pressmen.

The most tangible and probably the most permanent outcome of the struggle for mastery in the pressrooms has been the new contract which was negotiated last week, as forecast in Editor & Publisher of September 22. Its outstanding points are stated in the box on this page, but the document itself is interesting and historically important. It is reproduced in full as follows:

Whereas, New York Web Printing Pressmen's Union No. 25, hitherto a local union subordinate to the International Printing Pressmen's and Assistants' Union of North America, has this day been dissolved and its charter revoked in consequence of an illegal strike begun by said union without authority from the International Printing Pressmen's and Assistants' Union of North America, and

Whereas, The Publishers' Association of New York City, desires to contract with the International Printing Pressmen's and Assistants' Union of North America to furnish men to operate all their presses in accordance with definite stipulations that will guarantee full production, peace and the highest possible efficiency in the pressrooms; and

Whereas, The International Printing Pressmen's and Assistants' Union of North America agrees to furnish such men in cooperation with the Publishers' Association of New York City, to the same end;

Now, therefore, This agreement witnesseth: In consideration of One Dollar (\$1) each to

the other in hand paid, and for other valuable considerations, receipt of which is hereby acknowledged.

The Publishers' Association of New York City, composed of the following daily newspapers:

- The World
- The Evening World
- The New York Times
- The New York American
- The New York Journal
- The Sun and The Globe
- The New York Herald
- The Evening Telegram
- The New Yorker Herald
- Courier Des Etats Unis
- The Evening Mail
- The Daily News
- New York Evening Post
- Brooklyn Daily Eagle
- Brooklyn Standard Union
- Brooklyn Citizen
- New Yorker Staats Zeitung
- New York Tribune
- Il Progresso Italo-Americano and Brooklyn Times

hereinafter referred to individually as the "office" and collectively as the "publisher,"

The International Printing Pressmen's, and Assistants' Union of North America, party of the second part, enter into this agreement this 21st day of September, 1923, as a basis of settlement as between the parties hereto.

Pressroom Conditions

It is agreed that the following conditions shall be made operative in the pressrooms of the party of the first part immediately following the formal execution of this contract.

The points of settlement are as follows:

- (1) Night work shall consist of forty-one hours per week to be performed in the following manner: Two nights at eight hours each to be designated by the office, to be changed only upon one week's notice; all other nights during the week to be six and one-half hours each. It is specifically understood that on the two designated eight hour night shifts that half of one hour for luncheon shall be allowed on office time, and as nearly as practicable in each office at the same time each working day or night, it being recognized that regularity of work and meals are essential not only to comfort, but health. The publishers may send crews to luncheon, however, one or more full press crews at a time.
- (2) It is further understood and agreed that no press crew shall be sent to lunch before the third hour after starting work or be kept from lunch for more than five hours after starting work except on the six and one-half hour night shifts provided for in the next paragraph.
- (3) It is agreed that on the six and a half hour nights the office shall have continuous operation and no lunch period is required to be given at the expense of the office, provided, however, that no press crew shall work longer than six and one-half hours without receiving a lunch period, provided further that if crews are required to work more than six and one-half hours the office shall designate the luncheon

TERMS OF THE NEW CONTRACT

CHIEF points in the new agreement between the Publishers' Association of New York City and the International Printing Pressmen's & Assistants' Union, under which New York newspapers will be printed for the next year at least, follow:

1. Revocation of the local union's charter.
2. Agreement by the I. P. P. & A. U. to furnish crews for all presses, guaranteeing full production, peace and the highest efficiency.
3. Agreement for co-operation between publishers and I. P. P. & A. U. in securing crews.
4. Night shift of 41 hours per week, two nights of eight hours and all other nights of 6 1/2 hours each. Half-hour luncheon period on office time on eight hour shifts. No luncheon period on office time on 6 1/2 hour shifts, but men are not required to work more than 6 1/2 hours without luncheon on office time.
5. Night work between 8 p.m. and 6 a.m., except on Saturday night, when the work is to be performed between 5 p.m. and 5 a.m. (The previous shift was between 7 p.m. and 7 a.m.)
6. Day shift of 8 hours, between 7 a.m. and 7 p.m., including half an hour for luncheon on office time.
7. Price and one-half for men called to work before regular starting time, and night overtime rates for overtime work performed before or after the hours for the day shift.
8. Price and one-half for four hours overtime, double price thereafter.
9. Men called back to receive \$2 for the call and double price for work performed after being recalled to their posts.
10. Day men called before 7 a. m. to receive \$1 additional pay.
11. Increase of \$3 a week, giving men in charge \$54 day; \$57 night; journeymen, \$48 day and \$51 night; juniors, \$32 day and \$35 night.
12. Provision for adjustment of above wages by conciliation or arbitration to bring them in line with previous proposals of pressmen and publishers.
13. Provision for appointment by each party to contract of three members of conciliation board. If this is unable to agree in 15 days, they are to select three disinterested persons to sit with them, each group to have one vote. If the original six cannot select three disinterested arbitrators, the Governor of New York is to be requested to name such persons.
14. Provision that the temporary scale shall not deprive any man of a \$3 increase in pay.
15. Provision that the conciliation board shall assist the parties in making a permanent contract, wages in which shall be retroactive to September 1, 1923.

hour in accordance with the preceding section.

(3) Night work shall be between 8 p. m. and 6 a. m., except Saturday night, when the work shall be between 5 p. m. and 5 a. m.

(4) Day work shall consist of eight consecutive hours per day, between 7 a. m. and 7 p. m., including half an hour for luncheon on office time.

(5) Color presses and rotogravure presses shall be operated when required in three shifts a day shift of eight hours, a night shift of seven hours and a third shift, part day and part night, of seven hours, which last annual shifts shall be paid at night rates, provided men working on either of the two seven hour shifts receive a wage scale in excess of that established for black presses in an amount equal to one hour each week at time and a half. A luncheon period of one-half hour shall be allowed on office time on the eight hour day shift; on either of the two seven hour shifts men may be sent to lunch in turn without shutting down the press or presses.

(6) Employees may be called in before their regular working hours whenever in the judgment of the office it is necessary, but all such work shall be paid for at time and one-half. When overtime extends beyond or before the day hours, or beyond or before the night hours, the night overtime rates shall be paid.

(7) All time required and actually worked before or continued after the regular day or night's work shall be counted as overtime and shall be paid for at the rate of time and one-half for any part of the first four hours of work and double time thereafter.

(8) When men are called back for work after getting "good day" or "good night" they shall receive two dollars for the call and double time for all time actually worked after reporting to their positions.

Day men called before 7 a. m. shall be paid \$1 in addition to the regular day wage.

(9) It is agreed that the compensation scale shall be as follows:

For men in charge on day work, they shall receive \$54 per week; journeymen on day work shall receive \$48 per week; juniors shall receive \$32 a week.

For men in charge on night work, they shall receive \$57 a week; journeymen on night work shall receive \$51 a week; juniors shall receive \$35 a week.

It is provided that the foregoing scale is agreed to by the parties to this contract under the following reservations:

(a) That the difference in the total compensation rates as proposed by the party of the first part in their proposed contract of August 6, 1923, and the rates proposed by the party of the second part, in its proposed contract of May 4, 1923, shall be considered in the following manner:

That immediately the parties hereto agree to set up a Conciliation Board of three members each who shall proceed forthwith in an endeavor to reach an agreement upon the differences in the compensation rates referred to in the order to determine a permanent compensation rate.

In the event of the Conciliation Board failing to agree that then and in such event the board thus named shall proceed to select three disinterested persons within fifteen days who shall act as a board of arbitration to determine definitely such differences and all other differences not settled by conciliation as herein provided, it being understood that the voting power of such board of arbitration shall be confined to three votes—to wit, one vote representing the party of the first part, one vote to represent the party of the second part and one vote to represent the three disinterested members of said board of arbitration.

If in ten days the conciliation board is unable to agree on the three disinterested persons then the Governor of the State of New York, who was heretofore agreed on as a witness by all parties now and previously interested, shall be called on to designate the three disinterested men, or any number of the three of whom agreement was not arrived at.

Ad Interim Rules

It is agreed that in the interim the compensation rates operative as of section 9 shall continue in full force and operation until a permanent compensation rate has been determined in accordance with the foregoing; provided, however, until such permanent rate of compensation is so determined the extra payment now made in certain offices shall be so readjusted that no employee shall receive (including the \$1 per week increase in regular wages and the luncheon overtime rates herein provided) less compensation per week than such employee would have received for a corresponding number of hours work prior to September 17, 1923.

It is provided that such permanent compensation rate agreed to in accordance with the foregoing shall be made retroactive to the date of this contract.

It is further agreed that the conciliation board heretofore provided shall aid the parties hereto in preparing all the provisions necessary for a complete working contract for one year, to be effective from September 1, 1923, between the parties hereto; that the two proposed contracts now between, respectively by the president of the International Union to the New York newspaper owners on May 4, 1923, and the proposed contract submitted by the Publishers' Association of New York City to the New York City union on August 6, 1923, shall be used as a basis of discussion by the parties hereto in preparing such working contract for one year, and on any point or points on which the parties hereto cannot agree shall be decided finally by the conciliation board in large, as provided, or acting as an arbitration board by a majority or unanimous vote.

It is agreed that any contract arrived at under this agreement shall contain a clause providing for its renewal or replacement at expiration, or arbitration in the event of failure to arrive at a complete agreement by conciliation or negotiation, and that such arbitration shall be in accordance with the plan herein provided.

INVESTIGATION MAY RESULT IN FAIR POSTAL REVISION

Freight Rates Are Now Below Those Charged on Second Class Matter—Hume's Claims Losses Are On Parcel Post

WILL there be a favorable revision of second class mail rates?

This is the question most frequently raised today among newspaper and magazine publishers of the United States...

Authorities agree Post Office officials have taken a step in the right direction in making this apparent attempt to put the department on a business basis...

Financed by an appropriation of \$500,000, an exhaustive study of prevailing postal conditions is promised by this weighing and count test.

"What will be the outcome after the figures are secured?" is the natural question which arises.

It was asked Frederick W. Hume, executive secretary of the National Publishers' Association, who for the past ten years has been making an exhaustive study of the postal situation...

Hume answered the question with a conservative prediction.

"It is most apparent that if proper division of costs to revenue is arrived at by the postal committee, it will be clearly shown that the annual deficit of the Post Office Department should be attributed to parcel post and not to the handling of second class mail matter."

That second class rates are far too high is a fact generally recognized by publishers, Hume pointed out, while, on the other hand rates for parcel post are much too low.

"Proof of this," he declared, "is contained in the fact that a great deal second class tonnage is being withdrawn from the mails and shipped by freight with a saving of more than 40 per cent."

"Isn't that sufficient proof that second class mail rates are illogical?" he demanded.

"Why shouldn't we get mail distribution from the government less than from private enterprises?"

"The case of the Postal Department is very different from a privately owned public utility, as the whole theory of the Postal Department is to assist the spread of information and knit the country closer together."

"When the figures are obtained from the weighing and count of the mails and deductions are made from these figures, it should be kept in mind that rates which will drive more second class matter out of the mails will not reduce overhead, and that the encouragement of second class matter will render great service to the country."

"The total revenue from the postal service is \$500,000,000 a year."

"Three years ago the postoffice deficit was announced as \$157,000,000. This deficit has been now reduced to about \$32,000,000, showing that this particular branch of government service is now operating on a very even keel."

"Parcel post represents 70 per cent of the tonnage handled by the Post Office Department. The postoffice pays by space and collects by weight. It is easy to see that parcel post rates are far too small."

"On the other hand, second class rates are too high, still maintaining the high cost charged as a war measure. Starting July 1, 1918, and ending July 1, 1922, second class rates increased 475 per cent."

Hume is confident that findings of the postal committee will prove that second class mail rates should be reduced, and parcel post rates increased.

Now is the time, in his belief, for the present administration to prove its policy

of a business government. Figures obtained by the postal committee, he believes, should be placed in the hands of expert cost accountants, capable of allocating the charges.

Summing up, Hume declared the following were questions which should be answered, when the results of the count and weighing tests have been obtained:

Should special preference be given the daily newspapers?

Should the Postal Department demoralize first and second class mail to accommodate freight, or shall it segregate parcel post, so that it will not interfere with the dissemination of information?

Publishers of the United States are being urged to watch and follow closely the postal test.

The American Publishers Conference, Washington, D. C., sent a letter dated Sept. 26 to all organization representatives, urging cooperation.

After informing them of the attempt by the Postal Department to ascertain costs of handling various classes of mail, the letter continues:

"This official study should furnish an opportunity for your paper to evince some interest in this effort and what it is capable of bringing forth. If you have an opportunity to visit your local postmaster and see how the work is going along, it will at least manifest some activity on the part of the American Publishers Conference and show a spirit of cooperation in the effort to arrive at some fair and equitable basis of postal charges, thus supporting our contention for a revision of second class rates, if these figures are properly analyzed."

EDITOR AND PUBLISHER JAPANESE NEWSPAPER RELIEF

TYPHOON and flood this week added to the desolation of Tokio, proud capital of Japan, all but destroyed by earthquake.

To the 2,000 newspaper men whose homes were reported demolished ill fortune has been heaped upon ill fortune.

This week, however, a vastly different flood, blown west to the eastern country by the typhoon of goodwill manifested by American newspaper men, is gaining. EDITOR & PUBLISHER today is able to announce \$4,098.50 has already been raised for newspaper relief in Japan.

The response to the appeal for a special fund has exceeded the expectations of EDITOR & PUBLISHER.

This is the first time in the history of newspaper making that a class appeal has been made. The response has proven that the bond that binds journalism as an agency of freedom is international.

Since EDITOR & PUBLISHER sounded its first call for relief of newspaper men and women by newspaper men and women gifts have come in increasing number.

"I shall be surprised if we send less than a quarter of a million dollars," writes Henry M. Pindell, publisher of the Peoria (Ill.) Journal and Transcript. "Nothing can go farther," he continues, "to cement these two great peoples in complete accord and binding peace than the cementing of the affection and faith of the newspaper men of these two great countries together."

"I hope that you will not spare a cent of expense or one moment of time in getting to these people our willingness to help all newspaper men in Japan in this great hour of their dire necessity."

EDITOR & PUBLISHER assures direct transfer of money to the needy newspaper men and women of Japan. Workers on the editorial staff and in the business office, if needy, will be aided by the special fund.

Although he had made a contribution to the Red Cross of \$1,000, Edwin A.

"We are hopeful that there will be prompt action after these figures are obtained by the department and that satisfactory policies will be outlined in the decision that is made, based upon these figures."

Just how the weighing and count test is being conducted has not yet been made public. The fifty cities in which it is being carried out, follow:

New York, Chicago, Philadelphia, Boston, St. Louis, Kansas City, Cleveland, San Francisco, Brooklyn, Detroit, Los Angeles, Pittsburgh, Minneapolis, Cincinnati, Baltimore, Washington, D. C., Buffalo, Milwaukee, St. Paul, Indianapolis, Atlanta, Denver, Omaha, Newark, Dallas, Seattle, Des Moines, Portland, New Orleans, Rochester, Louisville, Columbus, Toledo, Richmond, Providence, Memphis, Hartford, Nashville, Dayton, Fort Worth, Syracuse, Houston, New Haven, Grand Rapids, Jersey City, Akron, Salt Lake City, Springfield, Worcester, and Jacksonville.

BETTER BUSINESS ELECTION

Barnard, Vigilance Committee Director, Elected National President

Kenneth Barnard of New York City, director of the National Vigilance Committee of the Associated Advertising Clubs of the World, was elected president of the National Better Business Commission at the 1923 conference at Kansas City, last week.

George M. Husser, director of the Kansas City Better Business Bureau, was elected vice-president, and William P. Green, of New York, secretary-treasurer.

These officers form the board of directors with the following: Howard Cool, Washington; Fred M. Willson, Toledo; G. Ferris Olwin, Indianapolis, and Ferris R. Miller, Los Angeles.

Official selection of the 1924 convention city was deferred until the next meeting of the directors in Indianapolis early in November.

Grozier, editor and publisher of the Boston Post, recognized the pertinence of the special gift by newspaper men to newspaper men by contributing \$50.

"I have pleasure in enclosing you our check for this fund in the sum of \$50," writes W. J. Pattison, general manager of the Scranton (Pa.) Republican.

As announced last week, copies of a book written by M. Ohta, vice-president of Hochi, a Tokio newspaper, were received by EDITOR & PUBLISHER on the day of the earthquake which destroyed the Hochi plant. The book is entitled "Society and the Newspaper" and is a learned treatise on international journalism as well as a particular study of the press of Japan.

While copies of this book last, one will be sent every contributor to the EDITOR & PUBLISHER fund for Japanese newspaper men. Contributions should be sent to the Japan Fund Editor.

To date EDITOR & PUBLISHER'S Japanese Newspaper Men's Relief Fund stands:

Table listing contributions: Chicago (Ill.) Daily News... 500.00, Detroit News... 100.00, Scranton (Pa.) Republican... 50.00, Edwin A. Grozier, Boston Post... 50.00, Knoxvile (Tenn.) Sentinel... 50.00, M. H. de Young, San Francisco Chronicle... 50.00, Grand Rapids (Mich.) Press... 25.00, Syracuse (N. Y.) Post-Standard... 10.00, Arthur T. Robb, Jr... 10.00, Peoria (Ill.) Star... 10.00, Mankato (Minn.) Free Press... 10.00, A. E. Clarkson, Houston Post... 10.00, H. Frank Smith... 5.00, Frederic T. Turner... 5.00, E. G. Rutzahn... 5.00, C. D. Lee... 1.00, J. V... 1.00, Total... \$4,098.50

MAGEE AND HIS PAPER JOIN SCRIPPS GROUP

Purchase of Albuquerque, New Mexico, State Tribune Concluded at San Francisco—Editor to Retain His Say

(By Telegram to EDITOR & PUBLISHER) SAN FRANCISCO, Sept. 25.—Acquisition of the controlling interest in the New Mexico State Tribune of Albuquerque was announced today by the Scripps-Howard newspaper interests. Addition of the 27th newspaper to the Scripps-Howard chain followed three-day conferences by Carl C. Magee, editor of the State Tribune, and Robert P. Scripps, Roy W. Howard, W. B. Colver, general editorial manager; T. L. Sidlow, general counsel; and C. F. Mosher, treasurer of the Scripps-Howard papers.

Consummation of the deal, unique in contrast with the recent purchase by the same interests of the Pittsburgh Press, followed a period in which Scripps-Howard editorial and legal interests had been counseling with Magee during his recent fight to uphold the freedom of the press in New Mexico.

No statements were made as to the amount involved, but from a financial standpoint the deal is relatively small. Its importance lies in the fact that it puts the Scripps-Howard interests into New Mexico with a paper which is within striking distance of a dominating position in the newspaper field of that state.

One of the conditions of the purchase is that Magee continues as stockholding editor with absolute independence to continue the fight which he had launched against the political situation in New Mexico. At the conclusion of the deal, W. B. Colver, for the Scripps-Howard interests, addressed the following letter to Magee:

"I am writing you this letter to tell you what pleasure we of the Scripps-Howard newspapers welcome you and the New Mexico State Tribune into our association of newspapers. "The State Tribune thus becomes the 27th and newest member of our family. Its next next predecessor was the Pittsburgh Press which joined us on Aug. 1 of this year.

"For months your fight and that of the State Tribune under your management, in the interests of free press, free speech, free people, and above all for the public interest, has attracted our attention as it has attracted the attention of the journalistic world of the United States.

"It was at our invitation that you came to San Francisco where a conference of the general officers of our organization was in session, and as a result of our conferences we have 'thrown in with you' and you have 'thrown in with us.' In associating with us, you will lose not the smallest part of your independence and liberty of action as an editor. Through this association you and the State Tribune will be free of any political, financial or other bond or influence, so that your efforts may be directed as heretofore undividedly for the upbuilding of Albuquerque and the state of New Mexico, and the service of your fellow citizens.

"We know that you will continue to deserve and enjoy the confidence of your readers in your sincerity and single-mindedness, and we believe that reasonable and healthy prosperity as a business concern will be natural result of such an operation."

In an editorial wired from San Francisco to appear in the State Tribune of Tuesday, Sept. 25, Magee said:

"I was called for a conference last Friday by the general officers of the Scripps-Howard newspaper organization. For three days the negotiations have gone on. Tonight they were completed and we all signed on the dotted line a contract which wheels this vast organization in behind the State Tribune.

"The beauty of the situation is that the Scripps-Howard people were attracted by the fight I have been making in New Mexico and wished to lend me help in it. My editorial control is absolutely unaffected and I have not been asked to modify my policy by a single shade in order to make this combination.

"I am the freer to fight in the public interest as I see it by reason of the new arrangement. "The vast business machinery of this concern will take charge of the business office. They can run it with an efficiency and an economy which I could never equal, and they stop at the editorial threshold."

The State Tribune, started as a daily last April, now claims about 5,600 circulation.

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

How to Put Life Into Dead-Looking Editorial Columns—Simple and Easily-Applied Suggestions for Re-Vitalizing the Editorial, Typographically, Which Any Newspaper Can Readily Adopt

By H. FRANK SMITH

Article XI

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items, such as headings, advertisements, editorial pages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK.

Replies Cannot Be Made by Mail

BEFORE leaving the editorial page (which has been the subject of discussion in the last two installments of this series of informal talks) there is one more very important detail which should be carefully considered—the composition (size and style of type, length of line, leading, initial, heads, and dashes) of pure editorial matter.

By pure editorial matter, is meant the text matter usually made up into the first and second columns of the editorial page of most progressive newspapers, and which is generally assumed to represent the newspaper's own attitude, opinion or judgment. This editorial matter is usually featured or emphasized in one way or another—that is, it is usually set different than the news, features and miscellany, and which practice presents a problem worth a few moments of serious thought.

"Straining for Effect" vs. Dignity and Effectiveness

THE same "straining for effect" that mars the attractiveness of advertisements, news matter, streamers, make-up, etc., also applies to the typography of the editorial columns. This "straining for effect" is illustrated by the practice of setting the editorial matter in 6 or 8 point type leaded, in double column measure—which, of course, is thin and weak looking and uncomfortable to read; or setting the editorials solid in 10 or 12 point type in double-column measure—which, while a little easier to read, is nevertheless unattractive; or using 18 or

24 point bold heads on editorial matter set in 6 or 8 point lightface type.

All editors take a keen personal interest in the editorial page, because it represents the newspaper in much the same manner as a salesman represents his house; therefore editors want the editorial page to look the part—alert, aggressive and sincere.

The editorial columns can be made to look the part, typographically, just as easily and effectively as any salesman can impress one favorably by his dress. Not by overdoing, or "straining for effect," however; on the contrary, by going about it in a quiet, dignified, effective way.

Two Fundamental Principles Which Must Be Remembered

THE first two things we must remember are (1) that small type, 6 and 8 point, should never be set in

wide measure, and (2) that larger point sizes, 10 and 12 point, should not be set solid. With these two fundamentals understood, it thus becomes at once apparent that if we must set our editorials in 6 or 8 point type our problem will be simplified if our length of line is made only one column wide; and if we set our editorials in 10 point (or 12 point as some papers do) our length of line should be column-and-a-half wide—and the slugs should be opened up with 2-point leads.

Three Other Important Details Which Must Be Considered

HAVING decided on (1) the size of type and (2) the length of line, the rest is comparatively easy—at least, so far as the composition of the pure editorial matter is concerned. With the size of type and length of line settled, we have only three other important items to

consider: (1) leading; (2) style of head; (3) style of dash.

1—LEADING: A good general rule is to open pure editorial matter with 2 point leads, whether set in 6 or 8 point type, single column; or whether it is set in 10 or 12 point type column-and-a-half wide.

2—STYLE OF HEAD: Generally speaking, the headings for editorial matter set in 6 or 8 point type should be set at least one size larger in upper or lower case (or caps, since there are a few of them) in the bold face of the same style of type used for text; for the 10 or 12 point in wider measures the heading could be set two sizes larger. The heads for editorial matter can be set in either roman or italic, upper and lower case, or all caps. It is a good style to set the headings in a different face of type than that used for heads on news and other matter, in order to give the editorial column an individual style of its own.

3—STYLE OF DASH: By all means use for editorial dashes something entirely different than the garden-variety hair-line dashes used on the other pages. An attractive cut-off dash will go a long way toward making the editorial columns attractive. Instead of using the ordinary hair-line dash generally used to separate news and other items, select a dash made up of a heavy and a light rail

Or one made up of parallel 1-point rails

This measure, like all of the sixteen on the ballot next Wednesday, has been postponed too long.

Why Pay Legislators More?

MEMBERS of the assembly have approved a proposed constitutional amendment doubling their present pay, and members of the senate have approved a similar measure more

ORIGINAL—Leaded Too Much; Dash Is Weak; Initial Badly Arranged.

bonds would make possible. Sacramento will not have to do so if all the people who believe in the city and love it will vote accordingly.

The Legislature Is Warned.

GOVERNOR RICHARDSON has placed the responsibility squarely upon the shoulders of the legislature for the compliance with or violation of the plain dictates of the constitu-

RESET—This Spacing Is Better; Dash and Initial Can Be Improved.

bonds would make possible. Sacramento will not have to do so if all the people who believe in the city and love it will vote accordingly.

The Legislature Is Warned.

GOVERNOR RICHARDSON has placed the responsibility squarely upon the shoulders of the legislature for the compliance with or violation of the plain dictates of the constitu-

THIS IS BEST—Note Dash, Space Around It, and Initial.

Red Bluff News wishes Mr. Moody success in any new work he may take up; or if he continues in the newspaper game may his pen be wielded to the best interests of the greatest number.

SAVED, BY HECK!

"Over 95 per cent of the automobiles of the country are operating with faulty carburetors and accumulated carbon deposits, which, if corrected, would save over 25 per cent of the gasoline now used."—Research board of the National Motorists

ORIGINAL—Set Too Solid; Head Should Be At Least Size Larger.

had their feelings hurt and their conscience pricked, all should be forgiven and swept away to smooth the path of the machine roller and in the interests of "party harmony."

WE WONDER!

The Standard wonders what the average "man in the street" is thinking today about some of the candidates which this new "reform" ticket has presented to the voters of West-

RESET—"Opening Up" Lines With 2-Point Leads Improves It.

forward to a devotional evening service, and as it is indeed a truism that there is inspiration in numbers, it is hoped that some plan may be evolved to continue these evensong unity services.

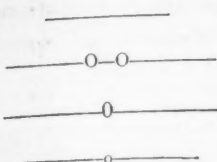
PETITIONERS ASK FOR LIGHT

IT WAS SAID at Hartford at the hearing on the appointment of the town court judges that The Standard's petition for the appointment of Joseph Adams as judge—a petition signed by over 300 voters

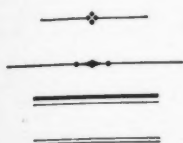
MUCH BETTER—Note Dash, Larger Head, Paragraph Begins With Cap.

Improving An Editorial Style Set in Small Type and Wide Measure

SUGGESTIONS FOR EDITORIAL DASHES



Instead of Using the Above Crude-Looking Dashes



Select a Dash with a Little Character in It.

You might even use a slightly decorative dash, like this:

In selecting the dash, however, it should be one that harmonizes with either the style of type used for headings, or with the style of border used for any boxed heads or panels used on the editorial page—preferably with the style of type used for heads.

Considering the Three Styles of Setting the Editorial Columns

1—FROM the standpoint of economy and convenience, it is perhaps easier to set the editorial columns single-column measure, in 8-point type, 2-point lead, with 10-point all-cap or 12-point upper-and-lower-case heads; using a special editorial dash. This is the simplest style—yet it is effective. It requires no changes in linotype composition; nor breaking of columns nor extra justification in make-up. When properly done it is usually just as attractive as the other styles, always easier and more comfortable to read—not to mention the economies and advantages of easy composition and quick make-up and justification.

2—EDITORIAL matter set column-and-a-half wide can be made very effective. Carefully planned, this style puts pep and aggressiveness in the editorial columns. At least 8-point type should be used (on smaller papers, perhaps 10-point); slugs should be 2-point lead; heads should be set in 10-point caps or 12-point upper and lower case; special care should be used in selecting the editorial dash for this wider measure. The column-and-a-half measure requires change in the linotype composition and necessitates extra justification in the make-up, unless there is always matter enough for at least two columns should be filled with pure editorial matter; but if "fillers" must

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

THE EUROPEAN SITUATION

The threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Germany, which seriously threatened the supremacy of both England

Line Too Long for Size of Type Used; Set Too Solid; Head Too Small.

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

THE EUROPEAN SITUATION

The threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Germany, which seriously threatened the supremacy of both

Size Larger Type Brightens It Up Some—Still Weak.

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

THE EUROPEAN SITUATION

The threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Germany, which seriously threatened the supremacy of both England

Small Type in Wide Measures Is Not Helped Much by "Opening Up."

attempt at self-protection, thinking he might be in the hands of the law. The police are too free with their guns. It is better to be sure first than sorry afterward.

The European Situation

THE threatened break between England and France is not much of a surprise to the students of history. There always has been a serious rivalry between these two countries for commercial supremacy. The growth and development of Ger-

Better Leading, Decent Dash, and a Good Head Makes the Editorial Look Alive.

How to Dress Up the Single-Column Editorial

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

EFFICIENCY, FAMILY STYLE

According to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

Set Too Solid; Dash and Head Very Weak.

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

Efficiency; Family Style

According to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

One Way To Put Pep in a Single-Column Editorial.

be used in the second column, these "fillers" should be leaded only 1 point and the heads reduced one size, so that they will instantly be recognized as being other than pure editorial matter.

3—THE double-column measure should not be used for editorial matter—except, for some emergency—

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

EFFICIENCY, FAMILY STYLE

According to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

Merely Leading Helps the Weak Dash and Head.

capital levy which the radicals urge would be the last straw. It is rough on Germany, but French victory in the Ruhr seems at hand.

Efficiency: Family Style

ACCORDING to tradition, the shoemaker's children go unshod and the minister's son is wild. But in these days of modern efficiency things are

Another Simple Way to Pep Up the Editorial Column.

because it requires at least 10-point type (12 point would be better for this length of line) which when opened with 2-point leads phats out too much and eats up valuable space—besides being uncomfortable to read. There is absolutely no good reason why editorials should be set two columns wide except, as mentioned above, when some emergency develops

that justifies the use of a larger type and a wider measure than is the generally accepted style of well-composed newspapers—and these emergencies do develop every so often. Editors should hold the double-column editorial for the "Big Scream"—when it comes.

Summary of Suggestions for Setting Editorial Columns

1—Consider carefully all the advantages of the single column measure before deciding to use a wider measure.

2—Regardless of length of line, open editorial matter with 2-point leads.

3—Use for editorial head-letter a bold-face type at least one size larger, and maybe two sizes larger than text.

4—Separate editorials with a dash entirely different than dash used on other pages, and be sure the editorial dash keys with the face of type used for your editorial heads.

5—Put the head on top of the editorial, not cut in as a side head. The cut-in side-head has always been used as a subordinate head; it's a passé style any way.

6—Since most all other items on editorial pages carry a boxed head, leave the boxes off the heads titling your pure editorial matter. Use a plain, normal, friendly-looking type, without anything added in an effort to decorate or emphasize—unless it is a plain 2-line initial.

7—If you use an initial to start first paragraph, be sure the last line of type alongside of initial "lines up" perfectly with bottom of initial.

8—When using "fillers" without heads, set the first word (or the first phrase) of the first line in all caps, which style serves the purpose of a side head, and spots up the column a bit.

Note What a Couple of Little Refinements Do to These Two Editorials

ing places where death lies in wait for the careless or inexperienced driver and those who travel with him.

Georgia wants to leave prohibition enforcement to the United States Government. Let's see, wasn't it Georgia that once went to war over State's rights?

LEWIS' WISE COURSE

JOHN L. LEWIS, head of the United Mine Workers of America, has increased enormously the respect of the people for his organization in a direct

Dashes Weak; Little Item Needs Pepping Up; Head and Initial Are Good.

ing places where death lies in wait for the careless or inexperienced driver and those who travel with him.

GEORGIA wants to leave prohibition enforcement to the United States Government. Let's see, wasn't it Georgia that once went to war over State's rights?

LEWIS' WISE COURSE

JOHN L. LEWIS, head of the United Mine Workers of America, has increased enormously the respect of the people for his organization in a direct

Note that Better Dash and Treatment of Small Item Helps a Lot.

or Capper, Capper or Curtis. Mr. Mulvane can have his National Committee job, or lose it. The result will affect the price of bread only infinitesimally.

The public, they say down east, is to have a voice in the coal situation. It will consist of one word, "Help!"

THIS SMITH IS A CORKER

F. E. "Gallop" Smith, now recognized as the first Earl Birkenhead, is in his fifty-second year, which is stripping youth as British statesmen go. Into these fifty-one years of existence "Gallop" has compressed a most remark-

Set Too Solid, Dashes Too Bold, Small Item and Head Are Smothered.

vane can have his National Committee job, or lose it. The result will affect the price of bread only infinitesimally.

THE PUBLIC, they say down east, is to have a voice in the coal situation. It will consist of one word, "Help!"

THIS SMITH IS A CORKER

F. E. "Gallop" Smith, now recognized as the first Earl Birkenhead, is in his fifty-second year, which is stripping youth as British statesmen go. Into these fifty-one years of existence "Gal-

Lighter Dash; Little Extra Space and a Side Head on Small Item Looks Much Better.

BEAUTY, SPEED AND SPACE FOR GROWTH IN NEW MILWAUKEE JOURNAL HOME

Construction Starts on Site 150x200 Feet in City's Heart for Building Embodying Many Features New in Newspaper Operation

By ARTHUR T. ROBB, JR.

"PERFECTION PLUS" might be defined as the aim of the Milwaukee Journal management expressed in the plans for its new building, construction of which began last week at the corner of State and 4th streets. Decoratively, and in provision for securing the utmost in production, not only for the present but for many years in the future, the Journal regards its coming home as among the finest in the Middle West, if not in the country. It will probably be completed next Summer.

Features, either original or developed to a greater extent than by any other newspaper, include:

An air-conditioning system for the entire establishment, supplying 80,000 cubic feet per minute of washed, tempered air.

Sound-deadening treatment for floors and ceilings of the composing room, pressroom, telegraph rooms, conference rooms, and general offices.

Straightline operation so far as possible, one feature of which places the mailing room in direct line with the presses and above the wagon-loading platform. The latter is recessed into the building.

Daylight all around, provided by wide streets on two sides and 20-foot alleys on the other two faces.

Daylight in the reel-rooms, which by an "island" construction of the pressroom floor are visible from the street.

Clubrooms and cafeteria and a first-aid hospital for employees.

Sanitary facilities in exceptional abundance.

All house linens and cafeteria washing done in the paper's laundry.

Paper storage for two months' supply in the basement, adjacent to the reel-rooms.

Specially designed floors for the press and composition departments, oil-treated wooden blocks being specified. Offices will have hardwood floors, and linoleum will be used in some departments for comfort and convenience.

No columns in the composing room, which has a truss-design roof to give the maximum of light and air.

Columns have been used sparingly in the pressroom also, the distance between them in the center being 44 feet.

Shadowless rooms guaranteed by arrangement of semi-direct illumination.

An outstanding innovation are club and rest rooms for tourists. The Journal Tour Club has nearly 25,000 members and its tour bureau furnishes information to hundreds over the counter and by telephone daily. This department will be located off the lobby on the first floor and its rooms will be open to visitors.

Noteworthy also is the exterior of this five-story and basement reinforced concrete structure. The two street elevations, 150 feet on State street, 200 feet on 4th street, will be constructed of Kasota stone, quarried at Kasota, Minn., and noted for a light variegated pink color and fine texture.

The façades will be of flat treatment, without offsets for windows. Steel window casings will be set flush with the slabs of Kasota limestone facing the street walls. French Renaissance treatment will be suggested by ornamental doorways, arch windows and the carved frieze of allegorical figures six feet high, which will extend around the entire street front and will portray the history of news printing from its beginnings to the present.

Future expansion is one of the invisible qualities that add to the building's "plus" character. Profiting by experience in the present 16-year-old building, the Journal has given all departments in the new home a minimum increase of 100 per cent over the floor space now occupied, and the increase is greater for the mechanical departments. Provision is made for further expansion in these units by absorption of space unoccupied at the outset. Allowance has been made for 100 per cent growth in the pressroom without structural changes, remodeling of the first floor and basement permitting installation of a third line of presses which would bring capacity to more than 500,000 48-page papers daily.

Numerous conference rooms are scattered throughout the building and an auditorium which will seat 400 has been planned for the fifth floor.

Inability of the present plant to accommodate the Journal's operations was recognized several years ago, but plans for a new structure were sidetracked by the war. For the past five years designs have been closely considered by L. W. Nieman, president and editor; H. J. Grant, vice-president and publisher; L. L. Bowyer, business manager; L. A. Webster, assistant publisher, and John Keating, mechanical superintendent. Mr. Bowyer has given much of his time to reducing to concrete form the ideas advanced by his associates and himself, and several months ago S. P. Weston, of New York, who specializes in the planning of newspaper buildings, was retained in an advisory and consulting capacity. Mr. Weston originated the plan of the New York Tribune's new plant. F. D. Chase, Inc., of Chicago and Los Angeles, is the architect and engineer.

Construction will cost approximately \$1,000,000, it is estimated, and for modern machinery and other equipment, an additional \$750,000 has been appropriated.

The 4th street front will give passers-by an unobstructed view of the presses in operation. A "floating" or "island" floor three feet above the street level and four feet separated from the wall will disclose newsprint feeding to the presses from the reel-room in the basement and complete papers speeding on belt conveyors to the mailing room.

Twelve eight-page Goss units will be arranged to produce complete papers in any size from 8 to 64 pages, with a maximum capacity of 144,000 24-page papers an hour. Each unit will be equipped with a reel. Presses rest on a foundation independent of the building, and wherever the press floor joins the building floor it will be insulated by packing which will not conduct vibrations.

Conveyors from the press delivery to the mail room will travel 150 feet per minute and will put complete papers in the mail room in 45 seconds, it is calculated.

After the onlooker has viewed the presses from outside, he can step into the lobby either from the main entrance on State street or the corner door on 4th street. The lobby is about the size of a city lot, is floored with marble, and paneled with American walnut. On either side he will see counters at which classified advertising and subscriptions will be received, public telegraph and

telephone facilities, motor tour and travel bureau, and opening off the lobby, tourist club and rest rooms. There will also be a general information counter.

Opening from the lobby to the south he again finds the pressroom, where he will see an eight-cylinder color press behind the news machine. Vacant space will also be noted for additional presses, for both black and color work. Adjoining the pressroom is the electrical control chamber.

Going outside again, he will note that the east alley front is inset 22 feet for a length of 88 feet for trucking space and loading docks, accommodating 12 trucks at one time. This will permit the dispatch of 144,000 48-page papers an hour. Between the pressroom and loading docks is a general storage room to be used for all supplies other than paper and ink.

Elevators or the main stairways on the State street side lead to the second floor, where the visitor will enter the employees' lounge, a room 50 feet square. To the west will be three clubrooms, each large enough for 50 persons, to be used for department conferences and outside meetings. To the east lies the newsboys' room, reached by a separate stairway from the east alley, and extending south will be a visitors' observation gallery overlooking the pressroom. The lounge will also open into the mailing room. The office of the sales clerk and the street sales department will be located conveniently to the conveyors, so that distribution to newsboys will be made with no delay.

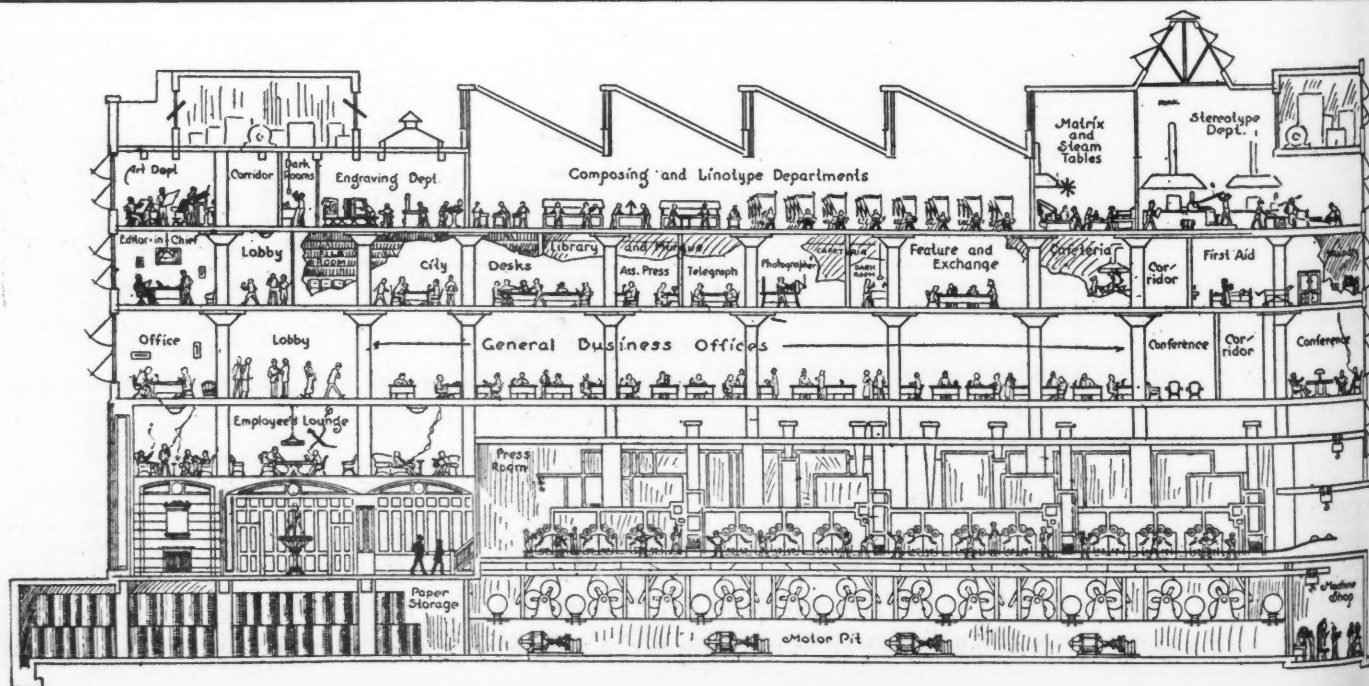
Business offices hold the third floor. An information desk opposite the elevators meets the visitor's eye, and behind it he will see what is said to be Milwaukee's largest office room, 150 x 150 feet. Half will be devoted to advertising, circulation and allied departments, the rest being shared by the accounting, bookkeeping, filing, and clerical forces. The advertising manager, circulation manager, assistant publisher, business manager and secretary will have offices on this floor.

Individual offices have been limited to department heads, but private business can be transacted by subordinate officers in numerous conference rooms. Four large rooms for departmental meetings have been provided on this floor. The large room will house the promotion and copy-service department and the merchandising service bureau.

News and editorial activities have the

(Continued on page 26)

CROSS SECTION FROM FRONT TO REAR OF NEW JOURNAL BUILDING



WESTERN EDITORS OPPOSE ANY CHANGE IN POSTAL ZONING SYSTEM

Tri-State Editorial Association Meeting in Sioux City, Opposes Second Class Rate Revision—Lusk, Publisher of Yankton Press and Dakotan, Elected President

THE TRI-STATE EDITORIAL ASSOCIATION, having members in Iowa, Nebraska and South Dakota, at its fourth annual convention at Sioux City, Ia., elected W. C. Lusk of Yankton, S. D., publisher of the Press and Dakotan, president. Other officers chosen were: Mrs. Marie Weekes, Norfolk, Neb., vice-president; Justin Barry of Cherokee, Ia., treasurer, and Frank M. O'Furey of Iowa Falls, Ia., secretary. O'Furey was re-elected and Lusk succeeded John W. Carey, editor of the Rock Rapids (Ia.) Review. Lusk was vice-president before his election to the presidency, and Barry succeeded Mr. F. H. Price of Newman Grove, Neb.

Mrs. Weekes is the first woman vice-president of this association as well as of the Nebraska State Press Association. The convention opened Sept. 20. That afternoon the editors visited the Interstate Fair as guests of the fair association. In the evening they were guests of the Associated Retailers of Sioux City at the Country Club at a chicken dinner. A business session was held Friday morning, Sept. 21, when President Carey declared that "news columns of a newspaper should offer the news unadulterated and unprejudiced to the paper's subscribers and should not be used to force business in the form of job work or advertising space, personal or business grudges."

"A newspaper's editorial policy should be to give from an unprejudiced and impersonal viewpoint the news of the day," he concluded.

The convention committee on resolutions was comprised of Mr. Barry, of Cherokee, Mrs. Weekes and Eugene Rhine of Gayville, S. D. The nomination committee was composed of J. P. O'Furey of Hartington, Neb., as chairman; E. S. Danforth of Vermillion, S. D., and George F. Kane of Anthon, Ia.

Friday noon the editors were guests at a luncheon given at the hotel by the Tribune and the Journal. That afternoon they again visited the fair and at 6:30 o'clock in the evening were guests of the Chamber of Commerce at a barbecue held at the fair grounds.

Saturday morning officers were elected and reports from committees were heard. Among the resolutions adopted were expressions of sympathy in the death of President Harding, opposition to changes in the present zone system as affecting the rates of postage on second class publications, and favoring the employment of a Washington representative by the National Editorial Association.

A telegram of greetings was sent by the association to J. H. Wolf, 82 years old, publisher of the Primghar (Ia.) Bell, who was unable to attend the convention because of an accident he recently suffered. Mr. Wolf is the oldest active newspaper publisher in Iowa.

A committee on legislation was appointed for the purpose of studying and making comparative statistics upon the laws of Iowa, Nebraska and South Dakota relating to the general field of newspaper publication. This committee is composed of D. C. Van Dusen of Blair, Neb., chairman; Justin Barry and John of Cherokee, Ia., and John Kane of Tripp, S. D.

Expressions of sympathy were also extended to the survivors of J. J. McDermott, publisher of the Manilla (Ia.) Times, who died Wednesday, and of appreciation of the life work of Mrs. Richard Closson, a member of the association.

Saturday noon the association members were guests at a luncheon and boxing show given by the Sioux City Advertising Club.

Those in charge of the entertainment of the editors in Sioux City were Everett G. Tripp, managing editor of the Tribune; B. J. Abrahams, United Adver-

ting Agency; V. C. Bonesteel and John D. Adams, representing the Chamber of Commerce; and Willis Forbes, day city editor of the Journal.

AUTOS WELL ADVERTISED

Motor and Accessory Manufacturers' Association in Boston Convention

Little discussion took place regarding the practical mechanics of advertising at the annual convention of the Motor and Accessory Manufacturers Association convention just concluded in Boston.

Speakers expressed the opinion that the automobile industry was at present com-

petently advertised, and stressed the advisability of publicity looking towards improved traffic conditions, which would make wider use of motor cars possible, such as widening the city streets and establishment of more parking places.

Harry Tipper, business manager of the Class Journal Company, spoke on the need for advertising effort to put over national automobile shows. Ezra W. Clark, chairman of the advertising council of the association, advertising manager of the Clark Equipment Company, Buchanan, Mich., acted as chairman of the advertising session of the convention.

Would Ban Billboard Goods

Recommendation that the Maine Federation of Women's Clubs continue its opposition to "unsightly, obnoxious billboards," was made by the president, Mrs. J. H. Huddilston, at its annual convention at Bar Harbor on Sept. 19. "If it is impossible to regulate them by legislation," she added, "we can surely touch them in another way—by refusing to purchase articles advertised thereon. Were all of us to unite on this plan, it would be a short fight and a merry one."

The CORNELL Sack has a fitting model showing the English influence.

The ROBINHOOD is a three-button, single-breasted, box overcoat.

Society Brand Clothes

The Classic of Ready-to-wear Clothes

HE master stands out from the novice in every line. The skill of the master is recognized immediately because it is better and finer—having that touch of genius that dominates wherever it appears, whether in art, music, or the styling of fine clothes. It is the art of master tailoring that gives such distinction, such leadership to Society Brand Clothes. Everything that the master clothes designers have achieved in the fine art of tailoring has been incorporated in Society Brand Clothes. They possess the intrinsic characteristic of good taste. Designed on forceful, distinctive lines called the "correct cut," they bring out the alertness and vigor of youth. Their style is of assured metropolitan correctness with no touch of exaggeration. They express aggressiveness that is emphasized by dignity. Our showing of Society Brand Clothes is attracting much attention. Styles are interesting and varied. We invite you to see the New Fall Models in

SUITS AND OVERCOATS
\$40 \$45 \$50 \$60 \$75

The Style you want for Fall is here

Society Brand clothes parallel the best custom trends—so you can be sure of finding the style you want in Society Brand Clothes. We direct your special attention to the illustrations above. Note the fuller coat, its pliant lines, straight hanging trousers of wider cut, the looser draped overcoat.

Your preference may be for the draped ease of the English Fashion, for the snailish, close fitting effect, for the sport coat, or any of the many good types shown this season.

Whatever your choice, you'll find it in Society Brand master tailoring, smart styles and fine fabrics. The prices are immediately low for quality so high.

Write for the SOCIETY BRAND STYLE BOOK "What They Want Everywhere"

Made and Patterned by **Sakowitz Bros.** Houston, Texas

Where Society Brand Clothes are sold

THE WINNER

WHAT WON THE PRIZE FOR SCHEXNAYDER?

Houston Clothing Man Won National Contest With Newspaper Copy, Qualities of Which Are Analyzed

By S. DEANE WASSON
(Staff Correspondent EDITOR & PUBLISHER)

At the national convention of retail clothiers, held at the Municipal Pier, in Chicago, Sept. 24-29, Houston was represented in a unique manner. In the booth of Alfred Decker & Cohn, Chicago, makers of "Society Brand" clothing for men, was displayed a Houston newspaper advertisement that won first place, and a prize of \$250 cash, in competition with copy submitted by advertising experts throughout the United States and Canada. N. O. Schexnayder, advertising director with Sakowitz Brothers, Houston, received a wire Sept. 22 telling him of his victory.

Mr. Schexnayder won in the first group with a five column full display. Being an enthusiastic member of the Advertising Association of Houston, he planned his ad along the lines of analysis put forth in the educational program of the club. The chart for this analysis is divided as follows: Conception, attention value, color harmony, drawing, type appeal, copy appeal, mechanical process, mechanical details, legibility, proportions, sales value, quality, application.

With this chart let us check up the advertisement as it is here reproduced.

Conception—Of course the contest was the factor that prompted Mr. Schexnayder to lay out the ad, but he has been laying out ads for Sakowitz Brothers for ten years, so his conception of the best way to present Society Brand Clothes was perfectly sincere, and his sincerity is evidenced by his plans to run the copy in local newspapers the coming week.

The special reason for this ad is the seasonal opportunity to sell men's clothing. It is necessary to push these lines at the beginning of Fall, when it is time to put the Palm Beaches in moth balls.

Attention Value—The layout, type arrangements and illustrations are combined to bring forth attention value, to make it stand out in the newspaper as a message worth the reading.

Color Harmony—Mr. Schexnayder may have fudged a little by pasting in a colored illustration at the top, but there is no doubt that this illustration would be nearly as effective in black and white.

Drawing—Each of the three pictures depict the latest Fall models that are being offered by the store.

Type Appeal—The T-square effect of the type leads the reader to the action zone and signature in a unique manner.

Copy Appeal—The copy appeal drives home the thought of the ad. "Master clothes designers," "Styles are interesting and varied," "We invite you to see the New Fall Models," "Whatever your choice, you'll find it in Society Brand master tailoring," are some of the phrases that drive home the big idea.

Mechanical Details—The ad is sure to reproduce cleanly. There is enough of it to take the ink, and yet a balanced white space to keep the color harmony on newsprint.

Legibility—Every line of it can be read without effort. Mr. Schexnayder is having it electrotyped for the newspapers.

Proportions—It is well balanced. The two merchandising talks at the side of the top cut set off the illustration. There are two short lines, one with the word "clothes" and the other with the word "coat" that interfere some with the balance. The two lower illustrations are harmonious.

Sales Value—The ad invites an inspection or demonstration of the goods by inspection or through the booklet offered. It should appeal to the man who is ready for his Fall suit, or the one who wants to think it over a few days.

Quality—The layout shows a dignity in keeping with the best merchandising practices. It talks plainly about the goods offered, including the prices.

NEW ENGLAND PLANS A NATION WIDE ADVERTISING CAMPAIGN

Publicity Committee of Six Governors Proposed at Portland Convention—Hartford Wins Next Convention—Want London—1924 Steamer to Stop at Boston

By Telegraph to EDITOR & PUBLISHER

PORTLAND, Me., Sept. 26.—New England will be advertised in a nation-wide campaign, if plans proposed at the fourth annual convention of the New England Association of Advertising Clubs, held here for three days starting Sunday, are carried out as approved by the members and ratified by the executive committee.

The idea was proposed by E. J. Cooney, president of the Lowell, Mass., Advertising Club, who said it was a "crime" for Florida and California to be so widely advertised through the country because of their circularizing and advertising campaigns, while New England did so little to set forth the claims of its States as recreational or industrial section. He proposed that a publicity committee be appointed by the Governors of the six States.

Hartford was proclaimed the convention city of 1924, the announcement of the victory over Lowell, in a close contest being received with cheers and spirited rendition of the ad club songs when it was made at the closing banquet Tuesday night.

Equal enthusiasm greeted the announcement of Charles T. Nelson, chairman of the awards committee, that the town criers of Providence were winners of the two attendance trophies—a loving cup for the largest percentage of attendance at the convention, and a mammoth silver punch bowl for early registration. The latter was the gift of the Portland Ad Club.

The speakers at the banquet included: E. St. Elmo Lewis, New York; Dr. S. Turner Foster, New Haven; Louis E. Holland, Kansas City, president of the Advertising Clubs of the World, and Rev. Dr. Christian Reischer, Brooklyn.

Entertainment of a high order was provided by the Portland Club, of which Harold F. O'Keefe is president. Hoaxes and stunts were combined with speeches of an inspiring nature.

Announcement was made that the executive committee had adopted a resolution requesting the "On-to-Britain" Committee to have the special steamer stop at Boston as well as New York. It was said about 400 from New England will attend the world convention in London.

A resolution was adopted commending the Bok advertising awards to the attention of New England advertising men.

Mr. Lewis, introduced as one of the foremost advertising experts of the country, spoke on "Selling New England."

"Possibly the main thing to be achieved in selling New England," he said, "was to sell it the idea that it wanted to be sold."

He said it remained for New England itself to see whether it adopted some of the systems which were helping Western cities to do tremendous things in the way of advertising.

There were four things, he said, that advertising and selling needed, and possibly New England needed, too. These were: inspiration, vision, a battle, and victory. Inspiration to utilize New England's tremendous natural resources and build great cities and great States; a vision of how it might be accomplished; a battle against old foggyism and stand-pattism, and the glow of victory that is the fruit of service to human society.

Carl Hunt, manager of the Associated Advertising Clubs of the World, a guest of the convention, emphasized likewise the thought of service, saying it should be the keynote of the life of every individual and every business.

Flaws in the current methods of retail advertising were pointed out by Frank A. Black, of Filene's, Boston. He said the policy wobbled too much, that there were not enough ideas in retail advertising, that it was too aggressive and too

much attention was paid to price, and there was too much artificiality in advertising had been too little used by the church. The advertising man should see to it that the church advertises, he said. He should join it, go to work in its activities, study it, and put it into the thought of the people.

The convention had an attendance of about 500, one-third of whom were women, either members of women's advertising clubs or women accompanying the members of the men's organizations.

Announcement that the London convention of the Associated Advertising Clubs of the World would be held July 14, 1924, was made at the Monday luncheon for men by Cyrus Kauffman, New England chairman of the On-to-Britain Committee of the World Clubs, who said a cablegram giving the date had just been received by Lou E. Holland, of Kansas City, president of the world association, who was one of the guests of the convention here.

President Holland, while outlining the more important activities of the world association, declared there was no greater menace to prosperity than the fraudulent advertisement and the high pressure stock salesman. This organization was helping to do away with them, he said, with its vigilance department, and the aid of 42 Better Business Bureaus established throughout the country.

He told how the Vigilance Committee had rounded up the offenders in the Texas oil scandal, causing 106 men to be indicted 17 of whom, including Dr. Cook of North Pole fame, had been tried and convicted.

The advertising man or woman, he said, was one of the most important individuals in any organization because he represented the point of contact with the public, and if anything was wrong with a product he was the first to discover it and give the concern an opportunity to correct it.

Mr. Holland paid a tribute to Cyrus

H. K. Curtis, the Philadelphia publisher, a native of this city, who also was a guest of the convention with members of his staff. The speaker said that the standard of the Curtis publications had been an inspiration to every man and woman in the advertising business.

"Advertising builds industries and cities and because of its great power it should adhere to ideals of truth," Holland declared. "The advertising club is different from any other club of which I know. We are dealing with distribution, the biggest problem in America."

He told of the work being done by the Speakers' Bureau, which will send out 10,000 speakers the coming year. He referred to the Neosho plan of co-operation between the farmer and advertising clubs, which has worked with such success in Missouri that 37 clubs already have been started along these lines.

Mr. Curtis was warmly applauded when he arose to speak. "The most important thing in advertising is to attract attention," he said. "The greatest task is to get a copywriter who will put himself in the attitude of the prospective customer. It is that indefinite something that breathes sincerity and has the true touch."

One of the best advertisements Portland ever had, he said, was the Kotschmar memorial organ which he gave the city. He heard of it wherever he went, from Maine to California.

Chester I. Campbell, president of the Pilgrim Publicity Association of Boston, responding as chairman of the association to addresses of welcome, said he did not believe New England had lost prestige, but believed it should be awake to its opportunity.

"The advertising and publicity men of New England," he said, "are optimists; if they had not been, their industries would have gone to the South and West, which have been making bids for them."

As a sign that New England was aroused and building up its industries, he said that in the last issue of the Ladies' Home Journal more advertising space was taken by New England manufacturers than by those of any other section.

"The advertising men are the life of commerce and industry, and the success of modern business is largely dependent upon proper advertising," was the substance of a telegram from Governor Baxter of Maine, who was unable to be present.

Mayor Carroll S. Skillin, in welcoming the visitors, said it was just such gatherings as these that promoted individual comradeship, eradicated sectionalism, and were productive of infinite good, not only to the American nation but throughout the world.

J. W. Barber, of Boston, dean of New England advertising men, was given a rousing hand at the men's luncheon Monday. He has been 56 years in the business and has just observed his 75th birthday anniversary.

"When a man gets to that point where his only qualification is that he is 75 years old," he said, "he is in a bad way; I may look it, but I don't feel it and—"

His words were cut short by an improvised song from his friends of the Pilgrim Publicity Association, running:

"Old man Barber isn't as young as he used to be
"Seventy-five years ago—"

While the men were having their luncheon Monday, the women were treated to a luncheon by the women's division of the Portland Ad Club. Nearly 150 were present.

The work of the Better Business Commission of Boston was described at one of the sessions by Edward L. Greene, its manager. "The Better Business Bureau is not a reformer," he said, "for a detective; it is a referee in business matters relating to buying and selling."

"What our investigators find out what is bad in any line of business and call the attention of its management to it. Out of 7,500 cases we have been obliged to take further action in less than 1 per cent. In these rare cases they have been brought before the District Attorney, and where sufficient evidence has been presented, indictments have been obtained."

Mr. Greene criticized the improper use of trade terms and the use of comparative prices. The latter, he said, was subject to great abuse and there was a growing movement towards their elimination.

President Harold F. Keefe, of the Portland Ad Club, in extending a welcome to the members, said that "about a year ago we made up our minds that we wanted you, and it is a great pleasure to welcome you."

"Portland has been advertised by word of mouth, as well as by paid advertising, and it is a great pleasure to welcome such a live-wire organization as yours. This convention means a great deal to our organization."

John Howie Wright, of New York, editor and publisher of Postage, kept his hearers in a roar of laughter. He dealt entirely with direct-mail advertising, saying that anything that can be sold can be sold by mail. Then he canvassed some of the faults of direct-mail advertising.

At a special Sunday service in City Hall, where the convention was held, Rev. Dr. Henry Stiles Bradley, pastor of the First Parish Church, gave an address on "Nature, the Original Advertiser." This was preceded by a concert on the Kotschmar Memorial Organ, given the city of Portland by Cyrus Curtis.

HOUSTON KEEN FOR LONDON

Publisher of "Our World" Addresses Ad Specialty Association

The Advertising Specialty Association division of the Associated Advertising Clubs of the World held its 20th annual convention in the Hotel Sherman, Chicago, Sept. 24-27.

Herbert S. Houston, editor and publisher of Our World, spoke on "The London Convention in 1924." He declared himself enthusiastically in favor of it, asserting that America and Europe should be more closely related, and that the advertising men who come back from the big convention probably will encourage this closer relationship, and help in the educational movement necessary for its accomplishment.

Mason Warner, vice-president of the Snitzler-Warner Co., spoke on "Advertising Agencies and the Advertising Specialty Manufacturers." Trade exhibits were open from 9 A. M. until 1 P. M.



At the New England Advertising Meeting—Left to right: Louis E. Holland, Kansas City, president of the Associated Advertising Clubs of the World; Harold O'Keefe, president of the Portland Ad Club; Cyrus H. K. Curtis, publisher, and Chester I. Campbell, Boston, chairman of the New England Association of Advertising Clubs.

TWO HUNDRED COLLEGES NOW OFFER COURSES IN JOURNALISM

More Than Five Thousand Aspiring Editors, Publishers and Reporters Enter Higher Institutions This Year— List and Grade of Schools

By LAWRENCE W. MURPHY

EDITORIAL NOTE.—Mr. Murphy is director of the Course in Journalism of the University of North Dakota at Grand Forks and is in close touch with the progress of journalistic educational work.

THE opening of schools of journalism in all parts of the United States this month focuses attention on a system of preparation for the profession of journalism that has won the co-operation of newspaper men in every city which boasts the publication of a good weekly or daily paper.

Five thousand students, pausing at the beginning of the new school year, have asked themselves, and others, where they should go to study journalism, and are answering the question in a multitude of ways by choosing among the 200 colleges and universities which are advertising studies bearing the name "Journalism."

Not all of these schools offer a full course such as is given in preparation for law or medicine. Many of them are in the process of development where they are able to give only the equivalent of a half-year's instruction in journalism subjects out of the four years which are required for graduation from the colleges and universities. Others, again, are offering only one or two subjects such as "news writing" and "magazine writing," which serve merely as an introduction to journalism and do not fit the student to enter a newspaper or magazine office with a professional knowledge of his work.

A complete system of professional study is offered by those institutions which give a degree course in journalism, that is, permit the students to specialize in journalism as students are permitted to specialize in law and medicine. These institutions are organized in three ways; as schools of journalism, courses in journalism, and departments of journalism. The school imposes two years of professional study, exclusively under the direction of journalism teachers, upon students who have completed the second year of college work; the course in journalism scatters the journalism instruction through all four years or the last three years of the college course, prescribing practically the same amount of work as the school; the department usually scatters its journalism subjects through the last three years in college and requires a little less work in professional studies than the school or course. These three divisions permit sufficient specialization and direction of studies to constitute professional courses and are regarded as meeting present requirements in form of organization. Considerable difference exists among the various institutions, however, as to the character of their instruction and the value of their equipment. Approximately 40 schools are organized in one of the three ways mentioned and may be regarded as meeting the minimum requirements for a professional course in journalism.

Another group of schools which is building up its standards in journalism is that in which the student is permitted to take approximately one-eighth of the work of the four years in journalism subjects. In these schools the journalism work is recognized as the equivalent of a minor, or secondary subject of specialization. The student taking a minor in journalism takes approximately one-half as much work in that field as one who is permitted to major in journalism, or who is graduated from a school or course in journalism. In some of the institutions offering a minor it is possible for students to approximate the work of a major by taking several subjects in excess of those prescribed for the minor. As a rule, however, these schools are not as well equipped or as well provided with instructors as the schools which have the distinct forms of organization. It is significant, too, that these schools are practically all seeking to have their work organized as a school, course, or depart-

ment, which would seem to indicate that the "minor" is not altogether satisfactory in the eyes of instructors in charge of the journalism work.

The largest group of schools is that which makes little provision for specialization in journalism subjects. In this group is a number of schools which offers a large enough number of courses for a minor but has no organization of the courses in the sense that they must be taken in a given order to form a unified whole, as reporting should be studied before editing and editorial writing. In these schools students may elect any of the four subjects offered, generally in the order desired.

The group of colleges and universities offering from one to three subjects classified as journalism includes more than 100 institutions. These courses serve more as an introduction to journalism than as a system of professional instruction. Such courses as "journalistic writing," "editorial writing," "advertising and salesmanship" might be found in one school; "agricultural journalism" and the "writing of agricultural bulletins" in another; "journalism" and "advanced journalism" in a third, and "contemporary journalism" in a fourth. These subjects are open to the college student as he finishes the prescribed work of his freshman years.

With such a wide variation in the types of institutions and the amount and character of the instruction offered, it is of importance to the aspirant to the work of the newspaper man to consider carefully the institution which he will attend. He may elect a school offering two full years of instruction in journalism, a school offering about as much journalism as he had American history or English in his last year in high school, or an institution offering an amount of journalism varying between the two extremes named.

No official classification of journalism

schools has been made at the present time, so it is not proper to state what the best type of school may be. There are three points, however, that seem significant. One of them is that there is a very noticeable tendency among those faculty members who have been newspaper men to develop the type of instruction that permits at least a full year's work in journalism subjects and to organize this division as a course or school; the second is that newspaper men are turning to the schools and courses for their new men rather than to the institutions with a limited number of subjects; the third point is that the deans and directors of the schools, courses, and departments insist upon one of those forms of organization, and upon an amount of work in journalism that such organization involves as a requirement for recognition as a professional course in preparation for journalism.

Minimum Requirements Listed

The American Association of Schools and Departments of Journalism prescribes for membership; one of these three forms of organization; the employment of at least two full-time instructors in journalism; all laboratory work under the direction of instructors in journalism; a minimum of five prescribed courses and favorable consideration of schools with a larger number; and other requirements tended to standardize the schools and to make them conform to regulations which place a heavy emphasis on the journalism subjects and supervision of all the other subjects by a director with newspaper experience.

Courses in reporting, editing, feature writing, editorial writing, advertising, history and principles of journalism are regarded as the basic journalism subjects by the association. The schools and courses do not limit themselves to this prescribed minimum, however. The range in subject matter in the journalism field may be seen in the following list, which is taken from catalogs of various institutions:

Reporting, advanced reporting, psychology of news values, psychology of feature writing, psychology of advertising, editing, copy reading, editorial writing, critical writing, principles and ethics of journalism, history of journalism, contemporary journalism, newspaper illustration, commercial art, photographic illustration, country journalism, teaching of journalism, typography, linotype operation, the community newspaper, trade journalism, seminar in journalism, research in journalism, agricultural journalism, publicity work, writing and editing of farm bulletins, agricultural advertising, short story, principles and ethics of advertising, advertising promotion, display advertising, advertising campaigns, advertising service, advertising surveys, circulation promotion, newspaper management, magazine writing.

Courses in economics, history, political science, sociology, psychology, language, literature, English, science, philosophy and law are among those which claim the attention of the student during a part of the time in college.

Four years of college or university work, divided between professional and general studies, are required for graduation in journalism from the schools recognized by the association. The degrees offered in journalism include Bachelor of Arts in Journalism, Bachelor of Science in Journalism, Bachelor of Journalism, Bachelor of Letters in Journalism, Master of Arts in Journalism, Master of Science in Journalism, Doctor of Philosophy in Journalism, and various honorary degrees.

The general requirements for these degrees are not widely separated. The emphasis on various academic subjects is not heavy enough to interfere with a wide choice of studies, but rather is confined to several courses in three or four required subjects, including those from which the degrees originally got their names. Approximately 3,000 students have received degrees in journalism up to the present time. The number of students who have dipped into journalism during their college courses and have taken one or more subjects in that field numbers above 30,000.

BACK TO BERLIN



Karl H. Von Wiegand, after a vacation in the United States, returns to interpret German news for the Hearst papers and the Universal News Service, accompanied by Mrs. Von Wiegand.

Women are admitted to all journalism schools on the same basis as men, except in such institutions as confine their entire student body to men. One woman's college, Baylor Women's College, Texas, has established a complete course in journalism for women leading to the degree Bachelor of Journalism.

The division of the schools into four groups in the following lists should not be interpreted as an attempt to classify them. It is done as a matter of convenience to the reader to indicate at a glance the amount of work in journalism and form of organization under which it is administered in the various institutions. A committee on classification is at work at the present time, but no rating of the schools has been reported.

Undergraduate Major Group

(This group includes institutions with a minimum requirement for graduation in journalism of 24 credits in journalism subjects. The maximum included is represented by the school of journalism which requires 60 credits out of 120 under journalism instructors. In this group are the school, course, and department forms of organization.)

Baylor College for Women, Boston University, University of Colorado, Columbia University, De Paul University, Drake University, University of Georgia, University of Illinois, University of Indiana, University of Iowa, Iowa State College, University of Kansas, Kansas State Agricultural College, University of Kentucky, Louisiana State University, Marquette University, Mercer University, University of Missouri, University of Michigan, University of Montana, University of Nebraska, New York University, Notre Dame University, University of North Dakota, Northwestern University, Ohio State University, University of Oklahoma, University of Oregon, University of Southern California, Stanford University, Syracuse University, Toledo University, University of Texas, University of Washington, University of Wisconsin.

Undergraduate Minor Group

(This group includes those schools which do not have a separate and distinct organization of the kind listed above, but which offer certificates for completion of a series of studies intended as preparation for journalism, or have a minor which requires for graduation at least 16 credits in journalism subjects. Some of these schools will expand the work in journalism during the present year.)

Beloit College, Baylor University, University of Minnesota, Nebraska Wesleyan University, University of Nevada, University of North Carolina, University of South Carolina, University of South Dakota, Southern Methodist University, University of Utah, Washburn College, University of West Virginia.

Four Subjects Group

(This group includes some schools that will be authorized to grant a minor in journalism during the present year and some which have a minor at the present time which requires less than 16 credits in journalism subjects. A few of the schools have not announced any plans for changes in the work.)

Cornell University, Dartmouth College, Goucher College, Hamline University, Lawrence College, University of Arkansas, University of Nevada, Oregon State College, South Dakota State College, Vassar College, William and Mary College, Washington State College.

One to Three Subjects Group

(A few of these schools are planning expansion of the journalism work. For the most part, however, these institutions will confine themselves to about the same amount of work in the future as that which is now offered. Some of them will discontinue their work in journalism in the junior and senior years and advise students who wish to study journalism to go to the institutions which place more emphasis on the professional course of study.)

Municipal University of Akron, Alabama Polytechnic Institute, American Institute of Journalism, Albion College, Alfred University, University of Arizona,

Baldwin Wallace College, Bluffton College, Boston College, Bradley Polytechnic Institute, Brigham Young College, Bucknell University, Buena Vista College, University of California, Carleton College, Carnegie Institute, Catholic University of America, University of Chicago, Christian Brothers College, Central Wesleyan College, Coe College, Colby College, Colgate University, Colorado State College, Colorado College, Connecticut Agricultural College, Cornell College, Creighton University, Culver Stockton College, Cumberland University, Dakota Wesleyan University, Defiance College, Denison University, University of Denver, Doane College, Elmira College, Flon College, College of St. Elizabeth, Emmanuel Lutheran College, Emporia College, Emory and Henry College, Emory University, Fairmount College, University of Florida, Fordham University, Fisk University, Friends University, Georgetown University, Georgetown College, George Washington University, Georgia Wesleyan College for Women, Grenada College, Grinnell College, Hamilton College, Hamline University, Hendrix College, Hollins College, Home Correspondence School, Hood College, Harvard University, University of Idaho, Illinois Woman's College, Iowa Wesleyan College, William Jewell College, Johns Hopkins University, Kalamazoo College, Kansas Wesleyan University, Kenyon College, Knox College, St. Lawrence University, Lehigh University, Lindenwood College, Lafayette College, Lombard College, Macalester College, University of Maine, Massachusetts Agricultural College, McKendree College, Meredith College, Miami University, Michigan Agricultural College, Mills College, Mississippi Agricultural College, Monmouth College, Montana Wesleyan College, Morningside College, Mount Holyoke College, Mount Union College, Muhlenberg College, New Hampshire College, New Mexico State College, College of the City of New York, North Carolina State College, Ohio Wesleyan University, Ottawa University, Otterbein College, Pacific University, Park College, Parsons College, Peabody Teachers College, Penn College, Penn State College, University of Pennsylvania, Phillips University, Pomona College, College of Puget Sound, Presbyterian College of South Carolina, Purdue University, University of Redlands, Rhode Island State College, Ripon College, Ruskin College, Rutgers College, St. Mary's College, St. Xavier College, Simpson College, University of South Carolina, South Carolina State College, Southwestern College, Straight College, Swarthmore College, Tabor College, Temple University, Tennessee College, Texas College of Industrial Arts, Thiel College, Trinity College, Utah State Agricultural College, Union College, Valparaiso University, Vanderbilt University, University of Vermont, Villanova College, Virginia Polytechnic Institute, University of Virginia, Washington and Jefferson College, Washington and Lee University, Western Reserve University, West Virginia Wesleyan College, Wheaton College, Whitman College, Willamette University, University of Wyoming.

Intertype Story by Radio

The Intertype Corporation plans to tell its story to hundreds of thousands by means of radio broadcasting. H. G. Willnus, secretary of the corporation, will speak from Station WEA, American Telephone and Telegraph Company, New York, Oct. 1, on "Typesetting Machines." The corporation is offering a prize to the person reporting reception from the greatest air-line distance from New York. Those who report reception should mention the exact time when Mr. Willnus finishes speaking and mail the report before Oct. 2 to the broadcasting studio or to the Intertype Corporation.

Oklahoma Paper Chartered

The Stillwater (Okla.) Advance-Democrat Publishing Company has been chartered at \$10,000. The incorporators are M. F. Otey, Jess Hoke and Clara A. Otey.

CONGRESS OF BUSINESS HELD IN DAVENPORT

Ninth District Ad Club Convention Hears Discussion on the Relation of Farm Interests to Trade Progress

The Ninth District convention of the Associated Advertising Clubs of the World, which was made also a Mid-West Business Congress, closed at Davenport, Ia., after sessions of unusual interest and value.

Victor G. Martin, advertising manager of the Davenport Democrat and president of the Davenport Ad Club, was elected president. The 1924 session will be held in Washington, Ia. Joe Falk of Washington was elected first vice-president, Graham Stuart of Des Moines second vice-president, E. F. Voss of Davenport secretary and treasurer.

Members of the Iowa Daily Press Association attending the convention held an informal session the opening day and were guests at a luncheon given by the Davenport newspaper publishers.

Truth in advertising was emphasized, technical discussions were presented, and the relation of the farmer interests to business development was treated.

Homer Buckley, president of Buckley, Dement & Co., Chicago, told the ad men that "business is sensitive—it goes where it is invited and stays where it is treated well." Speaking directly of advertising, he said:

"I'm for newspaper advertising first, last and all the time, but the man who uses it to the exclusion of all other forms, I believe is making a mistake. When you want mass appeal, when you wish to sell to the great body of the public, the newspaper is the best medium. When you are appealing to a restricted and special class not large in number, the direct-by-mail system is to be preferred."

"Advertising in the future can do more to make America a saner, a safer and a more contented country than it has done in the past to develop America commercially and industrially," M. E. Traylor, president of the Illinois Bankers' Association and Chicago bank president, told the members. "Both your business and my business, banking and advertising, must stand on truth and integrity if they are to be successful; and if the advertiser urges the public to buy beyond its capacity to pay, he is failing in his duty and profession. But I don't believe he is doing this. The banker should warn the public against too great expansion when the business outlook presages a crisis, and the advertiser must be equally careful to warn against large inventories and buying beyond public needs."

Nine-tenths of the advertiser's problem is solved when he learns how to get the customer's point of view into his advertising, Carl Hunt, manager of the Associated Advertising Clubs, told the convention. "When some people ask who pays for advertising, they do not realize that it pays its own way and more. It makes selling faster. Quick turnover of goods means that the merchant or manufacturer can take a smaller profit on each sale, yet make more in the long run. The merchant who sells goods through advertising can buy quantities of stylish goods with the assurance that he can move them, for he knows that markets are in human minds and that, through advertising, these markets can be stimulated and created.

"People who ask the question 'Who pays for advertising?' would praise a manufacturer who installed a new machine that would turn out an article faster and thereby enable him to sell it cheaper. They would not ask who pays for the machine. They know that while the price of the goods eventually includes the machine, each article in the meantime costs less. It is the same with advertising. Such a machine reduces manufacturing costs. Advertising reduces selling expense in just such a manner."

Earle Pearson, educational director of the Associated Advertising Clubs, said: "Thank God, the business of advertis-

ing is passing out of the age of bluntness and Barnum. Barnum used printer's ink lavishly and said that without it he never would have had any business bigger than his midget, Tom Thumb. "Today we are getting our advertising down to a fact basis because advertising is dealing more and more with facts and less with bluff and guesswork. Barnum knew nothing about analysis and research, but Barnum was playing on the imagination of a credulous public. We are not.

"We need to study more out of books. The business of advertising is old enough to have established certain fundamental truths that books can teach us. We are growing out of the experimental stage when things were of necessity done on a hit-or-miss basis.

"The most important thing that the advertising club movement is doing today is to supply a gathering place for men of more or less common interest where they can swap experiences."

Andrew N. Fox, of the Chicago Council of Advertising, quoting John Wamaker, merchant, said:

"I have tried all forms of advertising and find all except the newspaper to be vanity and vexation of spirit! One of the strongest arguments in favor of the newspaper is its proximity to the trade; it is expected to reach. It therefore leads itself to intense cultivation and must be considered in a class by itself for its purpose.

"There are two times in business when men talk about cutting out their advertising. One is when business is poor, because they say they cannot afford it. The man who cuts out advertising because business is good voluntarily places a surtax on his income by denying himself the service of one of the most potent agencies known to modern business for promoting it, and the man who cuts out his advertising because business is poor is like the farmer who refuses to plant his fields because last year's crop was a failure."

The relation of agriculture to business was discussed by other speakers at the meeting. E. T. Meredith, publisher of Successful Farming and Secretary of Agriculture under President Wilson, said that the wave of unrest which swept Iowa, Wisconsin, Minnesota and other Middle Western States, does not mean that the farmer is a radical but that they are "sweating under a yoke of a high protective tariff which guarantees profits to the manufacturer while the price of agricultural products is not so stabilized." He continued:

"The farmer unrest, real and logical result of national and world conditions, has been fanned to flame by political demagogues and led the rest of the nation to believe that the farmer of Iowa and Minnesota is a radical. Such is not the case."

The same problem was touched upon by John C. Ketcham, Michigan Congressman. "Fake nostrums and radical legislation will not aid the farmer," he said. "Adequate and efficient production will do something to help. I do not mean that the farmer should go on a strike but I do mean that the American farmer should not be called upon to produce more than the market can absorb. Adequate production, well considered legislation, no fake prophets and no class discrimination are what our country needs today," he concluded.

Marion Tribune Suspended

The Marion Morning Tribune, owned by the group of Ohio publishers who bought President Harding's Marion Star, this week ceased publication, leaving the field to the Star. The latter's politics has been changed from Republican to independent.

Reunites Kin After 64 Years

The Salt Lake City Deseret News has just succeeded in reuniting a brother and sister who had not heard of each other for 64 years. They came from England, one going to Utah in pioneer days.

Follow the Department Stores

THE Des Moines department stores, every month and every year, publish the largest volume of copy and pay the most money to The Des Moines Capital. The Capital is the biggest evening newspaper in Des Moines.

DEPARTMENT STORE FIGURES FOR THE PAST EIGHT MONTHS:

CAPITAL	(Evening Only)	- - - -	1,342,012 lines
2nd newspaper	(Evening Only)	- - - -	1,091,325 lines
3rd newspaper	(Evening Only)	- - - -	245,306 lines
4th newspaper	(Morning Only)	- - - -	46,897 lines

Important Note: The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

THE DES MOINES CAPITAL

LAFAYETTE YOUNG, Publisher

Special Representatives: O'MARA & ORMSBEE, Inc.

NEW YORK

— CHICAGO —

SAN FRANCISCO

LITTLE ADVERTISING BY U. S. RAILROADS SURPRISES BRITISH EXPERT

Newspaper Space Brings Best Results, Says Teasdale, Ad Manager of London & Northeastern—He Is in Charge of All Forms of Publicity On Railway's Premises

By PHILIP SCHUYLER

ADVERTISEMENTS in the daily newspapers bring the best results, in the opinion of W. M. Teasdale, advertising manager of the London & Northeastern Railway, who is spending a month in this country on business. Teasdale in an interview commented on what he termed "the extraordinary waste of money" evinced in this country by the widespread use of white space for effectiveness in poster and billboard advertisements.



W. M. TEASDALE

The London & Northeastern, an amalgamation of six railway companies, serving eastern England and Scotland, is the only railroad in England with an advertising manager in charge of every form of advertisement placed by the company or accepted for exhibition on the company's premises.

Teasdale explained advertising methods employed by British railroads, bringing out several unique campaigns, recently concluded.

"Advertising on behalf of the London & Northeastern," he said, "consists of newspapers, posters, and booklets.

"The newspaper advertising is placed direct by the company. The advertising department is treated by the publishers as an advertising agent, receiving the usual commission. Most of the newspaper advertisements are displayed letter press, double column, very little use being made of illustrations in the dailies, but photographs and drawings being used in the better class of weeklies and monthlies.

"Daily newspapers undoubtedly bring in the best traceable results, and the greater proportion of our large appropriation is spent in this way each year. We use the London newspapers with national circulation to the greatest extent. The provincial papers are used for the most part to advertise local facilities and excursions."

Teasdale declared he was surprised at the little advertising done by railroads of the United States, recalling remarkable results which could, he said, be directly traced to advertisements in the daily newspapers.

"During this summer," he said, "we conducted a double column 12-inch newspaper campaign, intended to emphasize the fact that the London & Northeastern has the shortest route between London and Scotland. This had most effective results.

"When the shooting season started, the greatest traffic congestion was in the terminals of our company, mainly Kings Cross station, London.

"We used very few words in the advertisements. In fact some of them contained no more than 'Kings Cross for Scotland.' We did not employ any footnotes or the name of the company, even."

Teasdale declared that posters were used by the railroad mainly to catch the eye, always being followed up by advertisements in the newspapers.

"A form of advertising we use a great deal," he went on, "and which is unlike anything I have yet seen in this country in connection with the railroads, is the poster on the company property.

"It is no idle boast to say that the London & Northeastern has led the way in the study of better poster art.

"Posters are looked upon primarily as of great educational value, and are fol-

lowed up by using the newspapers, from which the results can be traced."

Asked if there was not considerable feeling in England against the wide use of posters and billboards, Teasdale admitted there was, but asserted that it did not apply to the railroads, where the posters were shown on their own property and "tended to brighten up the dullness." He continued:

"The posters in the railroad stations are of two uniform sizes, 15 by 40 inches, and 25 by 40 inches.

"It was felt that the newest thing in poster advertising art was to test its effectiveness not by frontage but by its carrying power. Our posters are so small that the treatment used by the artist plays a very important part. Therefore, the greatest use is being made of large masses of flat color."

Teasdale concluded by explaining how commercial advertisements of outside concerns were handled by the railroad company.

"Commercial advertisements for display in the stations are secured by our own solicitors, who have been properly organized to insure the most effective display and to keep the posters in condition.

"We have found that the advertisers like to deal direct with the company in this way.

"There are a great number of health resorts along our lines. I make it my object to co-operate with the various advertising committees of these resorts, helping them to the best results. We particularly emphasize control of the picture posters, which are given free exhibition on company property.

"Only one form of advertisement connected with the railroad is controlled by outside interests—that shown in the carriages—but we have managed to abolish the old style brilliantly colored show card and have substituted pencil drawings by first rate artists. We decided that these advertisements were more effective to the passengers, in that they told their messages slowly rather than irritating by their gaudiness."

Wholesale Druggist for President

Carl F. G. Meyer, president of the Meyer Brothers Drug Company, wholesale drugs, has been nominated for president of the Advertising Club of St. Louis for the election on October 9. Other members on a fusion ticket are: first vice-president, R. Fullerton Place, H. W. Kastor & Sons Advertising Company; second vice-president, Joseph Licklider, D'Arcy Advertising Company; third vice-president, J. L. Isaacs, Post-Dispatch;

15,138

was the average increase in the net paid daily circulation of The Baltimore Sun (Morning and Evening) for August, 1923, over August, 1922.

Everything in Baltimore Revolves Around

THE  SUN
Morning Evening Sunday

secretary, Milton Bernet, Southwestern Bell Telephone Company, and treasurer, Sam P. Judd, publicity director, Mercantile Trust Company. Senator Arthur Capper of Kansas will be the principal speaker at the annual dinner, which will be held at Hotel Statler on the evening of the election. Walter B. Weisenburger, assistant to the president and advertising manager of the National Bank of Commerce, is the retiring president.

PLEDGES RAIL SERVICE FOR AD CONVENTION

Teasdale Explains 1924 Entertainment Plans at Informal Luncheon of New York On-to-Britain Committee

How the London & Northeastern Railway plans to entertain American delegates to the 1924 convention of the Associated Advertising Clubs of the World was explained Sept. 24 by W. M. Teasdale, advertising manager of the railroad, who spoke at an informal luncheon of the On-to-Britain Committee of the New York Advertising Club.

Teasdale pointed out the invitation of the London & Northeastern was to give the convention as a body all facilities anywhere over the 7,000 miles of the road, but wished to correct the impression that free transportation would be afforded individuals.

"I am sorry to report that transportation facilities will be more restricted than we wish, since the convention is to be in July, the peak of the tourist season. London is very short of accommodations.

too, around July 14, the date set for the convention, but you can rest assured this difficulty will be solved and all delegates will be well taken care of during their visit."

H. H. Charles, president of the New York Advertising Club, and a member of the committee, announced receipt of word from the Chamber of Commerce in Paris that it was planning a five-day convention for the Americans in the French capital to follow the London sessions. As soon as the exact date is learned, invitations will be issued. Paris business men and advertising agencies, backed by the Chicago Tribune, as well as the French Government, are cooperating on a program. Tentative boat arrangements were reported to the committee by J. H. Neal of the Associated Business Newspapers member of the On-to-Britain Transportation Committee.

He declared the United States Lines were launching a new ship, which would be ready for her maiden voyage early in June. The steamer officials, he said, had agreed to hold the new boat for the American advertising delegates. This vessel will be of 18,000 tons, capable of carrying 780 passengers. It will be a one class cabin steamer, obviating difficulties apt to arise should ships with different classes be used.

Those who attended the committee meeting included: H. G. Halstead, chairman; Withers Wolford, of the Bank of America; H. H. Charles; James C. Martin, of the Remington Typewriter Company; J. H. Neal; John Clyde Oswald, of American Printer; Chalmers Peacock, of the Chicago Tribune; James Wright Brown, of Editor & Publisher, and A. E. McKinnon, of the General Exposition Company.

And in Religious Advertising, Too.

THE ability of The Detroit News to reach every class and type in its field is amply illustrated by its latest achievement added to the many others attained during the last year. The Detroit News leads in local, national, automotive, classified, rotogravure and total advertising. In addition, it has attained a remarkable supremacy in religious advertising, publishing 105,056 lines since September, 1922, or more than twice that carried by its nearest competitor.

The lead of The Detroit News in this comparatively recent form of advertising aptly illustrates the appeal which The Detroit News has among the substantial classes—the type of people who guide the educational and moral welfare of the city. This is the type which represents the power of Detroit and which you must sell in this field—a power which can be most thoroughly reached through The Detroit News.

Greatest Circulation Daily and Sunday in Michigan.

The Detroit News

"Always in the Lead"

Buffalo the Wonder City of America

A Prosperous City of Real Homes

BUFFALO BRIEFS

Buffalo has 445 miles of smoothly paved streets; more smooth pavement than any city of its size in the world.

Buffalo's 1067 acres of parks are unrestricted public playgrounds.

There are 153 schools, 6 high schools—attended by 105,096 children; besides 2 colleges and the University of Buffalo.

Over 75,000 Buffalo homes are equipped with electricity; all users or potential users of electrical appliances.

Over 1½ million people visit Buffalo and Niagara Falls yearly.



The S. H. Knox Residence, Delaware Ave., Buffalo, N. Y.

CONSIDER Buffalo as a city of homes. Almost all of its population of over a half million resides in single or two family dwellings. There are few apartment buildings or tenements. A large percentage of Buffalo's families own the homes in which they live.

This makes Buffalo an ideal market for advertisers. For the home owner is always a more worth-while prospect for merchandise and service. Buffalo's home owners are prosperous, progressive, contented.

Diversity of industry and business, equalled by only one other American city, gives Buffalo a steady prosperity, avoiding seasonal unemployment and occasional depression. Advertisers have found Buffalo to be the year round market.

The Buffalo Evening News blankets this desirable field. It is one of the best one-paper buys in the country, because its circulation is large enough to cover the rich Buffalo market thoroughly and effectively, at a rate relatively the lowest in its field.

A recent canvass of 31,942 Buffalo families showed that 26,494 read the Evening News. 83% coverage of English reading families at 21 cents per line. To use all the other papers necessary to reach the remaining 17% costs 46 cents a line. The Buffalo Evening News is ALL you need to cover Buffalo.

Cover the Buffalo Market with the
BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH COMPANY, National Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

114,403 Net Paid
Circulation A. B. C.

WHITE IS CHOSEN CHIEF OF TEXAS CIRCULATORS

International President Florer Explains Objects of Association to Lone Star State Managers at Houston

The 10th annual meeting of the Texas Circulation Managers Association was held at the Rice Hotel in Houston, Sept. 17. President Walter Golden of the Galveston Tribune presided.

E. C. White, circulation manager of the Houston Chronicle, was elected president; A. V. Harris, circulation manager of the Dallas Times-Herald, was re-elected vice-president, and E. H. Godfrey, circulation manager of the Houston Evening Post, was chosen secretary.

Two new directors, T. J. Yerka of the Fort Worth Star-Telegram, and J. A. Mathews, circulation manager of the Houston Press, were elected to fill vacancies. The next meeting will be held in Dallas in October, 1924, and will be a two-day session.

Twenty members were present, representing newspapers with a total circulation of 500,000.

At the morning session addresses were made by M. E. Tracy, editorial writer, Houston Chronicle; W. L. Golden, Galveston Tribune, retiring president, and M. W. Florer, president of the International Circulation Managers Association, who is with the Dallas News.

Explaining the purposes of the association, Mr. Florer said:

"It may not be amiss for me to tell you that the history of the International Circulation Managers Association dates back to 1898, when a few of the leaders in circulation management held a get-together meeting in Detroit and formulated the National Association of Circulation Managers, and adopted as its motto, 'Mutual Enlightenment, Reciprocity and Co-operation.'"

"From a small beginning the association has grown in numerical strength, until today its membership probably exceeds that of any other organization of newspaper workers (not unionized) in the world. Our association has not only grown numerically to that point where it tops other newspaper organizations, but it has grown in strength and usefulness to its membership even to a greater extent.

"The reason that it has flourished so well is the result of the practice of correct principles from its very foundation up to this good time. In co-operation as in unity, there is strength; in reciprocity, a principle of action and reaction there is strength; likewise in mutual enlightenment, that principle of giving and taking knowledge from each other, there is even greater strength. Such are the foundation stones of that organization we love so well, the I. C. M. A.

"It has been my good fortune to mix and mingle with the boys in national conventions, barring a few exceptions, for the past 20 years. Each year interest in our annual gatherings becomes more evident, and that growing interest is due in a major sense to the excellent programs treating comprehensively of practically every phase of newspaper production, service and promotion.

"No man ever achieved success out of the ordinary, in any undertaking, without the all-important factors of physical energy and human brains. We must do our work intelligently, and put forth all our energy to bring it as close as possible to a point of perfection.

"It occurs to me that all of us should devote a generous part of our time to the study of

economics, salesmanship and kindred subjects. This is suggested for the reason that circulation management is certainly subject to all business laws and usages. The more we know of these subjects the greater becomes our usefulness, and the sooner will we realize our ambition to be classed as real business men."

John Payne, business manager of the Houston Press, was the principal speaker at the luncheon tendered the delegates beginning at 12:30 noon. He explained "What the Business Manager Has a Right to Expect from the Circulation Manager." Other talks at the noon luncheon were made by A. E. Clarkson, business manager of the Houston Post; G. E. Kepple, vice-president of the Houston Dispatch; Brom Ridley of the Houston Post, and E. J. Newell, business manager of the Dallas Dispatch.

At the close of the afternoon business session, the visiting circulation managers were shown the city and the ship channel from the air. Four planes, in charge of R. W. Mackie, aviation editor of the Chronicle, were used.

Mr. Florer presided at the banquet Monday night. After-dinner speeches were made by R. B. Kinard, general circulation manager of the Houston Post; A. L. Perkins, editor of the Galveston Tribune; the new president, Mr. White, and Mr. Mathews.

Others who attended were:

Herbert Peters, Galveston News.
U. C. Sadler, San Antonio Express.
E. J. McNamara, Dallas Dispatch.
Thomas D. Arbuckle, Beaumont Enterprise.
Harry B. Stowe, Beaumont Enterprise.
E. H. Robertson, Houston Dispatch.
I. L. Burton, Houston Post.
L. Pierce, Houston Post.
T. E. Lee, Houston Chronicle.
H. E. Murphree, Houston Chronicle.
L. J. Hagood, Fort Worth Star Telegram.
A. L. Forbes, Houston Post.

200 DELEGATES TO LONDON

Plan of Advertising Council of Chicago Association of Commerce

The Advertising Council of the Chicago Association of Commerce is planning to take 200 delegates to London in 1924, according to an announcement made this week.

John H. Logeman has been appointed chairman of the "On-to-London" Committee, which is composed of the following members:

Homer J. Buckley, president, Buckley, De-
ment & Co.
Reuben H. Donnelly, president of the
Reuben H. Donnelly Corporation.
Edward S. La Bart, vice-president, George
Enos Throp, Inc.
C. A. Tupper, president, International Trade
Press.
Herman Black, publisher, Chicago Evening
American.
W. Frank McClure, vice-president of Albert
Frank & Co., ex-officio.
Herbert S. Houston, publisher of Our
World, spoke September 20 before the
Council on "Shall Our Club Movement
Make Good?"

Wiley Collects \$40,465.60

Louis Wiley, chairman of the committee of the New York newspaper industry co-operating with the Red Cross for the Japan Relief Fund, reports \$40,465.60 contributed up to September 25.

PAPER EXPORTS CLIMB IN CANADA TABLES

Twenty-five Per Cent Increase for August In Newsprint—Pulpwood Sale Almost Doubled In Quantity

The Canadian Pulp & Paper Association's analysis of Canadian trade figures for August shows that exports of newsprint amounted to 2,091,352 cwts. valued at \$7,936,505, as compared with 1,680,472 cwts. valued at \$5,933,825 in August, 1922. Total exports of paper had a value of \$8,667,139, comparing with \$6,554,326 a year ago. Of the total, \$8,137,493 represented paper consigned to United States.

Exports of pulp in August amounted to 1,831,141 cwts. worth \$4,628,130, as against 1,696,105 cwts. worth \$4,066,947 in August, 1922. Of the pulp, a value of \$3,491,773 went to United States.

For the first five months of the Dominion's fiscal year, running from April to August, exports of pulp and paper witnessed a large increase over the corresponding months of 1922. The total value for the five months of 1923 was \$58,686,700, as against \$45,897,590 for 1922. Newsprint exports increased from 7,694,841 cwts. valued at \$27,257,382 to 9,353,157 cwts. valued at \$35,303,043. Pulp exports increased from 6,606,317 cwts. worth \$16,075,533 to 7,524,486 cwts. worth \$20,008,461.

There has also been a noticeable increase in exports of pulpwood in the five months. For 1923 these amounted

to 700,716 cords valued at \$6,571,100 while in 1922 the total was 411,661 cords valued at \$4,255,333.

MILLIS SELLS LETTER CO.

Indianapolis Agency Head Disposes of Mailing Business

The Thompson Letter Company, Indianapolis, has been sold by Fred Millis, president of the Millis Advertising Company, Indianapolis, to V. G. Pogue of Indianapolis. Possession of the plant and mailing and multigraphing business will be given Oct. 1. This business started eight years ago, was bought by Millis from Charles V. Thompson in November. K. M. Mosiman, formerly of the Indianapolis News and at one time assistant classified manager of the Detroit News, who has been manager, will continue in that capacity.

"This move was made in order to give force the Millis Advertising Company from connection with purveyors of advertising material, so that there can be no question about the dependable and conscientious service of the Millis Advertising Company to its fast growing list of clients," says Millis.

Detroit to Bar Outside Papers

Robert M. Toms, Chief Assistant Prosecutor of Detroit, has begun seeking to bar absolutely the sale in the city of all daily papers of other cities which carry racing odds. The police are to be given instructions to visit stands and seize papers containing material. Heretofore only racing material and known betting sheets have been confiscated.



There's a Reason—

The Washington (D. C.) Star—day after day, Evening and Sunday both—carries overwhelmingly more advertising of every class—local display, classified and foreign — than ALL THE OTHER PAPERS IN THE NATIONAL CAPITAL COMBINED.

It's because—that with the Star advertisers know they are COMPLETELY COVERING THE ENTIRE FIELD.

The Evening Star

WITH SUNDAY MORNING EDITION


WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

by CRAWFORD YOUNG

The Hamilton Evening Journal, Hamilton, O., is the new paper this week.

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

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

ECLIPSED!

Incidentally the Los Angeles Examiner eclipses every other newspaper in America in GAINS (excepting the Hearst evening paper in Detroit).

EXAMINER
AUGUST
ADVERTISING
GROWTH

2ND
L. A.
NEWSPAPER

4TH
L. A.
NEWSPAPER

3RD
L. A.
NEWSPAPER

The eclipse of the sun in Los Angeles was 99 per cent—the eclipse of the other Los Angeles newspapers was total

Los Angeles Examiner

Circulation daily 160,000; Sunday 350,000—largest west of Missouri River—reflecting the prosperity of Southern California—nearly double the circulation of any other newspaper in the Pacific Southwest.

Los Angeles' building permits \$22,000,000 in August. School attendance 30,000 more than last year. Annual payroll exceeding a billion dollars.

REPRESENTATIVES: 571 Monadnock Building, San Francisco, Calif. Garfield 3858.

1819 Broadway, New York City, N. Y. Col. 8342.

915 Hearst Building, Chicago, Ill. Main 5000.

CIRCULATORS IN W. VA. FORM ASSOCIATION

Bailey of Huntington Herald-Dispatch, Elected First President—Next Meeting to Be at Parkersburg in May

The West Virginia Circulation Managers Association was organized at a convention held Sept. 17 at Parkersburg. A. I. Garrett, of the Fairmont West Virginian, was elected president to serve for six months. Other officers elected were: E. A. Bailey, Huntington Herald Dispatch, vice-president, and Miss Edna C. Hull, Parkersburg Sentinel, secretary and treasurer.

Four committees were formed as follows: membership—E. A. Bailey, chairman, C. S. Fry, Wheeling Intelligence and News, and Edna C. Hull; constitution and by-laws—R. M. Caldwell, Clarksburg Exponent, chairman, M. Manley, Fairmont Times; program—C. S. Fry, chairman; entertainment—D. L. Henderson, Parkersburg News, and Miss Hull.

Parkersburg was chosen as the next meeting place, because it is centrally located. It was decided the convention would last two days and convene every six months. The next meeting will be in May, the first Monday and Tuesday nearest the 14th. Dues were fixed at \$1 to join, and the same amount every six months.

During the first day of this convention, round table discussion centered about the following subjects: delivery of papers by interurban, results obtained by use of street car boxes, carriers' complaints, returns, exchanges and complementaries.

Motion was made and carried that a copy of the minutes be sent EDITOR & PUBLISHER. Concluding the second day, Mr. Bailey gave a brief talk, explaining the merits of the multigraph. Mail room problems were thoroughly discussed, as well as paid in advance mail circulation, best ways to establish agents, insurance, premiums, and mail complaints.

COLLEGE TO TRAIN PRINTERS

Courses in New York Offered in Cooperation with Employers Assn.

Technical and business courses connected with the printing industries are included in the curriculum of the College of the City of New York this year. They are being offered in cooperation with the New York Employing Printers Association, and mark the start of a program for the replenishment of the ranks of skilled labor from the colleges of the country instead of from immigrants.

"This country is making a very tardy beginning in supplying the American trained skill needed to keep the nation's industries going," E. F. Eilert, president of the Employing Printers Association, declared. "The restricted number of apprentices allowed by the labor unions falls

far short of making up for the mortality of skilled labor in the printing industry.

"I would be the last one to advocate doing away with the labor unions, however. I would not go back to the days when the individual workingman was at the mercy of the employer. The workmen have as just a right to bargain collectively for the best terms of contract they can get as any individual or corporation has. All I object to is the unjust cornering of labor and putting the country's industries at the mercy of unscrupulous schemers in the unions, who for their own selfish ends conspire to restrict production."

FIRST PULP HEARING OCT. 2

Initial Meeting of Dominion Embargo Commission in Halifax

The first public hearing of the Royal Commission appointed to investigate the pulpwood resources of Canada will be held in Halifax Oct. 2. This is the only date yet decided on by the commission, but hearings in other Maritime Province cities will follow.

At the Ottawa headquarters of the commission, it was stated that ample notice of sittings of the commission would be given, so that those desiring to make representations would have an opportunity for preparations. It is probable that hearings will be held from coast to coast.

Hoy with Hill & King

Frank S. Hoy, formerly of the Lewiston (Me.) Daily Sun, has been appointed sales manager, in charge of the New England territory, of Hill & King, Publishers Cooperative Circulation Company of Chicago. Herman Phillips, for some years assistant advertising manager on the Sun, becomes advertising manager, and Daniel Minster, who has been assistant circulation manager, becomes circulation manager.

Democratic Weekly in Spokane

The State Journal, a Democratic weekly, made its appearance in Spokane during August. Carl S. Evans, president of the Spokane Central Labor Council, is editor, Roy A. Smith advertising manager, and B. A. Knott circulation manager. Evans announces that the paper's field is the Fourth and Fifth Congressional Districts, where there is no other Democratic paper.

Denver Realtors Thank Shaffer

A resolution expressing appreciation of the purchase by John C. Shaffer, editor and owner of the Rocky Mountain News and Denver Times, of extensive downtown properties, running into several millions of dollars, was recently unanimously adopted by the Denver Real Estate Exchange.

Dayton (Ore.) Tribune Dies

The Dayton (Ore.) Tribune, 12 years old, suspended publication August 24.

CROWELL PLANS OPEN SHOP

Springfield Plant Offers Individual Contracts Effective Oct. 1

SPRINGFIELD, Ohio, Sept. 26.—Moves to place the local plant of the Crowell Publishing Company, publishers of the American Magazine, Woman's Home Companion, Farm & Fireside, and the Mentor, on an open shop basis Oct. 1 are now under way, it has been learned. The plant has been operating under contracts with the unions for some years.

First revelation that an attempt would be made to operate the plant on an open shop basis came when it was learned that the employees were being offered individual contracts effective Oct. 1, to supplant union agreements expiring at that time.

The company two months ago formally rejected the demands of the printers for \$46 for day work and \$49 for night work on a basis of a 44-hour week. The printers are now getting \$40 for day work on a basis of a 48-hour week.

G. John Moran, head of the mechanical department of the plant, admitted today that the overtures have been made to the men as individuals, but beyond that would make no statement.

Union men said that while officially the matter had not been brought to their attention as a body they were aware of the proceedings but declared that a majority of the union men had rejected the individual contract. It was pointed out that while the agreement expires Oct. 1, the men would remain at work pending an agreement, which would be retroactive, unless the company flatly makes official announcement that it will operate on an open shop basis and that it will not deal with the unions.

Form Special Edition Company

The Southern Publicity Company, to promote special editions of daily and weekly papers, has been organized at Wilmington, N. C., by R. B. Mahaffey,

formerly business and advertising manager of the Waycross (Ga.) Journal-Herald and general manager of the Wilmington Dispatch; James Cruikshank, since 1920 editor and owner of the Wilmington Dispatch, and Lafayette Deason, former advertising salesman on the Waycross Journal-Herald and Wilmington Dispatch.

\$60,000 Bequest to Printers Home

(By Telegraph to EDITOR & PUBLISHERS)

DENVER, Sept. 26.—The Union Printers Home at Colorado Springs has been made the beneficiary of a \$60,000 estate through the will of James G. Woodward, four times Mayor of Atlanta, Ga. Woodward was a member of the union since early youth and served for many years on the board of the Printers Home. The bequest will be fought by Mrs. Renfroe, a daughter, on the ground that according to the Georgia laws, no more than one-third of any estate may be willed to charity. According to the will nothing was left Mrs. Renfroe and only an annuity of \$75 a month to Woodward's second wife.

Circulation Man Honored

David Robertson, Jr., for 28 years associated with the circulation department of the Brooklyn Eagle, was presented with a gold watch by fellow workers and a traveling bag by H. D. Gummere, publisher, when he recently left for California to engage in the garage business. Robertson, with his wife and daughter started for the Coast in an automobile, going through Canada, and planning to reach Southern California by early December.

Morgan Buys Harper Property

J. P. Morgan has bought the property of Harper & Brothers in Franklin Square, New York City, paying \$400,000. The purchase consists of a five- and six-story building and includes two five-story buildings at 79 and 83 Cliff street.

A Chain Is No Stronger than Its Weakest Link

The largest newspaper presses are frequently brought to a complete standstill due to a softened or melted Roller. It takes time to remove the damaged Roller and replace with a perfect one. These delays are costly and aggravating where each minute should be one of maximum production. They could be eliminated through the use of Duplex Rollers. These Rollers will not melt from extreme heat or friction. They are cast for both forms and distributors, and will give equally good service on a hot, humid day as on a cool, dry day, saving the time often lost in changing Rollers. The production of your press depends on the durability of your Rollers.

Duplex Rollers are manufactured only at the five addresses below.

Bingham Brothers Company

Roller Makers (Founded 1849)

406 Pearl Street, New York
521 Cherry Street, Philadelphia
89 Mortimer Street, Rochester
131 Colvin Street, Baltimore



Bingham & Runge Co., E. 12th St. & Power Ave., Cleveland, Ohio

COLUMBIA DRY MATS

Superior Quality

RELIABLE

ECONOMICAL

UNIFORM

A Trial Will Convince

Write for Samples

COLUMBIA OVERSEAS CORPORATION

12 East 12th Street New York, N. Y.

Telephone Stuyvesant 5909

BORDER: 10 Point Matrix Slide No. 1654

ALL OPERATED FROM THE SAME KEYBOARD

Three Main Magazines and a 34-Channel Auxiliary

THE SINGLE KEYBOARD MODEL 14

TRADE **LINOTYPE** MARK

One Keyboard

All three main magazines and the auxiliary are controlled by one power-driven keyboard. The operator does not have to move his hands from this single keyboard to get any character that runs in the machine. A touch on a control-knob instantly switches the keyboard action from 34 channels of the main magazine to auxiliary. At the same time the other 56 keys remain in operative connection with main magazines.

Power Driven

Composition from the auxiliary is as rapid as from the main magazines, since it is operated from the same power-driven keyboard and from the same keys and the same position to which every operator is accustomed.

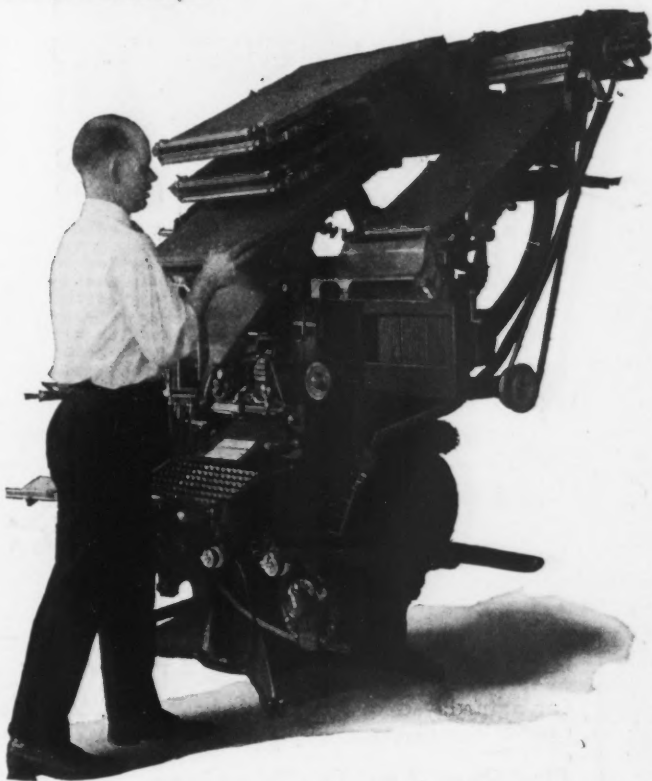
Wide Range

The extra wide 34-channel auxiliary magazine extends the range of the Model 14 from 5 point to full 24 point and larger medium condensed faces, thus making it the ideal Text-and-Display machine for the job office or newspaper. Straight matter in any two-letter face or display within the range of the machine may be composed from the auxiliary magazine with exactly the same speed and facility as from the main magazines. These auxiliary magazines will be supplied split or full length as desired.

All Magazines Changeable without Disturbing Auxiliary

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch on a control-knob switches the keyboard action to the auxiliary.

It is always out of the way. Operative position-shifts of main magazines are made instantly at will without touching the auxiliary. The same is true of magazine changes. Magazines are taken off and put on in 15 seconds.



*All magazine handling from front of machine—
Split magazines in any or all three positions, as desired. Auxiliary magazine changes equally quick. Continuous composition from main magazine and auxiliary, all from the same keyboard.*

MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

For Value of Names and
Know of a Newspaper Feature

LOVE, MARRIAGE AND T



[c] Vanity Fair Studio

MARY ROBERTS RINEHART

Author of "The Breaking Point," "Tish,"
"Babs," "Dangerous Days," etc.

THE SERIES STARTS SUNDAY, NOV. 11
(or Saturday, Nov. 10, if you have no Sunday paper)
with

The Best Age for Marriage — 19 or 29?

By MARY ROBERTS RINEHART

Consider the amazing career of Mary Roberts Rinehart, herself married at 19. From trained nurse to international fame and annual earnings from her writings of more than \$300,000 a year! Mrs. Rinehart's own romance is woven into this release and the other two releases she has done for this great series.

Both as to writers and text this series will be maintained at "the Metropolitan standard of excellence"

A Weekly Series of
Written for the
Metropolitan Newspaper

By
MARY ROBERTS
GERTRUDE AT
MARY JOHN
MRS. GOUVERNEU
FANNY HEAS
RUPERTHU
ZONAGA

These names are listed in the
appearance on our schedule of releases
at least two releases by each of these
arranged or are arranging

Other Important

Each writer announced to
something to say. The citation
in addition to the intrinsic value of

First Order Received in E
tory Will Be

Write

METROPOLITAN NEWS
MAXIMILIAN ELSEN, G.
150 NASSAU STREET

and appeal of Subject Do You
Feature Which Surpasses This?

THE MODERN WOMAN

Series of Articles
written for the
Newspaper Service

- By
- BERTS RINEHART**
- GERTRUDE ATHERTON**
- MARY JOHNSTON**
- VERNEUR MORRIS**
- HEASLIP LEA**
- ERTHUGHES**
- ONAGALE**



GERTRUDE ATHERTON

Author of "Black Oxen," "Ancestors," "The Aristocrats," "Julia France," etc.

THESE PAPERS HAVE ALREADY SUBSCRIBED

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| Atlanta Georgian, | Milwaukee Telegram, |
| Baltimore American, | New York American, |
| Boston Advertiser, | Omaha Bee, |
| Buffalo News, | Pittsburgh Gazette Times, |
| Cincinnati Enquirer, | Rochester Journal & American, |
| Cleveland Plain Dealer, | San Francisco Examiner, |
| Detroit Times, | Seattle Post Intelligencer |
| Fort Worth Record, | St. Louis Post Dispatch, |
| Indianapolis News, | St. Paul News, |
| Kansas City Star, | Syracuse Telegram, |
| Los Angeles Examiner, | Washington Times. |

Each release will be about 2,000 words long, with adequate boxes, pictures of the writers, and interest-arousing biographical notes. Every writer is particularly fitted, by ability and experience, to write on his or her subject.

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Write

AN NEWSPAPER SERVICE

ELIAN ELSENER, General Manager

NEW YORK CITY

MELIA OF BUFFALO ELECTED PRESIDENT OF ADVERTISING AFFILIATION

Edward Hungerford at Rochester Convention Condemns Railroads for Failure to Utilize Newspaper Space to Sell Their Rates and Service to Public

(By Telegraph to Editor & Publisher)

ROCHESTER, N. Y., Sept. 26—Joseph F. Melia of Buffalo was elected president of the Advertising Affiliation at the final meeting of the convention of that organization held Saturday. Other officers chosen were: vice-president, J. R. Watson, Hamilton, Ont.; second vice-president, George Rutherford, Cleveland; secretary and treasurer, Arthur Paul Kelly, Rochester, re-elected. S. A. Weissenberger of Cleveland was toastmaster at the closing banquet Saturday night and addresses were made by Don C. Seitz, New York Evening World; Roy L. McCardell, New York Morning Telegraph, and Arthur Brisbane, New York Journal. President Clinton R. Lyndon presided at the banquet.

Mr. Seitz spoke on "The Newspaper and the Advertiser," saying that all advertising is good advertising, but newspaper advertising is the best.

Mr. Brisbane gave instances where newspaper advertising had increased the volume of business of merchants and said that the merchant should advertise his name.

Mr. McCardell gave a humorous talk. Members of the Advertising Affiliation from Cleveland, Buffalo, Toledo and Hamilton were on hand for the opening of the convention, when luncheon was served in the ad clubrooms at the Hotel Rochester, and the guests were welcomed by Mayor C. D. Vanzandt. William A. Smith, general chairman of the convention committee, presented the Mayor, and following his words of welcome, President Weissenberger of Cleveland, head of the Affiliation, presented the presiding officer, George A. Rutherford, president of the Cleveland Advertising Club.

E. Stelmo Lewis, vice-president of the Campbell-Ewald Co., New York City, who was to have spoken on "What Is the Matter with Distribution," was unable to be present. Tim Thrift, advertising manager for the American Multi-graph Co. of Cleveland, spoke in his place on "Some Letters I Have Met."

Edward Hungerford, director of publications for the University of Rochester, spoke on "Selling Transportation."

"I am going to suggest that the railroads would make a better job of stabilizing themselves if they could make a better job of selling themselves—particularly of selling their transportation," said Mr. Hungerford. "A large part of the better selling of that transportation would lie in better advertising. Not all of it to be sure. Rates must be made more attractive—in many cases more skilfully arranged, with a better eye to merchandising, if you please. In some instances they may well go up a bit, in

others they ought to be lowered, but the principles that govern these fluctuations should not be coldly automatic. They should be applied by someone who knows a little of the modern art of scientific merchandising—and there are all too few of these in high railroad circles in the United States today.

"It is obvious that the merchandise of transport, attractively priced, once sold, should be delivered, according to contract and in generous measure, which being translated means that good service should and must be rendered. This is so primary that I hardly need more than merely mention it at this time.

"Yet, prior even to the rendering of good transport service, almost prior to its pricing even, must come the heralding of the ware, the widespread advertising of it to the outer world, the proper and the generous advertising of the American railroad. Right here is where I walk up the main street of this convention.

"Generally speaking, our American railroad is not a good advertiser today. There are exceptions to this—notable exceptions.

"The New York Central had made its 20th Century Limited the best advertised single train in the world; and probably the most profitable. The Santa Fe is a magnificent advertiser, so is the Canadian Pacific. The Illinois Central has shown a very great facility in selling through the newspapers—not so much its passenger service as the railroad as an institution itself."

Mr. Hungerford spoke of the manner in which the motor bus is cutting into steam transportation, and declared that the cure is to be found in selling transportation advertising of every sort, plus attractive travel pricing, plus dependable and attractive service.

Alvin Hunsicker, president of the Standard Textile Products Co. of New York, was the other speaker, his subject being "Stability in Advertising."

Following the afternoon session, the delegates were taken for a sight-seeing automobile trip around the city, visiting the parks and other points of interest.

President J. A. Watson of the Hamilton Advertising Club presided at the dinner Friday evening. He was presented by President Joseph F. Melia of the Greater Buffalo Advertising Club.

Saunders Norvell of New York gave a dissertation on "Morons." In this class he included 9,000 persons killed last year trying to beat express trains at crossings.

Edward J. Cattell, statistician for the city of Philadelphia, spoke on "The Dawn of a Brighter Tomorrow," declaring that waste is being lessened and turned into profit and that in every direction there are evidences of prosperity.

Floyd Keeler of New York spoke on "Advertising Lowers Cost of Distribution." In the course of the next 20 years advertising must develop from a business into a science, Mr. Keeler said. This, because the science of distribution, perfecting and keeping open the channel of distribution, saving human effort by eliminating waste, and giving to the whole industrial scheme the perspective and vision which no existing agency can supply so well.

NEWFOUNDLAND PULP PLANT READY IN 1925

Officials, After Inspection of Corner Brook Construction, Figure on Exterior Completion This Winter

Construction of the pulp and paper mill, power plant and dam of the Newfoundland Power & Paper Company, Ltd., located at Corner Brook, Newfoundland, is progressing rapidly, according to officials of the company after an inspection.

When completed, these officials state, the plant will produce more than 400 tons of newsprint daily. The company has been incorporated for \$21,000,000.

The entire construction of the pulp and paper mills, dam, power house and canal is in the hands of Sir W. G. Armstrong, Whitworth & Co., Ltd., and according to the same officials the contractors have got the work so well advanced that it is hoped that before long the buildings will be ready for the installation of the equipment, and the mill started in 1925.

The equipment will include four Wamsley newsprint machines having a trim of 22 1/2 inches and built to run 1,000 feet a minute. Eighteen magazine grinders will be installed in the pulp mill.

To house employees at the mills, a model town will be built, accommodating more than 5,000. Erection of the first 250 houses will commence shortly.

Pulpwood will be obtained from timber

holdings of the company located at the drainage area of the Humber River. The power plant, which will develop 100,000 horsepower, will be located at the head of Deer Lake and transmitted to the mills a distance of about 30 miles.

When the plant starts production, sale of newsprint in the United States will be made through the Bowater Paper Co., Inc., Canadian Pacific Building, New York City. The president of this company is Earle C. Duffin, the vice-president Eric V. Bowater, and Harry Pickess is secretary and treasurer.

The Newfoundland Power & Paper Company will own and control their own ships, which are being especially constructed for carrying and handling newsprint rolls. These ships will transport the company's entire product to the United States and other markets.

The Bowater company has also been appointed selling and distributing agents in America for Bowater's Paper Mills, Ltd., of London, who are installing two newsprint machines trimming 22 1/2 inches. These are the first machines of this trim installed in Great Britain.

PUBLISHERS INSPECT MILL

International Paper Co. Officials Entertain at Three Rivers Plant

A party of about 60 newspaper publishers from the eastern and central states were entertained this week by P. T. Dodge, president, and J. L. Fearing, general sales manager, of the International Paper Company, on a tour of inspection of their new Three Rivers mill, which has a capacity of 400 tons per day of standard newsprint paper.

Other officials of the International Paper Company with the party included: Allen Curtis, vice-president in charge of manufacture; A. H. White, production engineer, and G. E. Smith, purchasing agent.

The mill is said to be the most complete newsprint plant on the continent. The new machine which has been installed is 250 feet long and 64 inches wide.

Get and Hold CIRCULATION

A dignified, simple, successful, business-like plan with scores of increased circulations and highly satisfied publishers to recommend it and us.

We are specialists in building Circulation that stays. We have studied circulation problems and have met every test successfully with Insurance Protection.

Our Plan will build Maximum circulation at Minimum cost—and the circulation will be permanent. Its simplicity of operation, its universal record of success have resulted in the endorsement of all newspapers using it.

No Cash Investment—No Risks—No Contests—No Schemes or Trickery.

Write or wire for information, without obligation on your part. We serve only one newspaper in a territory.

HICKEY-MITCHELL CO.

(Builds and Holds Circulation)

PIERCE BUILDING ST. LOUIS, MO.

The Shop-o-scope

—A Christmas Word That Webster Missed!

You won't find it in anybody's dictionary—but it's the good word of the season for you to remember when you're laying the Christmas advertising plans for your newspaper.

What does it mean? Well, it's going to mean thousands of extra ads and thousands of extra dollars for the classified departments of newspapers that let it give its popular and profitable service to their readers and advertisers.

It means, too, a period of maximum volume during the usually dull classified season between Thanksgiving and Christmas. It means the biggest month's production of the whole year for wide-awake classified organizations.

Nine weeks from today The Shop-o-scope will be installed on hundreds of newspapers in all parts of the country. One week from today—we'll tell you all about it!

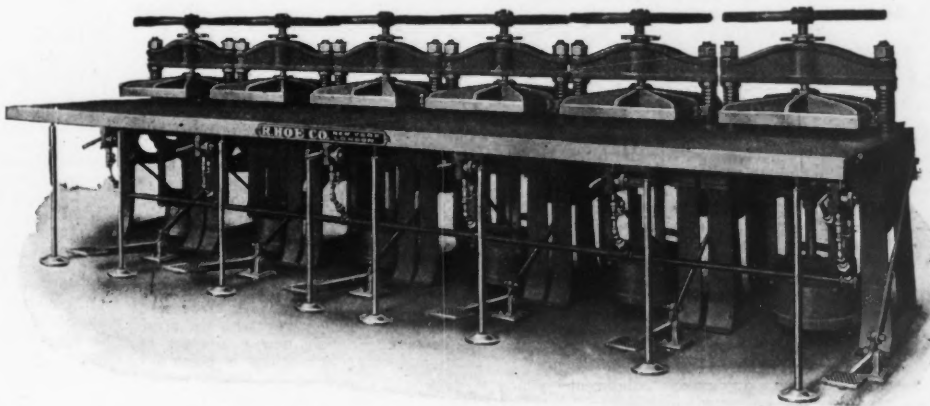
Look for our announcement of The Shop-o-scope in Editor & Publisher for October 6. There's a profitable Christmas in it for you!

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

Where Seconds Count

THE HOE PNEUMATIC STEAM TABLE IS SUPREME!

Over 775 in Successful Operation



A Battery of Six Hoe Pneumatic Matrix-Drying Presses

Hoe Steam Tables make *Better Mats in Less Time* Than Any Others

The tremendous number of these machines in operation all over the world is convincing proof of their superiority. Excellence of design and solidity of construction enable Hoe Drying Presses to produce mats quicker and better than those of any other make, while fewer parts insure freedom from adjustments and repairs. An invaluable arrangement is the combination of the hand wheel with the pneumatic device which provides for emergency operation, if necessary for any reason — a patented feature that cannot be duplicated without infringement.

R. HOE & CO.

504-520 Grand Street, New York City

7 Water Street
Boston, Mass.

109-112 Borough Rd.
London, S.E. 1, Eng.

827 Tribune Bldg.
Chicago, Ill.

BEAUTY, SPEED AND SPACE FOR GROWTH IN MILWAUKEE JOURNAL HOME

(Continued from page 10)



fourth floor. Overlooking State street, and between the elevators and the 4th street wall, will be suites of offices for Messrs. Nieman and Grant, with a secretaries' office separating them. The big room idea has been also applied to the news department, 75 x 50 feet, private offices being planned only for the managing editor and the promotion editor. West of the news room is the library, and fronting on 4th street, a suite of offices for editorial writers, adjoining that of the editor-in-chief. South of these is another large room for the Sunday editor, exchange editor and woman's page editor, with their staffs.

Rooms for the Associated Press and Journal special wires, a photograph studio, women's rest room, first aid hospital, the Journal telephone exchange, the cafeteria and the laundry occupy the rest of this floor.

Mechanical departments are on the fifth floor, in order to have space unobstructed by columns and lighted on all sides by windows and skylights. In the northeast will be the art department, adjacent to the engraving department, whose acid fumes will be carried off by special ventilation. Centrally located between these rooms and the composing room is the planning and dispatching office which receives and schedules advertising copy, with ready access to all departments concerned. The composing room is 80 x 88 feet, fronting on 4th street. Separating it from the stereotyping department will be a curtain wall seven feet from the floor. Steam-tables are between the composing room and the casting room, which is connected with the pressroom by an automatic drop, timed to land plates by the presses in five seconds. A job plant for office printing shares the rest of the fifth floor with the auditorium and the electrician's office and workshop.

In the basement are the reels, paper storage, ink storage—two tanks of 1,500 gallons capacity each—machine shop, car-

printer shop and one of the three main ventilating systems of the plant. Two other ventilating stations are located at the top of the building.

Print paper will be landed in the south alley. A runway, which when not in use folds into the wall of the building, will be lowered flush with the bed of the truck, and the paper, one roll at a time, will travel by gravity down the runway to a chute to the basement, where it will be weighed by the receiving clerk. By the shift of a lever the paper is shunted by gravity from the scale to a magazine large enough to hold a truckload. Hence it is handled by an automatic tiering machine, operated by power from a third rail, and moved to storage. The ceiling is planned high enough to permit five tiers of rolls. Another tiering machine on the opposite side will remove the paper to the reel-rooms.

Other automatic equipment which should be noted included a conveyor, which will take stereotype plates from the automatic drop and place them at each press.

Elevators include two high-speed passenger cars, one heavy freight lift and one combination freight and passenger elevator for mechanical department men. A separate elevator which travels only one floor is provided for the shipping superintendent in dispatching completed papers. Numerous lifts from floor to floor, dumbwaiters, ladders, special stairs, conveyors, and pneumatic tubes complete this class of equipment. Pressmen can reach the reel-room in emergencies by brass sliding poles similar to those in fire stations, return to the pressroom being provided by ship's ladders. Round the "island" pressroom floor a brass railing is placed for safety.

Special trenches and drains guard the paper supply from damage by floods or accident to the water mains.

As to the location of the building, several "must" qualifications were set

forth in advance by the management.

The site had to be convenient to a large part of the city's population, to the retail shopping centers, must afford the best possible working conditions, and must be in line with the expansion of the business district.

Half a block away is the point of heaviest street-car traffic in the city. Just beyond is the projected State street bridge across the Milwaukee River, designed to be a great traffic artery between East and West sides. Half a block to the south is Cedar street, the heart of the proposed civic center. Grand street, the shopping district, is two and one-half blocks distant.

Half a block frontage on State street and half a block on 4th street is afforded, in addition to half a block alley frontage both to the east and the south, giving light on four sides and permitting receipt of materials on one side and dispatch of finished products on the other.

OREGONIAN REMODELING

Portland Paper to Have Big News Room Instead of Offices

The Portland Oregonian is remodeling its editorial department and will have one large, well lighted news room in space that has been cut up by a large number of small offices.

Both the city and telegraph news will be handled in one room, copy desk and reporters' desks being conveniently arranged to give easy supervision by executives. The telegraph room will be in glass enclosed offices. An endless pick-up system will transfer copy, illustrations, etc., from one desk to another and to the composing room. All confusion will be eliminated so far as possible, one device for this purpose being a system of light signals connected from the city editor's desk to the desks of reporters, librarian, etc., doing away with the noise of buzzers. Entirely new equipment of desks and other furnishings is being installed.

North Carolina Paper Chartered

The Jordan Publishing Company, Burlington, N. C., has been chartered to publish a newspaper. Capital stock is \$50,000. Lydia E. Jordan, Irene Jordan, W. H. Jordan and the Durham Herald are the incorporators.

TEXAS PRESS LEAGUE MEETS OCT. 16-17

Lone Star Editors to Hold First Day's Sessions at Sherman—Next at Denison, Ten Miles Distant

The annual meeting of the Texas Daily Press League, consisting of more than 100 members, will be held Oct. 16-17, according to an announcement made by K. K. Hooper, of the Sherman (Tex.) Democrat, chairman of the program committee. The first day's sessions will be held at Sherman, while the meeting Oct. 17 will be at Denison, 10 miles distant.

Convening at the Sherman Chamber of Commerce Auditorium, members will be welcomed by Major J. B. Wilson, Lowry Martin, president of the league, will respond.

Discussion of various subjects will follow, led by S. W. Papert, Dallas, manager of the advertising bureau of the league; C. E. Palmer, publisher of the Texarkana Four States Press; J. L. Greer, general manager of the Denison Herald; Lowry Martin, general manager of the Corsicana Sun, and L. L. Jobe, advertising manager of Marks Bros., Sherman.

During the afternoon, round-table discussion will be led by C. H. Leonard, editor of the Gainesville Register; Sherwood Spotts, editor of the Bonham Favorite; W. C. Edwards, editor of the Denton Record-Chronicle; H. F. Mayer, general manager of the Brownwood Bulletin; Henry Ellis, editor of the Denison Herald; and W. G. McMahon, foreman of the composing department of the Sherman Democrat.

On the second day, Harry T. Warner, publisher of the Paris (Tex.) News, and Houston Harte, publisher of the San Angelo Standard, will lead the discussion, following which there will be election of officers and the selection of the next meeting place.

Carries Much Political Advertising

The September 14th issue of the Mount Vernon (N. Y.) Argus was conspicuous for the large amount of political advertising. A number of ads were accompanied by double-column cuts of the prospective candidates.

THERE IS PLENTY OF ROOM BETWEEN EACH SECTION OF SCOTT MULTI-UNIT PRESSES



PASSAGE-WAY
BETWEEN
SCOTT MULTI-UNIT
PRESSES

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U.S.A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

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AMERICAN CUT-COST EQUIPMENT

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American Type Founders Company

Boston	Baltimore	Buffalo	Detroit	St. Louis	Denver	Portland
New York	Richmond	Pittsburgh	Chicago	Minneapolis	Los Angeles	Spokane
Philadelphia	Atlanta	Cleveland	Cincinnati	Kansas City	San Francisco	Winnipeg

OUR OWN WORLD OF LETTERS

Edited by **JAMES MELVIN LEE**

Director Department of Journalism, New York University

American editors and publishers who want to know more about the most influential daily newspaper in England should glance through "The Mystery of the Daily Mail," by F. A. McKenzie (Associated Newspapers, London). Even the historical chapters are interesting to read and also practical in the ideas suggested.

A few points about the Daily Mail may be noted in passing. Its initial capital was £15,000. Its motto was from the beginning, "All the news in the smallest space." Possibly its most famous war correspondent was George Warrington Steevens to whom Rudyard Kipling paid such a fine tribute in verse. It had the first woman war correspondent, Lady Sarah Wilson. It has the most highly paid newspaper staff in Europe.

Among the extramural activities of the Mail may be noted: The Absent Minded Beggar Fund, which took its name from Kipling's poem, and which aimed to help the families of soldiers sent to the front; its aviation prizes which started in 1907; its two pension funds for employees; its free insurance for readers, and its efficiency exhibition.

Two chapters deserve special mention. One, "Making a Modern Newspaper," tells how the daily news is edited and printed. The other, "The Most Successful Advertising in the World," gives a picture of the other joint product of the Northcliffe plant.

Mr. McKenzie "points with pride" to many things about the Mail, but "views with alarm" this general situation in England:

"People are not so foolish as not to realize that the average 'Ditto' journal is conducted with the object of gaining some social reward for its owners.

"Unknown to the public, one newspaper after another is falling into the clutches of the Government wire pullers. Each such journal at once begins to lose readers and is unable to produce the necessary net sale figures which the modern advertiser very properly seeks."

The book closes with the statement of chartered accountants that the average net sales of the Daily Mail are 1,365,256.

The Macmillan Company has scheduled for early publication "Editing the Day's News," by George C. Bastian of the Chicago Tribune. The volume will deal not only with the editing and preparation of copy but will also have several chapters devoted to the subject of newspaper makeup. In brief, the book will revolve around the work of the copy desk.

THE UNIVERSITY OF CHICAGO has published a pamphlet which deals with the French newspapers in the United States before 1800.

A 10, 20, AND 30-CENT STAND of a second-hand book store was recently found to contain "Quaint and Curious Advertisements," by Henry M. Brooks, which was published by Ticknor & Co. of Boston in 1896.

Speaking as one who has perused somewhat carefully the newspapers of the Colonial period, I may say that this little volume is a splendid collection of amusing advertisements, many of which give a picturesque glimpse of conditions in the days before the Revolution. For example, the Boston Gazette on May 12, 1760, advised voters to put on their Sabbath-day clothes and wash their hands and faces before going to the town meeting. About the same time, Paul Revere was advertising himself as a dentist. Possibly, the most amusing are the advertisements of amusements.

AMONG THE RECENT REFERENCE BOOKS for the Newspaper Library belongs the "American Jewish Year Book," edited by Harry Schneiderman (Jewish Publication Society of America, Philadelphia). Of the valuable features found in the volume may be mentioned: classified list of standard books in English on Jewish subjects; the anniversary celebrations; the Jewish national organizations in the

United States; Jewish periodicals appearing in the United States; Jewish members of Congress of the United States; a list of Jewish federated charities of the United States; and statistics of Jews in the various countries of the world.

No comment about the book would be complete without some reference to the illustrated article on "Portraits of Jews by Early American Painters." This article shows that the Jews were among the few who gave encouragement to the development of the fine arts in the early days of the American Republic.

The editorial writer who wants to be sure of his facts in writing about topics relating to the Jews will want to consult this volume.

THE ADVERTISING DEPARTMENT of The New York Times is mailing its patrons a copy of "Typographical Standards." This booklet sets forth the conditions under which advertising copy will be accepted by that newspaper.

The following regulation is worthy of adoption by more newspapers:

"Any typographical arrangement which simulates the Times editorial or news pages and which might thereby deceive its readers will not be accepted. Freak typographical arrangements which mar the harmony of its pages, or type set parallel with the column rules is not permitted."

Announcement

The Bowater Paper Co. have been incorporated for the purpose of taking over the American Branch of W. V. Bowater & Sons, Ltd., formerly of the Woolworth Building, New York City, N. Y., and the Hudson Packing and Paper Co., Inc. This Company has been appointed the Sole Selling Agents and Distributors in the United States for the following paper mills:

Newfoundland Power and Paper Co., Ltd.
Bowater's Paper Mills, Ltd., London, Eng.

The Bowater Paper Co., Inc.

Canadian Pacific Building

342 Madison Avenue

New York City

Telephone: Vanderbilt 7186

140,000
Circulation

The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

Over 50% more circulation than any other Washington Sunday paper.

Sunday Times-Herald

G. Logan Payne
Publisher and General Manager

National Advertising Representatives

G. LOGAN PAYNE COMPANY
Chicago, Detroit, St. Louis, Los Angeles

Payne, Burns & Smith
New York and Boston

TWO CIGAR CAMPAIGNS IN NATIONAL LIST

Newspapers from Coast to Coast Get Schedules for "White Owl," and "William Penn" Drives for Eastern Market

The General Cigar Company, New York, has started two newspaper campaigns, one a big national drive extending from coast to coast for the "White Owl," and the other in three cities, New York, Philadelphia and Buffalo, for the "William Penn," later to be extended to other sections.

Frank Harwood, advertising manager of the General Cigar Company, stated to EDITOR & PUBLISHER that an appropriation of \$165,000 would be expended in three months to advertise the "White Owl." The appropriation for the entire year for this cigar will be about \$350,000. Harwood said that his company was a great believer in newspaper advertising. "Seven or eight years ago," he related, "we spent \$100,000 in window displays, dealer helps, and advertising of that kind. Today we only spend \$15,000 in that manner. Practically all of the rest goes into newspapers. Our total advertising appropriation for the year for all of our products will be about \$900,000. Our cigars are 'White Owl,' 'Robert Burns,' 'Van Dyke' and 'William Penn.'"

The campaign on "White Owls" began Sept. 16 and is being placed by Frank Seaman, Inc., New York. The Frank Seaman Company also places the account of the "Robert Burns" cigar, manufactured by the General Cigar Company.

In this campaign liberal space will be used—no advertisement will be less than 450 lines, while the larger spaces will measure 600 lines or more than a quarter of a newspaper page. The copy, which is crisp and fresh, is addressed "to the White Owl smokers and the thousands of men who are going to smoke White Owls sooner or later." White Owl cigars retail two for 15 cents or in package, 10 for 75 cents.

The first copy, which appeared in Sunday papers Sept. 16 and in daily papers Sept. 18, consisted of 600 lines. The same space ran in Sunday newspapers Sept. 23 and in daily papers Sept. 25. The remainder of the schedules calls for 450 lines Sept. 30 and Oct. 2; 600 lines, Oct. 14 and Oct. 16; 450 lines, Oct. 21 and Oct. 23; 600 lines, Oct. 28 and Oct. 30; 450 lines, Nov. 11 and Nov. 13; 600 lines, Nov. 18 and Nov. 20; 450 lines, Dec. 2 and Dec. 4, and 450 lines, Dec. 20 and Dec. 23.

The following newspapers have been selected:

Utica Press, Troy Record, Albany Times Union, Syracuse Journal, Buffalo Times, Buffalo News, Binghamton Press & Leader, Brooklyn Standard Union, Amsterdam Recorder & Democrat, Auburn Advertiser Journal and Citizen, Watertown Times, New York Sun, New York Mail, New York Journal, New York Evening World, New York American, Pittsburgh Press, Philadelphia Bulletin, Phila-

delphia Public Ledger, Baltimore News, Washington Star, Washington Post.

Milwaukee Wisconsin News, Madison State Journal, Green Bay Press-Gazette, Appleton Post-Crescent, Menasha Record, Oshkosh Northwestern, Fond du Lac Commonwealth, Sheboygan Press Telegraph, Manitowish Herald News.

Rockford Register-Gazette, Chicago American, Chicago Tribune, Peoria Journal-Transcript, Springfield Illinois State Journal, Des Moines Register, Springfield Illinois State Register.

Sioux City Tribune, Cedar Rapids Gazette, Fort Dodge Messenger & Chronicle, Mason City Globe-Gazette, Clinton (Ia.) Herald, Marshalltown Times-Republican, Waterloo Courier, Ottumwa Courier, Creston Advertiser-Plaindealer, Davenport Times.

Kansas City Post, St. Louis Post-Dispatch, St. Louis Star, St. Joseph News-Press, Joplin Globe & News Herald.

Mobile Register. New Orleans Item, New Orleans States. Dallas Times-Herald, Dallas News, Fort Worth Star-Telegram, Houston Chronicle, San Antonio Express, Galveston News, Wichita Falls Times, Beaumont Enterprise, Port Arthur News, Waco News-Tribune.

Tulsa Tribune. Columbus Citizen, Youngstown Telegram, Cincinnati Post, Cleveland Plain Dealer, Cleveland Press, Cleveland Times.

Detroit Times, Detroit News, Grand Rapids Press, Flint Journal, Lansing State Journal, Port Huron Times-Herald, Jackson Citizen-Patriot, Battle Creek Enquirer-News, Muskegon Chronicle, Kalamazoo Gazette.

Indianapolis Star, Indianapolis News, Fort Wayne News-Sentinel, South Bend Tribune, Terre Haute Tribune.

Lexington Leader. Sioux Falls Argus-Leader, Grand Forks Herald, Fargo Forum. Great Falls Tribune, Butte Miner, Billings Gazette.

Minneapolis Tribune, St. Paul Pioneer Press, St. Paul News, Duluth Herald.

Seattle Post-Intelligencer, Spokane Chronicle, Portland Oregonian. San Francisco Examiner, Los Angeles Examiner, Oakland Tribune, Sacramento Bee, Fresno Republican, Stockton Record, Boise Idaho Statesman, Honolulu Star Bulletin.

The campaign on the new 5 cent cigar, "William Penn," handled by the William H. Rankin Company, New York, began Sept. 17. At the present time, the evening newspapers of New York and Brooklyn are being used, in addition to the Buffalo Times and Buffalo News, and the Philadelphia Bulletin and Philadelphia Inquirer. Later this campaign will be extended to other sections. The General Cigar Company, agreeing with the famous statement of Vice-President Marshall, "That what the country needs is a good nickel cigar," has practised economy in this cigar in several ways. It has no band and in place of the usual 50 in a box, it carries 100 in a box.

The "William Penn" cigar was first advertised about a year ago on the Pacific Coast, and the advertising has worked East, as distribution was secured. The Rankin Agency also handles the account of "Van Dyke" cigars.

Canada Awards Atlas Contract

It is reported that the Gazette Printing Co., Montreal, has been given the contract to print 300,000 copies of an Atlas for the Dominion Government, the cost running around \$40,000.

CARBIDE ACCOUNTS SHARED

Three Agencies Will Handle Advertising of Union Carbide & Carbon Co.

The subsidiary companies of the Union Carbide & Carbon Corporation, New York, have appointed N. W. Ayer & Son, Dorrance, Sullivan & Co., and Barton, Durstine & Osborn, Inc., to handle advertising of their various accounts. N. W. Ayer & Son will handle the advertising of the National Carbon Company, Ever-Ready Flashlights and batteries, Columbia Dry Cell Batteries, Ever-Ready Radio Batteries, and Carbon Products, principally Columbia Pyramid Brushes.

Dorrance, Sullivan & Co., will act for Prest-O-Lite Storage Batteries and Prest-O-Lite Small Tanks.

Barton, Durstine & Osborn, Inc., have taken the accounts of the J. P. Colt Company, Carbide Gas Lighting and Cooking Plants; Union Carbide Sales Company, Electro-Metallurgical Sales Corporation, Electromet brand ferroalloys and metals; Haynes Stellite Company, cutting tools; Linde Air Products Company, Linde Oxygen; Welding Gas Division of the Prest-O-Lite Company, Inc., acetylene gas; Oxweld Acetylene Company, oxyacetylene welding and cutting equipment, the Oxweld Railroad Service Company and the Carbide & Chemical Corporation.

Raise Ad Fund in San Antonio

Raising \$60,000 to advertise San Antonio to the world, rival teams, known as the blue and red tie brigades, working under auspices of the San Antonio Chamber of Commerce, have created lively interest in the campaign. They ended the

week closing Sept. 22, with about a third of the total subscribed. Much of the \$60,000 will be spent with leading daily papers of the country.

Bank Advertisises in Gravure

The Second National Bank of Houston is setting a precedent in Texas financial circles by ordering 4,424 lines of gravure advertising in the Houston Chronicle. The campaign consists of four pieces of copy four columns by 11 inches, and one full page, all to run just prior to the opening of the bank's new quarters. The same copy will appear in black and white in the Post and Press.

MacManus Gets New Account

MacManus, Inc., Detroit advertising counsel, announces that it has added another large Cleveland concern to its list of clients—the Gabriel Manufacturing Company. A sales campaign of considerable proportions will soon be launched. Gabriel Snubbers, the product of this company, are already in use as shock absorbers on 2,000,000 automobiles.

San Diego Changes Agencies

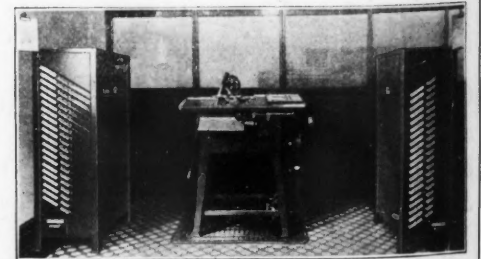
The 1923-24 advertising account of the San Diego-California Club, which is exploiting San Diego and immediate vicinity, will be handled by the Western Advertising Company and Martin & Davidson, advertising agencies in that city. Since the club was organized, the publicity has been handled by the H. K. McCann Company of San Francisco. The budget for the ensuing year is \$125,000.

The Ludlow

In the Bloomington (Ind.) World

"SINCE the purchase of Ludlow equipment eighteen months ago," says Mr. Oscar H. Cravens, Publisher, "we have been able to enlarge the size of our paper and we have decreased the space necessary for our ad composition rather than increased it. This is all due to the compactness and efficiency of the Ludlow.

"It is really a wonderful feeling to have all the new typefaces we want without the bothersome storage system. We have saved valuable hours that were formerly spent in distributing foundry type. We are glad indeed that we made the investment in Ludlow equipment."



A Forty-Foot Installation

Compactness is a characteristic of the Ludlow outfit. This not only saves valuable floor space. It also saves walking all over the room. With sixteen to twenty fonts in each cabinet, even the biggest installation places almost within an arm's reach the resources of the whole composing room. This displaces type cases and racks occupying great areas of floor space.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

620-621 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

TIPS FOR AD MANAGERS

Acme Advertising Agency, Citizens & Southern Bank Bldg., Atlanta. Making contracts for Pyro-Zene.

Alexander Advertising Agency, 1482 Broadway, New York. Using 42 lines, 11 times for the Mantle Lamp Company.

Walter Baker Company, Ltd., Dorchester, Mass. Now renewing contracts.

Earl S. Barber, Wrigley Bldg., Chicago. Using 175 line by four columns, three times for Charles Kaufman & Brothers.

Barrows & Richardson, Drexel Bldg., Philadelphia. Placing account for the Ipswich Mills.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 1,800-line contracts for the Dunlop Tire & Rubber Company.

George Batten Company, 383 Madison avenue, New York. Using 8 inches, 52 times for Bell & Company. Making 1848-line contracts for A. S. Boyle Company; using 1090 inches in one year for the George E. Keith Company (Walk-Over Shoes).

Blackman Company, 130 West 42nd street, New York. Making 20,000-line contracts for Proctor & Gamble, Cincinnati.

Blair-Thompson Company, Fourth Natl. Bank Bldg., Chicago. Using 266 inches in one year for Warner Brothers.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Using 44 lines, 5 times for the H. E. Frees Company.

Campbell-Ewald Company, General Motors Bldg., Detroit. Making 2,800-line contracts for Chevrolet, Delco and Oakland Motors.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Making 5,000-line contracts for the John F. Jelke Company.

Critchfield & Co., Brooks Bldg., Chicago. Making contracts for the Firestone Tire & Rubber Company; using 224 lines, 3 times for Kitchen Kleener.

Erwin, Waszy & Co., 58 East Washington street, Chicago. Making 5,000-line contracts for the Reserve Remedy Company.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for the Stutz Motor Car Company.

Hanf-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for the Famous Players-Lasky Corporation.

Harvey Advertising Agency, Walton Bldg., Atlanta. Making contracts for Creomulsion.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Using 532 lines, one time for the Pierce Arrow Motor Car Company.

Hulscher-Rothenberg, Inc., 2 West 45th street, New York. Making 10,000-line contracts for Postum Cereal.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Making yearly contracts for the F. W. Clements Products Company.

Lay Company, 15 West 37th street, New York. Placing account for the Daisy Products, Inc., New York, women's hats.

Lard & Thomas, 400 North Michigan avenue, Chicago. Making 20,000-line contracts for the Pure Oil Company.

MacManus, Inc., 82 Hancock avenue, East, Detroit. Making 2,800-line contracts for the Hupp Motor Car Company.

Robert M. McMullen Company, 522 5th avenue, New York. Making 2,800-line contracts for the products of the Standard Milling Company.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 1,000-line contracts for the Friedman Mig. Company.

Patterson-Andress Company, 1 Madison avenue, New York. Making 5,000-line contracts for the Curtis Publishing Company.

Harry Porter Company, 15 West 44th street, New York. Making contracts for Thomas Leeming & Co., "Nestles Food."

Frank Presbrey Company, 247 Park avenue, New York. Making 1,000-line contracts for W. & J. Sloan, "Karnak Rugs."

William H. Rankin Company, 1 West 37th street, New York. Making 2,800-line contracts for the B. F. Goodrich Rubber Company.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo, N. Y. Using 4 inches, once a week for the Foster Milburn Company.

Rogers & Smith, 326 West Madison street, Chicago. Using one full page, one time for the Paul Rubber Company.

Rose-Martin, Inc., 226 West 47th street, New York. Sending out schedules for "Admiration" cigars.

Ruthrauff & Ryan, 410 4th avenue, New York. Making 2500-line contracts for the Advertised Products Company.

George M. Savage Company, Buhl Bldg., Detroit. Making 3,000-line contracts for W. H. Hill.

Frank Seaman Company, 470 4th avenue, New York. Making 2,000-line contracts for R. B. Davis Company, Hoboken, N. J.

Sidener-Van Riper Advertising Company, Merchants Bank Bldg., Indianapolis. Making 3,000-line contracts for Schwill & Co.

Sweeney & James Company, 1632 Euclid avenue, Cleveland, Ohio. Making 10,000-line contracts for the Jordan Motor Car Company.

Wales Advertising Company, 141 West 36th street, New York. Making 3,000-line contracts for Michelin Tire Company.

Watts, Scott & Beutel, Alfriend Bldg., Atlanta. Making contracts for the Atlanta Stove Works.

Henry Webb Company (Kadiok), Dayton, Ohio. Making contracts for Le Dure Medicine Company.

End "Direct" Commissions

In line with other Southern publishers, the Staunton (Va.) News-Leader and Evening Leader, are notifying all direct advertisers that effective Jan. 1, 1924, or at the end of existing contracts, no business will be taken by them allowing the agency commission. Heretofore these papers have allowed commissions to a few old timers, but they feel that no discrimination should be made because an advertiser has always been given this concession, and have decided to discontinue commissions to all but legitimate advertising agencies.

Roto in Omaha Sunday News

The Omaha Daily News is now issuing a four-page rotogravure with the Sunday News.

Are You Proud of Your Colored Comic Section?

Your Colored Comic Section off the World Color Presses in Saint Louis Assures Perfect Prints Full of Color Pep That Makes the Supplement Stand Out "Like a House Afire."

Size up the World Color Prints from Every Angle! "They Compel Admiration"

Write for Samples and Prices

The World Color Printing Co.

R. S. GRABLE, Pres.
Est. 1900 St. Louis
"Color Printers to the Nation's Publishers"

ILLINOIS

205 miles wide
380 miles long
56,665 square miles
6,485,280 people

Illinois is the third largest state in point of population in the United States.

Illinois has 237,000 farms.

The farm lands are second highest in point of value in the United States (\$5,250,294,000).

The value of farm products and livestock products is over \$1,000,000,000 annually.

Illinois is first in the packing industry and has been for many years.

Illinois has over 18,000 factories and the value of products exceeds \$5,400,000,000 annually.

The wages received by the workers is nearly \$1,000,000,000 annually.

Illinois daily newspapers stand second to none in influence and pulling power.

To get full advertising value in Illinois you **MUST** use these daily newspapers.

		Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	15,773	.055 .055
Bloomington Pantagraph	(M)	17,841	.05 .05
†Chicago Herald-Examiner	(M)	340,591	.55 .55
†Chicago Herald-Examiner	(S)	879,471	1.00 1.00
Chicago Daily Journal	(E)	117,483	.26 .24
†Chicago Tribune	(M)	537,134	.80 .80
†Chicago Tribune	(S)	884,706	1.15 1.15
*La Salle Tribune	(E)	2,948	.02 .02
*Moline Dispatch	(E)	9,559	.04 .04
†Peoria Journal-Transcript	(M&E)	32,648	.10 .09
Peoria Star	(E)	24,580	.075 .06
†Rock Island Argus	(E)	10,994	.04 .04
*Sterling Gazette	(E)	5,530	.03 .03

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.

PORTLAND'S ONLY!
Evening Paper
Portland's Only!
Three-cent Daily

U. S. Census gives Portland 16,801 families. "Express" City Circulation 16,893 net paid average for six months ending March 31, 1923. This shows how conservative is our estimate that the "Express" is taken in

15 of every 16
Portland Homes!
"Express" has largest circulation in its history. Each three months during 1923 shows a GAIN over the preceding three months' period.
"A Truly Remarkable Coverage!"

Portland Express
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

DO YOU KNOW WEST VIRGINIA

has an up-to-date system of public schools, upon which it spends more than \$22,000,000 annually? It is one of the few states in which the law requires agriculture to be taught in the common schools. More than eleven thousand boys and girls belong to the Four-Clubs (agriculture).

The only demonstration school for apple picking in the world is located in the State. Twenty-one states spend less on education than does West Virginia. Illiteracy is only 6.4 per cent.

It is no wonder that West Virginians are prosperous—that they are able to grow with great intensity, crops that increased the value of planted land from \$44 in 1919 to \$51 in 1920.

West Virginia daily newspapers go into the home and are read by these people. These dailies will help you in your selling and merchandising campaigns.

		Rate for Circu- lation lines
Bluefield		
†Telegraph	(M)	10,960 .04
Charleston		
*Gazette	(M)	19,529 .06
*Gazette	(S)	23,122 .07
Clarksburg		
*Exponent	(M&S)	8,091 .03
*Telegram	(E)	11,586 .04
*Telegram	(S)	13,510 .045
Huntington		
†Advertiser	(E)	10,114 .035
*Herald-Dispatch	(M)	12,979 .035
*Herald-Dispatch	(S)	12,662 .04

		Rate for Circu- lation lines
Martinsburg		
*Journal	(E)	4,037 .03
Parkersburg		
†News	(M)	5,798 .025
†News	(S)	5,798 .025
*Sentinel	(E)	7,256 .03
Wheeling		
†Intelligencer	(M)	12,797 .0325
†News	(E)	15,261 .05
†News	(S)	18,719 .07

*A. B. C. Statement, April 1, 1923
†Government Statement, April 1, 1923.

PETERSON, PUBLISHER AND ADVERTISING MAN, DIES IN WATERLOO, IA.

General Manager of Evening Courier Succumbs to Pneumonia
—Achieved Fame on Indianapolis News—Was One of
Original Advocates of "Sworn Circulation"

(By Telegraph to Editor & Publisher)

WATERLOO, Ia., Sept. 25.—Arthur W. Peterson, general manager of the Waterloo Evening Courier, died today of pneumonia after an illness of only five days. He was 62 years old. Funeral services are from the First Presbyterian Church, where he was an elder.



ARTHUR W. PETERSON

The widow, a daughter, Mrs. R. O. Berry; a sister, Mrs. Ella Peterson McCoy, Washington, D. C.; a nephew, Jackson McCoy, assistant general manager of the Courier, survive. Mr. Peterson was widely known throughout the United States in publishing and advertising circles. For two years he was president of the Inland Daily Press Association and at the time of death was chairman of the committee on labor. He came to the Courier as business manager in 1908. For five years previously he was advertising manager and assistant general manager of the Minneapolis Tribune. Prior to that time he served as advertising manager of the Indianapolis News for 15 years. His efforts in all these fields were crowned with an unusual measure of success, due to his tireless energy, his keeping in touch with the minutest details, his rare executive ability and his mastery of the technique of every department of newspaper making.

Mr. Peterson was born in Illinois, his father, a Presbyterian clergyman, being owner of a country weekly. It was in Warren, O., where his father published the Tribune, that Arthur at the age of seven learned to set type, etc. In his devotion to duty, in the intense thought given new methods of making the work of a newspaper plant more efficient and result-achieving, Mr. Peterson in the minds of many of his friends became a martyr to service. He worked early and late and seldom took a vacation. But he was a man of temperate life and habits and those who have known him through the years say he had not aged a whit in appearances in two decades, but unremitting toil prevented that reserve of vital power which can stand against the inroads of double pneumonia.

Several years ago Mr. Peterson was elected president of the Associated Iowa Dailies in recognition of his services in raising the ethical and business standards of journalism—standing like a stonewall against all gift enterprises to obtain circulation and promulgating the idea that circulation if of value must be gained by the merits of a paper alone. He inherited the "sworn circulation" idea from his father. He was conspicuous among publishers and urged the organization of the Audit Bureau of Circulations.

Probably Mr. Peterson's greatest achievement was in connection with the Indianapolis News. At the time he began his service the News was local in character, its circulation being confined largely to the city itself. His first thought was to give the paper at least a state-wide circulation, and to that end he centered his attention on a subscription campaign, which in a short time yielded 5,000 subscribers. The paper grew by leaps and bounds and at the end of 15 years the plant became one of the most valuable and profitable in the country.

From Indianapolis Mr. Peterson went to Philadelphia, where for several years he was manager of the Times. While in that position he spent a considerable por-

tion of his time in New York City. Few men in the publishing field had a wider acquaintance among fellow publishers, advertising managers, and advertising agencies than Mr. Peterson. Naturally this acquaintance brought him numerous large contracts for foreign advertising, which were prized by the owners of the papers of which he was manager when industrial conditions caused local advertising to slump.

Obituary

REV. JOHN TALBOT SMITH, aged 68, founder of the Catholic Writers Guild, embracing the newspaper profession, died Sept. 24 in the Mercordia Hospital, New York City. Funeral services were held at the Church of the Sacred Heart, Dobbs Ferry, of which he was pastor. He was born at Saratoga Springs, N. Y., receiving his academic education in Albany, and attending St. Michael's College, Toronto; Mt. St. Mary's College, Maryland; and Notre Dame University, Indiana, from which he received the degree of LL.D. From 1889 to 1892 he was editor of the Catholic Review. He was also well known as an author and lecturer and contributed to many magazines. In 1910 he founded the Catholic Actors Guild and four years later founded the Catholic Writers Guild. Among his literary works were "A Woman of Culture" and "Solitary Ireland."

ROBERT H. CONSTABLE, aged 94, veteran newspaper man, died at Woodstock, Ont. At one time he was a close associate of Mark Twain and Artemus Ward on the staff of the Cleveland Plain Dealer. He was the founder of several Ontario newspapers, including the Ingersoll Plain Dealer, the Ridgeway Plain Dealer, and the Niagara Falls Record. While operating a printing house at Brantford, Ont., he was made penniless by the failure of a bank. He retired four years ago.

VISCOUNT MORLEY, aged 85, Lord President of the British Council and Secretary of State for India, at one time associated with William T. Stead in the editorship of the Pall Mall Gazette, died Sept. 23 of heart disease. He was best known in this country as John Morley, man of letters. He was famous for his biographical studies, such as his lives of Burke, Voltaire, Diderot, Cromwell, and Gladstone, while in statesmanship his most notable achievements were as Chief Secretary for Ireland in the Gladstone Home Rule Cabinet. For 15 years he was editor of the Fortnightly Review. Morley paid two visits to America, one while a young man, and one in 1904 when he delivered the Founder's Day address at Carnegie Institute, Pittsburgh.

WILLIAM M. BUNN, aged 80, Prothonotary of the Common Pleas and Municipal Courts, once editor of the Philadelphia Sunday Transcript, died Sept. 24 in Philadelphia. He was former territorial Governor of Idaho. He is survived by his widow and a son, Benjamin. When he was editor of the Sunday Transcript that newspaper was often called the "Bunnscript," because of the dominating personality of its chief.

GEORGE HARNEY WILLARD, aged 57, editor and publisher of the New Berlin (N. Y.) Gazette, died Sept. 18, following an illness of 10 years, caused by a stroke of paralysis. For some time he was local correspondent for the New York Journal, the New York Graphic and Utica Daily Observer. In 1890 he went to Richfield Springs, where he became editor of the Richfield Daily and special correspondent of the New York

World. In the following August he removed to New Berlin and a year later to Norwich, where he was foreman on the Morning Sun and county representative of the United Press Associations, and afterward city editor of the Sun. In 1893 he became foreman of the Citizens Publishing Company of Iliou. In July, 1895, he bought a half interest in the New Berlin Gazette. For three years he was in partnership with Joseph K. Fox, and since 1898 he had been sole proprietor and publisher.

JAMES E. MORAN, business manager of the Haverhill (Mass.) Gazette, was killed in an automobile accident. At the funeral services Sept. 22 the pallbearers were: Robert L. Wright, publisher of the Gazette; George B. M. Houston, Fred C. Delaney, Ralph W. Gray, Richard L. Salter and Raymond L. Mansfield, all representing different departments of the newspaper.

J. J. McDERMOTT, publisher of the Manila (Ia.) Times, died at Manila, Sept. 19, after spending over two months in the Mercy Hospital at Council Bluffs.

L. C. McKENNEY, aged 49, former editor of the Platteville (Wis.) News, died in Napa, Cal., where he had made his home in late years. He is survived by his widow and two sons.

DREW C. TUFTS, aged 58, former president of the Illinois Editorial Association, prominent in Democratic state politics, died Sept. 15 at Centralia, Ill. He was owner of the Centralia Democrat and a postmaster here under President Wilson.

MRS. ABIGAIL IONE THOMPSON, aged 76, widow of George Thompson, publisher of the St. Paul Dispatch-Pioneer Press, died Sept. 20. She owned a large share of the newspaper and had a potent voice in the management.

CLARK O. DUNSHIEE, aged 48, formerly well known in the business offices of Salt Lake City newspapers, is dead. He was born in Iowa.

CARLTON H. JOHNSON, head proofreader in the state printing office in Sacramento, died recently in the National Printers' Home in Colorado Springs.

CHARLES A. NIMOCK, aged 81, formerly one of the proprietors of the Minneapolis Journal and Detroit Tribune, but for the past two years a resident of Santa Monica, Cal., died recently in Minneapolis.

DR. SYLVESTER WILCOX, who founded the Tyndall (S. D.) Tribune Dec. 17, 1881, was killed in an auto accident at Eureka, Cal., recently.

GEORGE F. TUCKER, aged 55, foreman of the mechanical department of the Clinton (Ia.) Advertiser, died in a restaurant at Clinton, Sept. 15.

GEORGE MARTIN, an old-time printer on the Central City (Neb.) Nonpareil, who retired on account of failing health since last spring, died Sept. 12 at Central City.

GEORGE HAUPT, aged 50, formerly with the Corning (N. Y.) Leader, and more recently employed by New England newspapers, died in Corning, following an operation.

GUSTAV HANSMANN, aged 50, for years one of the best known of Kansas journalists, took his own life Sept. 17 by drinking poison. He formerly was associated with the Kingman Journal. Friends said he had been depressed and suffering from ill-health for years.

JOSEPH LUNDY, at one time with the Boston City Press Association and later with the Boston Journal, latterly a prominent Boston lawyer and politician, died recently.

JUDGE UPHOLDS PRESS

Refuses to Bar Publication of Any Occurrence in Court

Federal judges have no power to prevent newspapers from publishing reports of what transpires in open court, Judge J. Stanley Webster, of the Federal District of Eastern Washington, ruled at Spokane when he held that newspapers had a right to publish evidence taken while the jury was out of the room and which had not been admitted.

The request that such evidence be barred from the press was made by H. E. T. Herman, attorney for Frank Kepl, on trial in a liquor conspiracy case. The witness, Chester Gilmore, a farmer boy, asserted he was offered a bribe by an airplane pilot who said he was being "chased by the bulls," and the Government sought to establish connection with an airplane that escaped in the liquor raid after unloading liquor near Spokane.

"I have no power to prevent the newspapers from publishing whatever transpires in open court," Judge Webster held. "Trials are public and my control is limited to the jury. I have found in the past that newspaper accounts of trials in Spokane have been accurate."

DINE ON S. S. LEVIATHAN

Members of New York Ad Club Talk "On to Britain" in Saloon of Liner

More than 700 members of the New York Advertising Club dined on board the S. S. Leviathan the evening of Sept. 27, with after-dinner speeches featuring the "On to Britain" movement and the Advertising Exposition to be held in New York under club auspices in November.

John G. Jones, vice-president of the Alexander Hamilton Institute, was toastmaster. Speakers included: W. J. Love, vice-president of the Emergency Fleet Corporation; H. H. Charles, president of the club; Arthur Freeman, president of the Einson-Freeman Company; William J. Betting, secretary of the exposition's executive committee; and Charles Stelze, club member.

Garbert Heads South Californians

The annual meeting of the Southern California newspaper publishers numbering about 125, met September 24 at Mt. Pomona College, Claremont, Cal. J. R. Garbert, of the Riverside Enterprise was chosen president succeeding Paul W. Moore, Redlands Facts. Other officers elected were Timothy Brownhill, of Puente, secretary-treasurer; F. M. Keffer, Vannuys News, first vice-president; F. S. Hosfelt, Rialto Record, second vice-president; O. M. Cannon, Santa Maria News, third vice-president; E. O. Wickizer, South Pasadena Record, M. D. Witter, Brawley News, J. J. Krouser, Oxnard Courier, B. M. Mariott, Alhambra Advocate, J. L. Matthews, Covina Argus, C. H. Turner, Redondo Reflex and A. V. Douglas, Lahabra Star, directors.



Maintaining its Reputation

Do you know that European newspapers such as the London Daily Mail, Manchester Guardian, Berliner Tageblatt, Deutsche Allgemeine Zeitung, Paris Le Matin, Paris Le Journal having circulations varying from 200,000 to 2,000,000 copies per day, have been using DRY MATS for years.

Yes! and what is more the dry mats which these papers and over 800 other leading newspapers and publishers in Europe have been using are made by the Claus factory, the manufacturer of our Flexideal Dry Mats. The inherent quality of our product is the result of over 50 years of experience in paperboard making and has never been equalled elsewhere.

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A trial will prove to you that while Flexideals have been imitated they have never been duplicated. By tying up with them you assure yourself of dependable results day in and day out.

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Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

ENGLAND SAYS "READY FOR 3,000 VISITORS"

Reunion of British Party of 150 Atlantic City Delegates Hears Plans for Convention in 1924

(Special Cable to EDITOR & PUBLISHER)

LONDON, Sept. 26.—Readiness of Great Britain to shelter and entertain from 1,000 to 3,000 overseas visitors to the 1924 convention of the Associated Advertising Clubs of the World here next July was announced at a reunion dinner of the Thirty Club and the British Delegation to the Atlantic City convention at the Trocadero Restaurant yesterday. Attendance included almost 150 guests, many of whom traveled far to participate. President Harold Vernon of the Thirty Club was in the chair, supported by Mrs. W. S. Crawford, John Cheshire, Col. and Mrs. E. F. Lawson, Mr. and Mrs. Hugh Paton of Australia, Mr. and Mrs. Horace Imber, Mr. and Mrs. E. J. Robertson, Mr. and Mrs. J. Dodds, Ewan S. Agnew, Mr. and Mrs. F. E. Potter, Sydney Walton and others.

President Vernon reminded the delegates and their guests of their reception in America last June and stated *inter alia* that it had been determined that American delegates to the 1924 convention should arrive in England July 12. The convention will run at Wembley from July 14 to July 19, after which it is planned to take the visitors to country districts, from which many invitations and offers of hospitality are being received.

Advertising interests of Paris also hope to entertain American delegates if it can be arranged.

Hotel reservations in London are already made for over 1,000 guests, but there will be no difficulty in accommodating every delegate, whatever the total number, which would not surprise local people if it reached 3,000.

President Vernon emphasized that immense interest is being shown by the entire country, which means that the convention is for all Britain and not merely for London.

Thirty committees will be formed among various organizations interested and all the delegation of last June will be in charge of management of the convention and organization of the program for next July, Mr. Vernon stated.

John Cheshire, who followed, acknowledged the great services rendered the British delegation by President Lou E. Holland, Hon. E. T. Meredith, F. A. Wilson-Lawrenson, Herbert S. Houston, James W. Brown, A. E. MacKinnon and others.

"I believe we strengthened the ties of international friendship at Atlantic City," Mr. Cheshire said. "We have our great opportunity at next year's convention to strengthen still further that friendship."

Other speakers included Col. Lawson, F. E. Potter, Robert Thornberry, Arthur Chadwick, Hugh Paton, and Mrs. Crawford, who spoke in behalf of the ladies.

"W. S. C." Gives Radio Talk—Recently W. S. Crawford, who looked after the press and publicity arrangements in June, was asked by the British Broadcasting Company to give a radio talk on his impressions of trade in America. Mr. Crawford's talk was to men and it was not difficult to gather

from all he said that he was mightily impressed with the way in which business progress was maintained in the United States and that this was very largely due to the enterprising methods employed. He expressed the greatest admiration for both American men and methods, and looked forward to seeing a widespread interest on the part of British business men in the first hand knowledge which would be imparted by our visitors next year. In one North London district a little party of British delegates gathered together on purpose to hear "W. S. C." in his radio talk.

George Scott is back from his Scottish vacation, and in a brief chat indicated that his fellow members of the Thirty Club Committee were already engaged in convention activities.

British Delegation Reunion.—On Sept. 25 was held the first reunion in London of the British delegation which visited Atlantic City last June. It took the form of a reception and dinner at the Trocadero Restaurant. This was not merely a friendly meeting to talk over pleasant memories. It was intended to rope in every willing member to take part in the preliminary work of next year's convention.

Publicity Club's New Season.—The Publicity Club of London opens its new season Monday, Oct. 1, and has invited Sir Charles Higham to take the chair on that occasion.

Murray Allison III.—Those who met J. Murray Allison as a member of the British delegation in June will regret to learn of his sudden illness. I am told that he contracted rheumatic fever. Plans for the projected publicity magazine in which Mr. Allison was interested have therefore received a temporary check.

Lord Beaverbrook for Aldwych Club.—The new president of the Aldwych Club of London will be Lord Beaverbrook, proprietor of the Daily and Sunday Express. The installation is expected to take place early in October. The Aldwych Club is the only social rendezvous of advertising men in London.

"London, 1924," Poster Stickers.—The members of the British delegation have been furnished with quantities of artistic poster stickers relating to the convention in London. The use of these on overseas correspondence has brought many interested inquiries, and Andrew Milne, the convention secretary, asks me to say that he will be very pleased to send a parcel of these poster stickers to any American friend who wants to help on the good cause and stimulate interest on your side. The secretaries of advertising clubs are specially invited to make use of them and a request to Andrew Milne at the convention offices, Sentinel House, Southampton Row, London, W. C. 1, will bring supplies.

Kansas City Ad Club Elects

New officers of the Kansas City Ad Club were recently installed, as follows: H. P. Comstock, president; Mrs. Frances M. Connelly, vice-president; W. R. Snodgrass, treasurer; W. G. Ramdall, executive secretary; George M. Husser, secretary.

Kingston Standard 113 Years Old

The Kingston (Ont.) Daily Standard on Sept. 25 entered on its 114th year of publication.

When you come to London—

One of the things that of a certainty will impress you will be the ubiquity of JOHN BULL. With an influence second to none in the Country, this great paper reaches all sections of the spending public in Great Britain.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write: PHILIP EMANUEL, Advertisement Manager, ODHAMS PRESS, LTD., 57-59, Long Acre, London, W.C.2, Eng.

Daily Mail

A few famous American firms who have built up enormous sales for their products in Britain with the aid of publicity in THE DAILY MAIL:

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Colgate's Shaving Soap	Palmolive Soap
Congoleum Co.	Peppercorn Co.
Dodge Cars	Royal Worcester Corsets
Ford Motors	Sun Maid Raisins
Grape Nuts	Waterman
Heinz, H. J., & Co., Ltd.	Fountain Pens
Kodak	Williams Shaving Soap

This list could be multiplied many times. Experience for more than a quarter of a century proves that the greatest business-builder in England, Scotland, Ireland and Wales, is publicity in the

DAILY MAIL

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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 BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

Leading Advertisers Buy 9000 pages

Excerpt from speech made by the Chairman of
The Amalgamated Press (1922) Ltd.
at the Annual General Meeting, August 27, 1923.

I AM glad to report that the year's revenue from advertisements has again far exceeded all previous records. During the past five years—that is from the first full year after the conclusion of the war—the revenue from this source has much more than doubled itself. And this is in spite of the fact that rates have been reduced where possible.

Year by year advertisers realise more fully the importance and value of your publications as "business bringers." Indeed, it is doubtful whether there is anywhere a selling organization comparable to that constituted by the Amalgamated Press publications.

Many of your periodicals, as you know, are not open to the advertiser. The combined net sale per issue of those which do accept advertisements is nearer six million copies than five. I do not exaggerate when I say that these periodicals and magazines form the greatest self-contained publicity machine of its kind in the world. Greatest, not only in point of numbers, but in the extent and variety of its appeal.

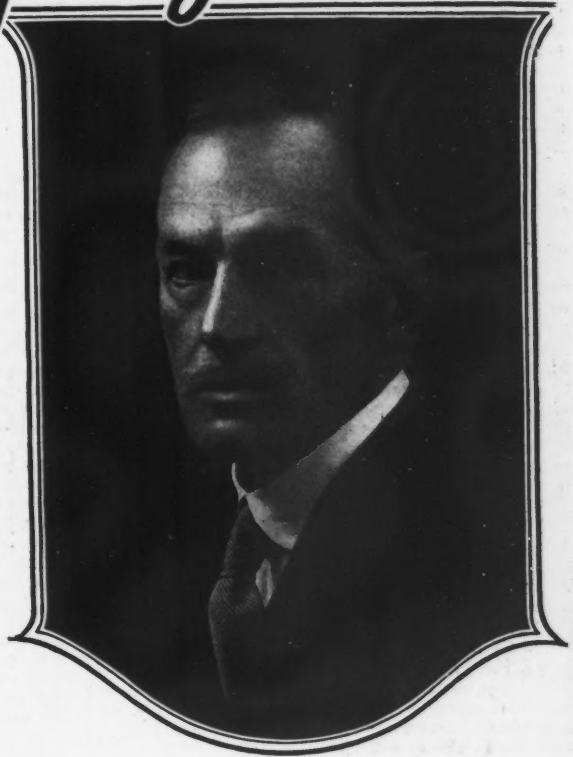
There is not a class or section of the public which is not catered for by some one or other, or by a group of these publications; there is no district in the British Isles not covered by them. In 98 per cent. of the homes of England, Scotland, Wales—yes, and Ireland—some one or more of your publications is read regularly.

I should like to mention one other figure—it is significant. During the year just closed nearly 9,000 full pages of advertisements in your journals were purchased and paid for by advertisers. This figure stands quite unrivalled. No other periodical publishing house in the country can afford the advertiser similar scope or offer him facilities and opportunities that can even compare with those provided by the Amalgamated Press.

Answers is, of course, a household word, and announcements in its columns continue to show advertisers exceptional results. Our three highest-grade magazines, the *London Magazine*, *My Magazine*, and the *Premier Magazine*—and *Home Chat*, the premier weekly paper for women—have all been doing exceedingly good business, and stand higher than ever before in the estimation of advertisers.

Fashions for All, *Home Fashions*, *Children's Dress*, the *Best Way* series, *Woman's Pictorial*, and *Woman's Weekly*, provide the advertiser of all articles appealing to women with an exceptional field, of which increasing advantage is being taken. Indeed, these papers, with the addition of *Home Chat*, *Woman's World*, *Home Companion*, and *Family Journal*, may be said to cover completely and efficiently the entire woman's market.

Our religious section, the *Sunday Companion* and *Sunday Circle*, together with their old-established companion papers, *Sunday Stories* and *Horner's Stories*, steadily maintain their influence. The *Sunday Companion* has the largest circulation of any religious paper in the country.



Sir GEORGE SUTTON, Bart.
Chairman,

The Amalgamated Press (1922) Ltd.

The only Periodical and Magazine Publishing Company in the World that owns its own printing plant, makes its own ink and its own paper, and owns its own forests for the making of pulp. Its publications constitute

The Greatest Self-Contained Publicity Machine in the World

AMALGAMATED PRESS PUBLICATIONS

For full particulars apply to
Advertisement Manager, The Amalgamated Press (1922) Ltd., Fleetway House, Farringdon St., London, E.C. 4, England.

EDITORIAL

AN EXPENSIVE CARRIER OF NEWS

AT the east end of the Post Office Building in Washington there is an inscription, which, in a few words, expresses the purpose of our Post Office: "Carrier of news and knowledge, instrument of trade and industry, promoter of mutual acquaintance, of peace and good will among men and nations."

Very nice. Very neat. But, under present mail conditions, especially in regard to second class rates, we believe that two words might preface the inscription, making it read: "An Expensive Carrier of News."

Strange, isn't it, that of all classes of mails that used by newspapers, magazines and periodicals, should still be assessed wartime prices?

Regular business during the war was charged three cents for each letter. Now it only pays two.

But the rates on second class mail matter has increased 475 per cent since July 1, 1918 and that terrific increase is still maintained. As publishers are all aware, we enjoyed a flat rate of one cent per pound until the enactment of the War Revenue Measure of October 3, 1917. This measure, created to defray war expenses, imposed upon publishers a varying progressive rate based upon zone classification, and has added tremendously to their expense.

The added burden was shouldered without a grumble. Now the publishers feel they have the right to expect a lightning of the lead.

Will they get it?

A Post Office Committee started September 21 a thirty-day weighing and counting test in the post offices of the fifty leading cities of the United States. With a half a million dollars at their command, this committee is attempting to put the Post Office Department on a business basis. They certainly should succeed.

And, if they are successful, what will result?

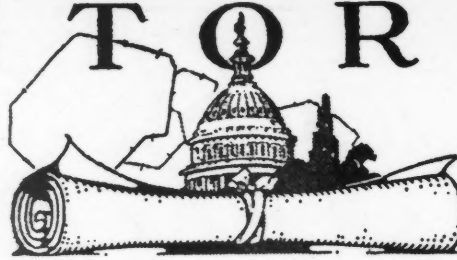
A proper handling of the figures obtained should prove that parcel post rates are too low and that second class rates are too high. Drastic revision, consequently, should follow.

The existing rates on second class matter are those established by the Act of 1879 as amended in 1884, 1885 and 1917, and are, divided into seven groups:

- (1) A rate of 1½ cents a pound on the weight of reading matter with a graded rate from 2 cents to 10 cents a pound on the weight of the advertising matter (depending on the zone to which destined) on copies mailed by publishers to subscribers, to news agents and as sample copies.
- (2) The free-of-postage rate on copies mailed to subscribers residing in the county where the publications are printed and published, when not addressed for delivery at a city letter-carrier office.
- (3) The cent-a-pound rate on copies mailed for delivery by rural carriers when emanating from a city letter-carrier office.
- (4) The cent-a-pound rate on weekly publications mailed for delivery at a city letter-carrier office.
- (5) The cent-a-copy rate for newspapers, other than weeklies, and for periodicals, not exceeding two ounces in weight, when deposited at a city letter-carrier office for local delivery by carriers.
- (6) The rate of 2 cents a copy for periodicals exceeding two ounces in weight when deposited at a city letter-carrier office for local delivery by carriers.
- (7) The rate of 1 cent for each four ounces for copies mailed by others than publishers or news agents.

The foolish part of the whole matter is that these advances were not the result of a scientific study of costs and a corresponding adjustment of the rates on all classes of mails, but simply the carrying out of the Post Office Department's guess that the second class was responsible for the department's deficit, and the opinion that the publisher could afford to pay.

It is to be hoped that the Post Office Department is at last approaching a business basis, by the scientific study of costs which has been promised. Perhaps then the Post Office Building will be able to wear her inscription proudly, without forever suggesting to the minds of publishers that distribution of their product, which promotes education, inspires Americanism and stimulates right thinking is possible only at a cost, beyond the financial responsibilities of the daily newspaper.



DIVINE STANDARDS OF JUDGING THE TRUE AND THE FALSE.

Section 17.—Matthew 7:13-29.

13 ¶Enter ye in at the strait gate: for wide is the gate, and broad is the way, that leadeth to destruction, and many there be which go in thereat:

14 Because strait is the gate, and narrow is the way, which leadeth unto life, and few there be that find it.

15 ¶Beware of false prophets, which come to you in sheep's clothing, but inwardly they are ravening wolves.

16 Ye shall know them by their fruits. Do men gather grapes of thorns, or figs of thistles?

17 Even so every good tree bringeth forth good fruit; but a corrupt tree bringeth forth evil fruit.

18 A good tree cannot bring forth evil fruit, neither can a corrupt tree bring forth good fruit.

19 Every tree that bringeth not forth good fruit is hewn down, and cast into the fire.

20 Wherefore by their fruits ye shall know them.

21 ¶Not every one that saith unto me, Lord, Lord, shall enter into the kingdom of heaven; but he that doeth the will of my Father which is in heaven.

22 Many will say to me in that day, Lord, Lord, have we not prophesied in thy name? and in thy name have cast out devils? and in thy name done many wonderful works?

23 And then will I profess unto them, I never knew you: depart from me, ye that work iniquity.

24 ¶Therefore whosoever heareth these sayings of mine, and doeth them, I will liken him unto a wise man, which built his house upon a rock;

25 And the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell not: for it was founded upon a rock.

26 And every one that heareth these sayings of mine, and doeth them not, shall be likened unto a foolish man, which built his house upon the sand:

27 And the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell: and great was the fall of it.

28 And it came to pass, when Jesus had ended these sayings, the people were astonished at his doctrine:

29 For he taught them as one having authority, and not as the scribes.

BERRY WINS!

PARADISE hasn't made New York permanent headquarters, but New York publishers, after they wash their hands, change their collars and stand in their pressroom galleries may make the mistake of believing it has. President David Simons and his rebellious union of pressmen are no longer factors in the local situation. Their pin-pricking of the past year and a half, concluded by a strike without notice to either employers or international officers, finally brought about a situation which the pressmen themselves want to change, even if it is necessary to confess defeat.

The strike has not been wholly a disaster for anyone concerned. The newspapers are rid of a quarrelsome, Russianized union administration. The international union is free of a body which cast a large vote, but never one in sympathy with union policies. Advertisers are rid of notions that the newspapers are not wholly necessary to their continued existence. And the pressmen, presumably, have learned that

management of newspapers is not included in their certificates of competency.

The strike and its sequels have been unpleasant but healthy. No new union of New York web pressmen will be organized until the present excitement dies away and the membership regain a proper conception of their mutual relations with their employers. Union men they will remain, of course, for the New York publishers do not change overnight the policy that they have followed for 30 years—the principle of collective bargaining on both sides, with arbitration of difficulties that cannot be settled directly. No union could have expectantly asked for more than was granted their rebel pressmen by the publishers, and no lesser punishment could have been expected for violation of the decencies of industrial bargaining.

President Berry has acted honestly, with the best interests of trades unionism in view, in revoking the charter of the rebellious New York members. He vindicates the publishers completely, clearing them of the lying charges that the disgruntled local union heads have made publicly. From them he deserves a strong testimonial, but one not a whit stronger than that he should receive from his own organization and from the entire body of organized labor. His task and his accomplishment of it struck deep to fundamentals.

SUPER COLOR IN NEWSPAPERS

COLOR advertising in newspapers of a quality reached by few magazines will be an established fact after January 1, according to well-founded reports now current in New York. One development which is heralded as revolutionary is now being worked out by the Chicago Tribune. Particulars can not now be secured for publication, but it is believed that the Tribune has developed its "coloroto" process to the point where it can offer national advertisers the speed of newspapers with better than the quality of so-called "national" media.

Another development which has been noticed by EDITOR & PUBLISHER is a magazine in color to be issued by the Kansas City Star early in 1924.

A dummy has been prepared by the Claybourne Process Corporation, Milwaukee, for the Star, in the form of a 32-page magazine about 11 x 17 inches page size on heavy plate paper. The cover reproduces Gainsborough's "Blue Boy" in color and detail that match the original. The inside back and front covers appear to be rotogravure, one in brown, one in green, while the back cover, in a specimen hotel advertisement, depicts a magnificent ballroom, overshadowed by a giant peacock, in full color.

Several pages of fiction each carry illustrations in two, three or four colors, an art feature fashions and a children's page carry full pages of pictures, with true colors and perfectly registered. Travelogues and two Bible features are richly illustrated.

Further development is almost complete, it is understood, and is expected to place newspapers in the forefront as the logical media for color advertising. The process calls for newspaper production conditions, and is said to be as rapid as black and white work.

While newspaper advertising in color is not new—the American Weekly has been highly profitable both to Mr. Hearst and its advertisers—the near future promises developments that are revolutionary. When newspapers can offer their intense reader interest combined with super-magazine art work, their place as THE national advertising medium will be impregnable.

WHY A TRUTH WEEK?

THE Better Business Bureau of the Associated Advertising Clubs of the World meeting in Kansas City has decided that one of the great needs of the world is a "Truth Week."

Maybe so, and February should be a good month for it. As we reckon today the birthdays of both Washington and Lincoln fall in it.

But why a truth week?

In advertising that lives and counts truth is the keynote three hundred and sixty-five days a year. This applies as well to the verbal advertising propped by highly commissioned salesmen as it does to the more far-reaching printed word.

Truth in advertising is much more than a balance sheet aide; it is a capital investment builder.

PERSONAL

NORMAN E. MACK, who has been editor and publisher of the Buffalo Daily Times for two score years, received many congratulations on the occasion of the paper's 40th birthday anniversary.

Arthur Brisbane is scheduled to address the Cleveland Advertising Club, probably in December.

Col. H. Nelson, owner of the Burlington (Vt.) Daily News, has returned from Brussels, where he attended the fourth annual congress of the Inter-Allied Veterans' Association, of which he was re-elected American vice-president.

Oscar Woodruff, editor of the Dansville (N. Y.) Express, observed his 84th anniversary by putting in a full day at his office.

H. F. Henrichs, newspaper broker, of Litchfield, Ill., reports a harrowing experience in a hydroplane with his family on the Pacific Ocean Aug. 21. The Henrichs were returning to San Pedro, Cal., from Avalon, Catalina, when the plane in which they were riding became disabled and dropped into the sea. A stiff wind was blowing and the waves were mountainous. The pilot succeeded after three hours in starting the motor and the plane was "taxied" to shore.

W. L. Jackson, associate editor and owner of the Albany (Ore.) Evening Democrat, has been appointed a member of the State Parole Board. He is a Democrat and a close friend of Governor Pierce.

M. E. Foster, publisher of the Houston Chronicle has returned from a visit in California.

Dr. Herbert Adams Gibbons, lecturer and journalist, has been selected to deliver three of the four lectures to be presented in Davenport, Ia., this Winter under auspices of the University Extension society. Dates will be Nov. 16, 22 and 26.

H. L. Moody, who recently sold his interests in the Redding (Cal.) Searchlight to his son, has been named by Governor Richardson as a member of the Board of Supervisors of Shasta County.

Arch T. Hollenbeck of West Plains, Mo., chairman of the State Prison Board, announces he will resign to become postmaster of West Plains. He was for many years owner and editor of the West Plains Journal.

Karl H. von Wiegand, Berlin correspondent for the Hearst publications, with Otto Tolischus, who will act as his assistant, returned to Germany this week, sailing on the Berengaria. Tolischus was formerly with the Cleveland Press. He was born in Memel, and had just recently returned from a visit to his native land.

James T. Klobert, formerly of the New York office, has been appointed manager of the Central Division of the United Press Associations, with headquarters in Chicago.

John C. Shaffer, editor and owner of the Rocky Mountain News and Denver Times, entertained Walter Leaf of London, former president of the English Institute of America, during his recent visit in Denver.

Newton H. Aspden, director of the Pall Mall Gazette, London, arrived in this country this week on the Adriatic.

A. F. Henning, for some time financial editor of the Dallas Morning News, published by A. H. Belo & Co., has been selected as director of the School of Journalism of Southern Methodist University, Dallas. Mr. Henning will leave the employ of A. H. Belo & Co., and enter on his new duties Oct. 1. Mr. Henning has been in newspaper work for 35 years, all of which time, save one year, has been in Texas. He was with the Associated Press, in charge of its bureau in Memphis, Tenn., for one year. He has been with the Dallas News for eleven years.

R. E. Delaplaine, one of the publishers of the Frederick (Md.) News and Post, was foreman of the Frederick County Grand Jury, recently adjourned after a

record-breaking session. The jury returned 71 indictments, advocated severe penalties for intoxicated auto drivers and gun toters, and scored "they say" rumors as being founded on idle gossip and causing harm to innocent persons.

Mme. Marie Jennesco, personal representative of Queen Marie of Rumania, and writer for Paris newspapers, is traveling in America this Summer, gathering material for a book of American impressions.

H. H. Hoffman, business manager of Allied Newspapers, Inc., is now located in Cleveland, in charge of the Cleveland office.

J. L. Hammell has been made Southern manager of Allied Newspapers, Inc., with headquarters at St. Louis.

Lynn Gamble who has been in the St. Louis office of Allied Newspapers, Inc., is now located with the Chicago office.

IN THE EDITORIAL ROOMS

REORGANIZATION of the news staff of the Cedar Rapids (Ia.) Republican is announced. E. R. Appel, for four years city editor of the Des Moines Evening Tribune, heads the staff as managing editor. Randolph Jennesco, another Des Moines newspaper man, secured from the Register, joins the staff. Art Gossard, for the last year director of physical education at Coe College, is the new sports editor. John L. Fletcher continues as editor of the farm page. Don VanMetre retains his post as city editor.

Clifton Otley has resigned from the Chicago Daily News to attend the University of Chicago. He plans to work on the Daily Maroon, university newspaper.

Harriet Lamberson has quit the Sunday room of the Chicago Tribune and returned to her home town, Colon, Mich., where she will be society editor of the local newspaper.

Virginius Dabney, reporter on the Richmond (Va.) News Leader, reached the semi-finals in the annual tennis tournament at the Country Club of Virginia. He was one of the star tennis players of the University of Virginia while a student there.

Sidney J. Stall has resigned as assistant city editor of the Buffalo Evening News and has entered the University of Pennsylvania. He was given a farewell dinner by the News staff. William G. Hippler, formerly city editor of the Buffalo Commercial, succeeds Stall. Richard Murray has been made vicinity editor of the News, succeeding Joe Palmer, who is covering the federal beat.

Jack O'Brien, for a long time sporting editor of the San Antonio Evening News, has resigned. At present he is attached to the San Antonio Golf Association, assisting that organization in connection with a Chamber of Commerce publicity fund campaign. Bob Bennett now is doing some sports in addition to feature writing for the News.

Gordon Shearer has returned to San Antonio from the San Francisco Chronicle and is now assistant to City Editor Webb C. Artz of the Evening News. He succeeded Capt. Oliver F. Holden, resigned, who left for Cleveland.

L. V. Flackler has returned to the copy desk of the St. Paul Pioneer Press after spending the Summer as Boy Scout executive in North Dakota.

Gordon Erskine has resigned from the St. Paul Dispatch copy desk to enter the advertising field.

Hobart Graves, court and law reporter for the Watertown (N. Y.) Standard, has returned from a motor trip through New England.

Herman H. West, veteran newspaper man of Richmond, Va., is at Stuart Circle Hospital in that city under treatment for injuries sustained when he fell down a flight of stairs in his home. West was for many years state news editor for the Richmond News Leader. For the past year he has been on the copy desk of the Times-Dispatch.

Miss Maxine Spengler, for two years connected with the women's department of the Duluth News Tribune, has re-

FOLKS WORTH KNOWING

AT A MEETING of the board of directors of the Association of National Advertisers, Philip L. Thom-

son was elected president to serve until the annual meeting in November, this being the unexpired portion of the term of office of George B. Sharpe, who died Aug. 10. Mr. Thomson's election follows service as a director, and since 1921 as a vice-president of the association; also as chairman of the executive committee during the past year.

Mr. Thomson began his business career in 1903 following his graduation from Union College in 1900 and from Harvard in 1902. During the period he was in college and in the year following, he engaged in newspaper work.

"From the beginning of his association with the Western Electric Company his advancement was rapid. He became successively manager of headquarters at Pittsburgh and director of advertising and publicity. As publicity director, he has developed all publicity activities in this country. Last spring he spent two months in Europe in connection with the publicity problems of the International Western Electric Company.

He is a member of the Advertising Club of New York, the National Electric Light Association, the Society for Electrical Development and the American Electric Railway Association.

At the same meeting, Ralph Starr Butler, advertising manager of the United States Rubber Company, was elected a vice-president to succeed Mr. Thomson; Robert K. Leavitt, advertising manager of Onyx Hosiery, Inc., was elected a director to succeed Mr. Butler. Stanley H. Twist, advertising manager and assistant sales manager of the Onyx Hosiery, Inc., was elected a director in the place of Edwin E. Taylor, recently resigned from the advertising management of the Carnation Milk Products Company.

signed to become assistant director of a music studio.

William Ellyson, formerly a reporter on the Richmond (Va.) News Leader, arrived in the harbor of Yokohama on



PHILIP L. THOMSON

the Empress of Canada just two days after the earthquake and wrote a detailed description for the News Leader. Ellyson left Richmond Aug. 15 for a year of missionary work in China, having resigned from the city staff a short time previously.

Jerre C. Murphy, formerly editorial writer on the Milwaukee (Wis.) Sentinel and later editor of the newspapers of the Amalgamated Copper Company of Montana, has been appointed secretary of the Builders Exchange of San Diego, Cal., where he recently sold his interests in the Commercial Print Shop.

Kent Eubanks, oil editor and feature writer of the Wichita Eagle, is a grandfather, his daughter, Mrs. Lee Purcell of Wichita, having given birth to a baby son.

Henry Emery of the La Grange (Ga.) Reporter, has gone to Chattanooga. He has been succeeded by D. Wood Harry, who left the Macon Telegraph.

W. O. Briggs has returned to the Clinton (Ia.) Herald, after 23 years with the Clinton Advertiser and following the disposal of his interests in the Clinton County Advocate, which he published the last 10 years.

Bret Neece, sporting editor of the Galesburg (Ill.) Mail for more than a year, has gone to the Irwin Paper Company of Quincy, and will represent the company in this field. W. B. Creighton, Chicago newspaper man, has succeeded him.

J. W. Murphy, editor of the Burlington (Ia.) Saturday Evening Post, went to Kahoka, Mo., to attend the annual Old Settlers Picnic and visit relatives.

Helen Black, dramatic editor of the Rocky Mountain News and Denver Times, is recuperating at a mountain resort from a nervous breakdown.

Mattie Durkee, reporter on the Denver Times, has left the newspaper world for an advertising career. She is to have charge of the advertising department of the Lewis & Son Dry Goods Co., one of the largest Denver department stores, where she succeeds Robert E. Turner.

Deane H. Dickson and Harvey T. Sethman, of the editorial staff of the Rocky Mountain News and Denver Times, took the Denver Optimist Club "around the world in 30 minutes" at a recent luncheon, when they recounted some of the experiences encountered in the six months' tour of the world from which they had just returned.

Doris Wilder, reporter and feature writer on the Rocky Mountain News and Denver Times, has resigned to teach in the public schools of Grainfield, Kan.

"Dick" Harrison, city editor of the Saskatoon (Sask.) Daily Star, has returned from a three weeks' vacation in Montreal.

Lucile Stubbs, society editor of the Rocky Mountain News, Denver, has been made assistant professor of German at

The Haskin Service is used by both small papers and the great dailies because it serves all of them in the same efficient way.

the University of Colorado and has left for Boulder, the seat of the university. Eileen O'Connor is at present society editor.

Albert Richard Wetjen, formerly connected with Oregon newspapers and a writer of short stories, has located at Duluth.

A. F. McKean, a 1923 graduate of the Saskatchewan College of Agriculture, has been appointed agricultural editor of the Saskatoon Daily Star.

Donald Cluxton, former member of the Junior News Staff of the Rocky Mountain News and Denver Times, was elected temporary president of the freshman class of Denver University.

Ralph Quick, sporting editor of the Springfield (O.) Morning Sun, has resigned to return to Akron to complete his studies at Akron University. He also will serve as assistant sporting editor of the Beacon-Journal.

Charles Lisle, who left the editorial staff of the Salem (Ore.) Statesman to take up work in connection with the Government's agricultural bulletins, has been stationed at Madison, Wis.

Byron G. Seamans, editor of the Pulaski (N. Y.) Democrat, has accepted a call to supply the pulpit of the First Presbyterian Church at Williamstown, 16 miles from Pulaski, until a permanent pastor can be secured. Seamans has acted as a lay preacher for many years.

John O. Nelson, city editor of the Brooklyn (N. Y.) Standard Union, has been appointed managing editor of the Elizabeth (N. J.) Evening Times. Nelson started his newspaper experience in Perth Amboy, N. J. He has filled the position of managing editor on the Lima (O.) Republican Gazette, news editor of the Paterson (N. J.) Morning Call, managing editor of the Martins Ferry (O.) Daily Times, and has been connected with several of the New York City newspapers in executive capacities on their news staffs. Val A. Fallon remains as city editor of the Elizabeth Evening Times.

George Hill has been appointed editor of the Shidler (Okla.) Press-Derrick-News.

R. W. Wetengel, publisher of the Binger (Okla.) Journal, announces the appointment of P. B. Waltrous of Walters, as editor.

Bert Huddleston, reporter for the Healdton (Okla.) Herald, has resigned to return to the University of Oklahoma.

Miss Mary Thomas, reporter for two years on the Woodward (Okla.) Democrat, has left for Oklahoma City, where she will enter school.

O. L. Browning, formerly of the Duncan (Okla.) Eagle, has been employed as city editor of the Alva (Okla.) Record by S. C. Timmons, editor.

Olson L. Anderson has been appointed as editor of the Tryon (Okla.) Journal by E. W. Eaton, publisher.

Hutton Bellah, who resigned from the Oklahoma School of Journalism faculty last Spring to become city editor of the Norman (Okla.) Transcript, has been reappointed to the faculty with the rank of assistant professor of journalism.

A. G. Hardin, editor of the Port Townsend (Okla.) News, was appointed as receiver for the Hugo (Okla.) Free Press, Farm-Labor weekly, edited by M. L. Meisenheimer.

John H. Carter, city editor of the Lancaster (Pa.) News Journal, has been appointed editor of the Lancaster Sunday News.

Carl O. Dennewitz, Berlin correspondent of the New York Sun, lives in the palace of the former Crown Prince of Germany on Unter den Linden. The main castle is now a museum, but in one wing apartments are maintained for the caretaker and his family. The old caretaker, having a few rooms to spare and being in need of a few extra marks, rented a portion of his dwelling to Dennewitz.

S. B. Conger, Berlin correspondent of the Philadelphia Public Ledger, is convalescing in Switzerland from a breakdown. During his absence, Percy Noel, of the Ledger's London office, is substituting in Berlin.

Herbert Walter Troth, city editor of the Sioux Falls (S. D.) Daily Argus-

MAKES EARLY START

ELEVEN years ago a stranger in the land; today, managing editor of a daily newspaper. And this at the age of 23!



HARRY MILLER

Such is the remarkable story of Harry Miller of the Bloomington (Ill.) Bulletin.

Landing in America in March, 1912, after several weeks' journey from the Ukraine, Mr. Miller's family settled in Chicago. Harry entered the public schools of that city and received his diploma two years later. He then went to work for a leading book house while he continued his high school studies at night.

In 1917 he began as a copy boy on the old Chicago Herald. His night's work done, he spent the greater portion of the day in a school of journalism, thus combining theory and practice. Since then he has held jobs as a reporter, editor of a weekly paper, city editor, and his present post, which he has administered nearly two years.

Leader, suddenly decided to leave Sioux Falls for California. A big dinner was arranged in his honor. The newspaper went one better, however, and issued a banquet extra on his departure, featuring rumors of his marriage.

AMONG THE AD FOLKS

M. H. ROMIG, Moline, Ill., advertising manager of the Barnard & Leas Mfg. Co., won first prize of \$100 in the Peoples Power Company contest for the best answer to the question, "Why the United Light & Railways Company Is Selling Its 7 Per Cent Prior Preferred Shares to Its Customers." His letter contained about 1,600 words. It was published in the Davenport (Ia.) Democrat of Sept. 16.

Miss Florence Anderson, advertising and publicity manager of the J. H. Hansen-Cadillac Co., Omaha, has resigned and left for Baltimore.

H. R. Herzberg has left the Gardner-Glen Buck Company, St. Louis to join the staff of Warwick Typographers, that city.

George H. B. Jordan, for the last two years advertising manager for Ely & Walker Dry Goods Company, St. Louis, has resigned to be connected with Sanders & Melsheimer, engravers.

S. E. Carter, former advertising manager of Retail Selling, Oklahoma City, and previously advertising manager of the El Paso (Tex.) Times, has been made editor of Merchandise News, house organ of Ely & Walker Dry Goods Company, St. Louis.

Frederic A. Christiancy has been appointed advertising manager of the Central West Casualty Company, which will shortly begin operations at 931 East Jefferson avenue, Detroit. An extensive advertising campaign will probably be carried out soon. Mr. Christiancy has been advertising manager of the Michigan Mutual Liability Company for four years, and prior to that time was with the Standard Accident Insurance Company for more than twenty years.

Gordon H. Cilley, advertising manager of the Wanamaker store in Philadelphia, has been commissioned a major in the United States Army Reserve Corps. He will serve, whenever called to active duty, as a staff specialist in connection with training camp publicity.

Gordon W. Kingsbury, for 10 years advertising manager for the Diamond Crystal Salt Company of St. Clair, Mich., has resigned to enter the advertising field in Detroit, with the Schweim & Kingsbury Advertising Company.

WITH THE SPECIALS

THE WAUSAU (WIS.) DAILY RECORD-HERALD announces the appointment of Prudden, King & Prudden, Inc., as its Eastern representative, effective Oct. 1.

The Thomas F. Clark Company, New York, has just been appointed the exclusive representative of the Daily Imperial Valley Press, El Centro, Cal., and the Daily Statesman, Salem, Ore.

Robert E. Ward, Inc., publishers' representatives, Chicago and New York, announces that, effective Oct. 1, William C. Webber, formerly connected with the Gundlach Agency, will join its forces.

Leo Le Vine, advertising manager of the Salt Lake City Deseret News, is setting up in business in Salt Lake City as a publishers' representative. He will handle a string of country newspapers.

IN THE BUSINESS OFFICE

WILL GOETTLING former business manager of the Japan Advertiser and the Trans-Pacific Magazine, Tokio, has become associate professor of foreign trade in the School of Business Administration at the State University of Oregon.

Joe Fitzgerald and Chester Campbell have moved into the business survey department of the Chicago Tribune from the local advertising division. L. A. Weary and M. M. Lowe, of the business survey branch, have been transferred into the merchandising department.

James H. Howell, manager of the Dinuba (Cal.) Daily Sentinel, former resident of Decatur, Ill., recently visited relatives and friends in that city, where he was formerly a telegraph operator.

W. H. Whalen, assistant business manager Chicago Tribune, is back from a trip into the timberlands of the newspaper at Shelter Bay, Canada. Lyman Appell, head of the photographic department, recently completed a similar journey.

Edward J. Weis has been made manager of the Muscatine, Ia., office of the Davenport Democrat, succeeding Robert Votaw, who has entered the University of Iowa at Iowa City.

Steve Kelton, foreign advertising manager of the Houston Chronicle, is the author of an elaborate booklet issued by the Chronicle to foreign advertising clients.

IN THE AGENCY FIELD

R. M. BARNETT, formerly chief copywriter in the advertising department of R. H. Macy & Co., New York, has joined the Eastern copy staff of Dorrance, Sullivan & Company, and will be located at the New York office.

Edmund D. Carey, second vice-president of and for 25 years associated with the Textile Publishing Company, publisher of the Dry Goods Economist, has associated himself with the Littlelake Advertising Agency, Inc.

The advertising agency of Richard L. Fenton, Little building, Boston, has moved to new and larger quarters in the Beacon building, 31 Milk street, Boston.

S. Deane Wasson, advertising counsel, has moved from San Antonio to Houston. He will have his offices in the Chronicle building.

B. F. McGuire, former vice-president of the Potts Turnbull Advertising Agency,

Watch for Date Next Week

Series No. 4 is almost ready but we don't want to disappoint you. We won't announce it until the printer has delivered the proofs.

This church preliminary copy consists of 25 ads of 200 words each with such titles as these:

WHEN THE CAR NEEDS WASHING
THEY WHISTLE AS THEY WORK
THE BIBLE FOR QUARTERBACKS
YOU AND YOUR BUTCHER
THE BIBLE AS A SALES MANUAL
WHAT SHALL WE DO SUNDAY?

These will be offered at \$10 for the series except to the largest papers. It is hoped that this payment will cover the cost of the printing and promotion.

Proofs will be sent without charge on request.

Address HERBERT H. SMITH,
518 Witherspoon Building, Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

The Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday

Has the Largest

**CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.**

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

EVENING HERALD

Los Angeles, Calif.

Gained 29,347 Daily Average Circulation.
Sworn Government Statement, Six Months
Ending March 31, 1923, 166,300 Daily. Six
Months Ending Sept. 30, 1922, 145,953
Daily. Increase in Daily Average Circulation,
20,547.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.
A. J. Morris Hill, 710 Hearst Bldg., San
Francisco, Calif.

In New Orleans
it's

**THE
ITEM**

We can increase your business—you
want it increased.

You have thought of press clippings
yourself. But let us tell you how press
clippings can be made a business-builder
for you.

BURRELLE

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

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

Published every Saturday in
London.

**RESPONSIVE
CIRCULATION**

is the life of adver-
tising. Get it in the

**NEW YORK
EVENING JOURNAL**

of Kansas City, has become a member of
the Ferry-Hanly Advertising Agency, that
city. McGuirl was with the adver-
tising department of Sears-Roebuck, Chi-
cago, before going to Kansas City. He
is a specialist in market analysis and mer-
chandising plans.

Smith & Ferris, Los Angeles advertis-
ing agency, has filed articles of incor-
poration with a capital of \$100,000. The
incorporators are A. Carman Smith, O.
L. Ferris and C. F. Frank.

DAYS OF SPORT

THE NEWSBOYS employed by the
Ypsilanti (Mich.) Daily Press vis-
ited the Michigan State Fair, and also
one of the big auto factories in Detroit,
as the guests of the newspaper. The
boys left Ypsilanti early in the day in
automobiles and were chaperoned by
Erwin Kleinwert, circulation manager of
the Press, and other members of the
staff.

Sixty-five route boys of the circulation
department of the Brooklyn Daily Eagle
recently held their second annual outing
at Bayside, L. I. The arrangements for
the outing were carried out by a com-
mittee including Michael J. Burke, man-
ager of the circulation department; his
assistant, David J. Robertson; Thomas
M. Clary of the same department; Arthur
Lozier, Guy Wilson and J. C. Draper,
all of the news department.

Twelve of Denver's best amateur and
"semi-pro" baseball teams are competing
for the city championship in the first city
baseball tournament sponsored by the
Rocky Mountain News and Denver
Times being held Saturday, Sept. 22 to
Oct. 7.

Members of the Chicago Tribune's
coloroto plant held a picnic recently on
the North Shore. About 200 attended.

Members of the Chicago Tribune's
auditing department attended a picnic
held in the woods at Des Plaines, Ill.
They left Chicago on a special train.
Members of the families were along with
basket lunches and the feast was fol-
lowed by races and other games.

The El Paso Herald held its fourth
annual picnic recently, entertaining large
numbers of boys and girls, who had se-
cured subscriptions for the newspaper.
H. H. Fris, circulation manager, was in
charge. More than \$400 in prizes were
presented the winners in 60 games, con-
tests and stunts. More than 1,800 tried
to catch a greased pig.

HOLDING NEW POSTS

HOWARD BANGS, copyreader,
New York American.

W. D. Kuster, editorial staff, Lancaster
(Pa.) New Era.

Miss Ina Karson, assistant society edi-
tor, Springfield (O.) Sun.

Miss Isabelle Peck, reporter and Sun-
day magazine feature writer, Denver
Rocky Mountain News.

Kent Lighty, New Bedford (Mass.)
Standard, formerly with Wisconsin
State Journal and New Orleans Item.

Jack Bailey, Sioux Falls (S. D.)
Argus-Leader, formerly with Aberdeen
(S. D.) Journal.

O. L. Barbour, editorial writer Mon-
ton (N. B.) Evening Transcript, former-
ly with St. John (N. B.) Daily Tele-
graph.

Miss Gertrude Lynahan, on city staff
Springfield (Mass.) Union, formerly with
Corning (N. Y.) Leader.

Paul Sifton, copyreader, New York
Call, formerly with Chicago Journal.

SEEING THE WORLD

EDITH WILLIAMS POWELL, art
critic, has sailed for Paris. She
resigned from the Philadelphia Public
Ledger a few weeks ago for a sojourn
of several months in Europe. She will
write a number of magazine articles to be
followed by a syndicated newspaper series.

Don H. Upjohn, for a long time State
Capital correspondent for the Portland
Oregonian, later private secretary to
Governor Olcott, and now owner of a
gladiolus farm at Salem, is visiting his
former home in Michigan.

Everett Earle Stannard, of the Albany

(Ore.) Sunday Democrat staff, is spend-
ing a vacation in Southern Oregon.

Chris Smith, police reporter for the
Saskatoon (Sask.) Daily Star, spent part
of his summer vacation in Prince Albert
jail, one of Western Canada's largest
penal institutions, where he secured copy
for a page feature story.

Alan Pradt, telegraph editor of the
Wausau (Wis.) Record-Herald, who has
been spending the Summer at Lake Cath-
crine, resumed his duties Sept. 24. Miss
Josephine Coates, who has been doing his
work, returns to the University of Wis-
consin this Winter.

SPECIAL EDITIONS

**STREATOR, (ILL.) DAILY FREE
PRESS**, 50th Anniversary Edition,
56 pages, Aug. 9.

Miami (Okla.) News, Fair Edition,
44 pages, Sept. 9.

Hattiesburg (Miss.) American, Motor-
cade Edition, 20 pages, Sept. 10.

San Antonio Evening News, Greater
San Antonio Edition, Sept. 13.

Wichita Daily Eagle, Special Adver-
tiser's Edition, Aug. 1.

Twin City (N. C.) Sentinel, Winston-
Salem, N. C., Fashion Section, 48 pages,
Sept. 21.

Vancouver (B. C.) Sun, "Western
Route Edition," Sept. 11.

NEW PUBLICATIONS

**SOUTHBRIDGE (MASS.) DAILY
NEWS**, established by the Central
Massachusetts Publishing Company, as a
two-cent evening newspaper. Representa-
tives in the foreign field are Payne,
Burns & Smith, Inc., Boston and New
York, and G. Logan Payne Company, of
Detroit, Chicago and Los Angeles.

Manter (Kan.) Citizen-Press, estab-
lished by Charles H. Tibbetts, formerly
of Jackson, Mich.

Webster (Mass.) Daily Times suc-
ceeds the Weekly Times. Publisher is
Raymond W. Sheldon. Lawrence J. Daly
is editor.

Arcadia (Cal.) Daily Arcadian, estab-
lished by Mrs. Harriet H. Barry, former-
ly business manager and part owner of
a newspaper in Monrovia, Cal.

VISITORS TO NEW YORK

Frank S. Newell—Norfolk Post.
Albert DeTeau—Lincoln State Journal.
Howard L. Christman—Washington
(Pa.) Observer.

ON THE MECHANICAL SIDE

OTTO WILEY, for the past five
years a linotype operator on the
Hartington (Neb.) News, has resigned to
become general manager and head of the
mechanical department of the Hartington
Herald.

Oscar F. Wilson, head of the Wilson
Printing Company, Rockford, Ill., was
elected president of the Rockford Typo-
thetæ, and Claude Dunlap elected trustee
at a recent meeting. Other officers are:
George Isherwood, vice-president;
V. R. Lind, secretary, and A. S. Horton,
treasurer.

Karl W. Lambooy, of the Lambooy
Label & Wrapper Co., has been elected
president of the Kalamazoo Typothetæ.
Other officers named for the coming year
are: Charles H. Barnes, vice-president;
H. B. Buck, secretary; Ernest Ludwig,
treasurer.

The Michigan Typothetæ met at Kala-
mazoo Sept. 27-28-29 in annual conven-
tion. At the same time the Woman's
Press Federation was in session. Guy
P. Wilson, secretary and manager of the
Crescent Engraving Company, was chair-
man of the entertainment committee,
while Mrs. C. H. Barnes was chairman
of the women's entertainment committee.

Thomas Stevens, aged 76, of Hart-
ford, Conn., a pressman on the Chi-
cago Tribune in the days of Jose-
ph Medill, spent a week entertaining
his old friend, Louis Strachan of How-

in **WISCONSIN**

The Sunday Telegram has
BY FAR the largest circula-
tion of ANY Wisconsin
newspaper. It is fast gain-
ing the recognition of na-
tional advertisers who seek
to capture this rich market.

INVESTIGATE!

Learn the truth of the latest
audits, and you'll use the

Milwaukee Telegram

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

FIRST IN PUBLIC SERVICE

The Evening World.

The World and the Even-
ing World have a com-
bined circulation daily, of
650,000 for \$1.20 per agate
line gross, subject to con-
tract discounts. They carry
more high class dry goods
advertising; are read by
more jobbers, department
and chain store buyers, and
by more retailers; offer
more circulation per dollar
and a more concentrated
circulation; a reader and a
dealer influence more local-
ized than any other morn-
ing and evening combination.
Advertise in Newspapers
by the Year

The Evening World

Pulitzer Building, New York
Maller's Building, Ford Building,
Chicago Detroit

**New Haven
Register**

is New Haven's
Dominant Paper

Circulation over 35,800 Average
Bought every night by More New
Haven people than buy any other
TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

PORTSMOUTH, OHIO

**EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES**

They cover South Central Ohio
Completely.

Foreign Representative

ROBERT E. WARD, INC.

1 So. Wabash Ave. 501 Fifth Ave.
Chicago New York

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

Features by

Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Albert Payson Terhune
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others

The McNaught Syndicate, Inc.
Times Building, New York

Keeping The Old Faith

From PEOPLE AND POLITICS
By Solomon Bulkley Griffin

For nearly fifty years a member of the staff of the Springfield Republican.

Happily, The New York Times steadily kept the old faith in the desire of a great section of the American people for sensible, unsensational and honest service. That The Times has achieved large success along high lines offers healthful suggestion to all newspapers. Other important papers belong to that sensible and self-respecting school wherein values are weighed

VICENTE VILLAMIN

writes spot news on

WORLD TRADE

Look for it each week in the
Chicago Daily News

BOND'S NEWS SERVICE
15 William Street, N. Y.

New Records

From nothing to 200,000 in seven months on Sunday—
From 25,000 to 200,000 in eleven months Evenings.
Watch for the next chapter.

DETROIT

Evening and Sunday

TIMES

ard, Kan. The veterans met at the G. A. R. Encampment in Milwaukee for the first time since the Civil War.

Albert M. Stroud, formerly on the staff of the Brockville (Ont.) Weekly Times, is now assistant manager in the job printing department of the Kingston Whig.

George Bilger and William Stoneista of the composing room of the Chicago Tribune, have returned to work, after long sieges of illness. James Johnson, in the same department, has gone for an extended rest in Warren, O.

A \$50,000 memorial chapel in honor of the 111 members of International Printing Pressmen and Assistants' Union of North America, who died in the World War, and the 5,524 members who were in the service, has been started at Pressmen's Home, Tenn., the city owned by the union for sick or aged members. The money is being obtained by popular contributions from members and friends of the union in the United States and Canada.

Carroll B. Crawford, for 23 years proofreader on the San Francisco Chronicle, has been admitted to the bar. He studied law during off hours and while riding in street cars to and from work.

William Freyermuth, foreman of the Galesburg (Ill.) Mail composing room 12 years, has joined the Janesville (Wis.) Gazette force.

W. H. Ecker, for many years active in newspaper typographical circles in Pittsburgh and at present county commissioner of Washington county, is a candidate for a renomination on the Democratic ticket. He is a member of the Pittsburgh Press Club and Typographical Union No. 456, of Washington county.

Amos T. Mead observed his 100th birthday Sept. 10 at his home in Portland, N. Y. He was for many years with the Buffalo Express, retiring a number of years ago.

NEW PLANTS AND EQUIPMENT

THE UTICA DAILY PRESS has awarded a contract for erection of an addition to their plant to house a new octuple Hoe press, now being built by R. Hoe & Co., New York City. Work will be completed within two months.

The Scioto (O.) Gazette has installed a new Duplex tubular press. The announcement of the installation was made in a special section published Sept. 17.

The Wichita (Kan.) Daily Eagle has ordered a \$100,000 Hoe octuple press. The newspaper has also purchased a new stereotyping equipment to keep pace with the demands of the enlarged press capacity, consisting of a new furnace, with double casting box and automatic plate finishing machinery. Installation of four linotype machines has just been completed.

The Hartford Times has recently purchased two new style Ludlow typographs and six 20-case cabinets.

The Hancock County Journal, Carthage, Ill., has moved into its new home on the corner of the square. The building was erected by Mr. and Mrs. J. P. Beckman and they will live on the second floor.

The Lubbock (Tex.) Daily Avalanche is completing a modern brick building. It has suffered destruction of its plant by fire twice within the last few years, and decided to erect a fireproof building.

CIRCULATION NEWS AND VIEWS

M. J. BURKE, circulation manager of the Brooklyn Daily Eagle, announces the appointment of Robert L. Dunbar as assistant circulation manager in charge of promotion and Thomas M. Clary as chief inspector in charge of city sales and branch offices. These promotions follow the resignation of David Robertson, assistant circulation manager, twenty-eight years with the Eagle. Dunbar is 12 years on the Eagle starting as route boy, while Clary represented the Eagle in Manhattan and on the road for several years, going to the Eagle from the Albany Knickerbocker Press.

Working his way from Los Angeles to New York and return by selling newspapers in the large cities and "singing for his supper" is Max W. Stauffer, aged 21,

famous "singing newsboy," who has been quite an attraction on the downtown streets of Denver recently.

Howard White, who recently resigned as circulation manager of the Marion (Ind.) Chronicle has joined the circulation department of the Indianapolis Star.

NEWSPAPER SALES

WALTHAM (MASS.) EVENING NEWS, to Albert P. Langtry, former Massachusetts Secretary of State and for many years publisher of the Springfield Union, by Charles W. Pierce, who has been its general manager and publisher since the death of his father, Charles A. Pierce. Langtry took possession Sept. 24.

Bunceton (Mo.) Eagle, half interest to Mack F. Drenman, by Ralph G. Bray, who is going to St. Louis to live. Bray was Drenman's partner.

Erie (Kan.) Sentinel to High C. Gresham, former publisher of the Parker (Kan.) Messenger, by Alf. Q. Wooster. Politics changed from Democrat to Independent Republican.

Pawnee Rock (Kan.) Herald to L. G. Hixon, of Independence, by John B. Shely.

Rogers (Ark.) Daily Post to C. E. Palmer, owner of the Texarkana (Tex.) Four States Press and Courier, by E. L. Kokaneur and associates. T. J. Senter, formerly of the editorial staff of the Four States Press, is editor and general manager of the Rogers Daily Post.

Schuyler (Neb.) Sun, half interest, to F. L. Carroll, by E. O. Holub, former partner.

Tuecarei (N. M.) News to Paul Dodge, who recently sold the Hardin (Mo.) News. Dodge takes charge Oct. 1.

Port Umpqua (Ore.) Courier to Earl C. Brownlee, who resigned from the art, literary and stage editorships of the Portland (Ore.) Journal.

Lancaster (Wis.) Teller, to William J. Kueneman, of North English, Ia.

St. Joseph (Ill.) Record to Charles W. Dale, former owner, by J. A. Rohan. Arthur (Neb.) Enterprise to D. D. Cole, county clerk of Arthur County. Former editor, Rolland E. Spence, died a few weeks ago.

Crete (Neb.) Vidette, plant and building by J. H. Walsh to E. M. Branaum, Sac City, Ia.

Cambridge (Neb.) Clarion, half interest by H. E. Waters to his partner, Flint E. Holmes.

Newcastle (Neb.) Times by E. B. Kingsbury to H. O. Salmons.

NEWS ASSOCIATIONS AND SYNDICATES

JACK CEJNAR, Springfield, Ill., manager for the International News Service, has been transferred to the St. Louis office as bureau manager. He succeeds William S. Sullivan, former Springfield bureau head, who has been advanced to the Kansas City office. Harold D. Robinson, Indianapolis branch head, succeeds Cejnar in Springfield.

G. S. Foxworthy, formerly manager of the Omaha plant of the Western Newspaper Union, now director of the company's plant at San Francisco, was an Omaha visitor recently.

The Inter-mountain Retailer is the name of a new business weekly just off the Western Union Newspaper Union Co.'s press in Salt Lake City. It is a 12-page newspaper containing matter of value to the retailer and wholesaler. It is the official organ and the property of the Utah Retail Merchants' Association. Prof. Earl J. Glade, head of the advertising and salesmanship department of the University of Utah, is editor and general manager. Offices have been opened in the Atlas building.

Thirty-six of the poems of Grace E. Hall, whose work in the Portland Oregonian has attracted much attention, will be issued by the Western Newspaper Union for newspaper use. Each poem is illustrated, hand-lettered and copyrighted.

George Seldes is in charge of the Berlin bureau of the Chicago Tribune during the illness of the regular correspondent, John Clayton.

Business Is Fine In Baltimore

The Automobile Commissioner reports the sale of
1000 AUTOS EVERY WEEK

You Can't Cover Baltimore Without The Baltimore News and The Baltimore American
Ask for present-day facts on the Baltimore situation.

"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

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems, 16 and 20 pages of 8 columns, 12 ems, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

For August—

First

In Its Field In:

**Total Advertising Gain
Foreign Advertising Gain
Dry Goods Advertising Gain
Food Advertising Volume**

The progress of this newspaper since the elimination of The Globe on June 1st, last, has been the most revolutionary advance in the New York newspaper market in recent years.

THE EVENING MAIL
NEW YORK, N. Y.
Foreign Representative: Paul Block, Inc., NYC

The Indianapolis News is different

Your advertisement in The News is in good company. Questionable copy is rigidly excluded.

The Indianapolis NEWS

CARPENTER IS SEEING THE WORLD

CARPENTER'S WORLD TRAVELS
Washington D. C.

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,025,432 agate lines.
Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco and

S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

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

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

Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Mariborough Bldg. Lytton Bldg.
New York Chicago

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

A NEWSPAPER publisher in an Eastern city found that he could not get much advertising from the retailers of women's ready to wear. They advertised to be sure but not in the way that he felt they should. Finally he got a list of the manufacturers from whom they bought their stocks and wrote to them asking for cuts of the different new garments that they offered. Then instead of using some fashion copy that showed styles that could not be secured in his city he substituted these cuts and the copy that the manufacturers sent with them. From time to time he would run a line under the cuts saying that such and such a garment was being shown by so and so. The plan worked and additional space was gradually taken until that end of the paper was as strong as any other.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

The Boston Sunday Post has been featuring an excellent Building Department page. An article is run with a cut, describing some new construction. Full particulars from the architect's office are given. Advertisements from the various dealers supplying the materials used are run on the same page.—R. L. Lurie, Box 21, Grove Hall, Mass.

On the occasion of a state bar association meeting, one of the local newspapers ran a welcome page carrying the signatures of all the local members of the bar who paid for the page at a pro-rated figure. The plan may also be used for medical meetings, fraternal societies, etc., working in local merchants and others as well.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

One paper has educated its community on the matter of classified "For Exchange" advertising so that an appreciable increase in revenue resulted. There is a good field to be cultivated here by any newspaper. The way to start is with a general feature story and then follow up items about successful "swapping" for both parties concerned where they were brought together by an advertisement in the paper. Who has a vacant lot and longs for an automobile while some man tired of his car is looking for a site for his contemplated home? Who has a household of furniture in the city to be exchanged for farm machinery, who will do general carpenter work in return for dentistry, who will act as tutor in exchange for board, etc. The possibilities for more advertising is unlimited.—David Resnick, St. Louis Times, St. Louis, Mo.

The Birmingham News has a new contest on which will help them in the automobile advertising department as well as help the advertisers who have automobiles to sell. The contest works as follows: The News is offering fifty dollars in prizes to the nine people writing the best letters on "What Car I would buy today." There is a list of cars for the contestant to choose from and to which he is limited in his answer. All of the motor companies are listed with the cars and receive advertising through the contest. They also receive a goodly list of prospects with information on why the prospects prefer their car to any other. The News receives the good will of the automobile dealers and the advertising from the contest. It costs the dealers and the News several pages of advertising copy which was small compared to the benefit that all received.—Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

Why not make those usually vacant front windows of the newspaper office useful? The Gazette and Telegraph Company of Colorado Springs is doing that very thing by donating one of the windows of the main office to its advertisers. Each regular advertiser of the paper has the privilege of putting a display of his products in this window for one week, absolutely free of expense other than that involved in putting in the exhibits. A special platform that can readily be taken down and stored has been built by the newspaper to carry these special exhibits. The scheme is a good will proposition and the advertisers have taken to it kindly and a considerable waiting list is already signed up for use of the window. The exhibits placed are attractive. The advertiser gets an extra street display of his products and the newspaper has a constant crowd of shoppers and others on the street stopping before its place of business. The arrangement is good advertising for the exhibitor and the newspaper. No special fixed amount of advertising must be done in the columns of the newspapers in order to be eligible for the use of the window. Only one window is used in this manner as the other front window is used for bulletins of the day's news. However, for newspapers not using the windows otherwise both could be used for the displays.—Earl Potter, 637 Ohio St., Lawrence, Kansas.

As a weekly feature advertisement this idea has proven successful in a Boston business publication. About the heading "Real Estate—The Groundwork of Prosperity," the artist has drawn suitable scenes—city, factory and country. This heading spreads across the top of the page. Underneath are uniform spaces taken by various real estate operators and brokers. In the center column a space about six inches deep is kept vacant. Each week a different real estate advertiser prepares copy of general nature for this space. This point is valuable, inasmuch as it not only dresses up the page well, but it offers something new to the reader each week. And above all, it keeps the advertisers interested in the page, since their turn is never far off when they may comment upon the real estate business in their own words—in space for which they do not have to pay.—C. W. Whittemore, 58 Magnolia St., Arlington, Mass.

In these days of highly specialized display advertising, the value of the steady, long-time classified ad is becoming increasingly hard to sell. Here is an idea which lifts this type of publicity to a position attractive to the advertiser. It is being used with surprising success in Current Affairs, the weekly published by the Boston Chamber of Commerce. There is no reason why it can not be applied with equal success in a daily. At the top of each page a box, of full page width, contains this paragraph in 10 pt. bold: "Boston's Business—In every line in every great city a few firms stand out as being representative concerns. On this page we are listing in alphabetical order one firm in each trade or calling. These pages will serve as a quick reference list of recognized high grade firms." Each advertisement includes the line of business in caps in the upper left hand corner followed underneath by the name of the firm, the address and the telephone number. The style and type are uniform throughout, thus assuring a neat and attractive set-up.—C. W. Whittemore, 58 Magnolia St., Arlington, Mass.

CIRCULATION GROWTH DURING 1923

will be an important factor in obtaining advertising for 1924. The Hollister plan will bring you the same amazing increases in circulation as it has lately brought to such papers as The Memphis Commercial Appeal, The Atlanta Journal, The Dallas Morning News, The Indianapolis News, The Washington Post. Favorable dates are available for immediate campaigns.

HOLLISTER'S CIRCULATION ORGANIZATION
Assigned to the United States
300 MIDDLETOWN BLDG., LOS ANGELES, CALIF.

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.

Short Talks on Advertising

By Charles Austin Bates

- Written with the idea of helping to accomplish four things:
- (1) To convert to newspaper advertising the local merchant and manufacturer who do not now use it.
 - (2) To make better and stronger advertisers of those who are already in.
 - (3) To further educate the reading public in the reliability, truthfulness and economic value of advertising and the advantage of buying advertised merchandise.
 - (4) To insure from national advertisers the consideration newspapers should have in comparison with all other media.

Complete information on request.

CHARLES AUSTIN BATES
33 W. 42nd Street New York

Location—A Cost Factor

Location of your newspaper building affects production costs. An impartial survey by a disinterested newspaper building expert may give you a different viewpoint on the location problem. We have demonstrated this before—we can do it again for you.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production Operation
120 West 42nd St. New York

PREPARING FOR PRESS AT PARIS OLYMPIAD

M. Frantz-Reichel, Veteran Sports
Writer, Will Allot 800 Seats,
400 to Foreign Reporters

By G. LANGELAAN
Paris Editor, EDITOR & PUBLISHER

Applications for press seats at the VIII Olympiad to be held at Colombes, near Paris, in 1924, should be made immediately to the Comité Olympique Français, 30 rue de Grammont, Paris, France.

Arrangements for the press will be in the hands of M. Frantz-Reichel, a journalist of 35 years' experience in sports and the president of the Syndicat de la Presse Sportive. He has been present at every Olympiad since the first at Athens.

Out of the accommodation for 60,000 spectators, 800 seats will be set aside for the press, 400 of which will be for foreign press. At Antwerp in 1920, 600 seats were found sufficient for the press. The number of seats to be allotted to each country is not yet known, but EDITOR & PUBLISHER was assured that satisfaction will be given to American correspondents.

The task of ultimately deciding which papers shall have seats, and how many, is not going to prove easy, but it is the intention of the committee, in dealing with requests for accommodation from foreign newspapers, to confer with the Syndicat de la Presse Etrangere, or Foreign Press Association, and with the Anglo-American Press Association in Paris in the case of applications from American and British newspapers.

Provision has already been made for 50 to 100 special telephone lines from the Stadium to Paris. The instruments, if desired, can be set up beside the seats to be occupied by the reporters. In such cases, of course, all additional expenditure will have to be borne by the newspapers concerned.

The telegraph authorities, who, in connection with the committee's press section, have been studying telegraphic facilities, are considering how to satisfy correspondents who want a telegraph instrument next to them.

All operators will be French, the telegraph authorities admitting no others. A special team of expert operators will be detailed—the pick of the service, who are sent to different parts of the country in cases of emergency or when the President of the Republic travels, an important trial takes place, or when there is a

sporting event like the Grand Prix race. These men are used to telegraphing in all languages.

Every care is being taken that reporters shall have easy access to their seats and that messengers shall have plenty of room in which to move about without obstructing the view of other correspondents. A special entrance will make it possible for the reporters to enter and leave the Stadium.

There will also be a special press room. While short bulletins and dispatches are sent off from the seats beside the track, longer descriptive leads and stories are written up elsewhere. Besides these arrangements at the stadium itself, a room will be placed at the disposition of correspondents at the offices of the Comité Olympique Français, in Paris at the rue de Grammont.

The Comité Olympique Français will be glad to receive and to answer promptly enquiries concerning not only the question of seating correspondents but all matters touching the 1924 Olympic Games themselves. They have secretaries who correspond in the languages of the thirty or forty countries which will be represented.

FRENCH ADVICE FOR "CAMELS"

American Cigarette Copy Not Educational Enough for New Market

La Publicité, a French magazine devoted to advertising, criticises the advertisements of Camel cigarettes now appearing in French newspapers. [Specimen of this advertising was recently reproduced in EDITOR & PUBLISHER.] What this French technical paper has to say will not be without interest for other American advertisers looking to France for the creation of fresh markets.

"Do you know the Camel cigarettes?" asks La Publicité. "Nine out of ten of our readers will doubtless reply no. This is a brand of foreign cigarettes little known here, presenting certain characteristics having nothing in common with our state-produced cigarettes, but which it is desired should make recruits here, or rather find customers among us. Note the limits of the appeal. The advertisers have contented themselves with printing in the French press, merely translating the copy, an advertisement which appears frequently in American papers, whose readers, however, are of course familiar with Camel cigarettes. This is a tactical error which we are surprised to see made by Americans, whose knowledge of advertising is generally greater."

"A whole campaign is needed to educate the French public to appreciate foreign tobacco, and in particular the Camel brand. As far as we can judge by our experience as smokers, this is a brand of Virginia tobacco. Its origin offers material for copy wherein both interesting and instructive comparisons might be drawn. Why neglect this and be content with a mere reminder-advertisement, justified perhaps in America where the Camel brand of cigarettes is known and bought, but in our opinion insufficient in our press, which under the circumstances should have been given the mission of creating a new need?"

"We will not dwell on the illustration and the typographical presentation," says La Publicité in conclusion, "which are

merely a repetition of well thought out elements of American advertising."

Buffalo Commercial Changes

The Buffalo Commercial has again changed its makeup and now appears with local and telegraph news on page 1 and local news on the last page. Editorial page has been moved from the back to an inside position, and a general rearrangement of heads and layout has taken place. While no announcement has been made, it is understood that E. J. McCone, general manager, will not give as much of his time to the paper as heretofore, and will handle some of the other interests of C. A. Finnegan, owner of the Commercial.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.
Goss Comet press, only a few years old, in fine condition, can be seen running until about Dec. 15. Price \$5,000. Address Box C-612, Editor & Publisher.

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.

Cline-Westinghouse Double-Motor Drive
with full automatic push-button control.

The typesetting machines on The Leviathan are equipped with Cline Electric Drives.

You find them everywhere.



MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th Street
NEW YORK

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

ADDRESSING and MAILING MACHINES

Any mail list of over 3,000 can be handled more economically with our improved method than any other system.

Get away from Linotype and Galley system. Put the mail list in the circulation department.

One person can keep up a daily list of about 25,000 names, making all corrections and additions.

Write us for particulars giving size of list and frequency of issue, and a list of the users of our system.

POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

"SATURDAY AFTERNOONS OFF"
Something new. By Kessler.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Children's Features

HOME-MADE MOVIES
A great stunt for the kiddies.
Ten 2-column installments. Ask for proofs.
Cobb Shinn, 207 Fair Bldg., Indianapolis.

Comic Strips

19 YEARS OLD
2,750 Insertions—Millions of Followers
Send for Samples
The Herald-Sun Syndicate, 280 Broadway, N. Y.

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 E'way, N. Y.

COLYUMS

DAILY CHIT CHAT
Standard Feature Service,
606 Eastern Ave., Janesville, Wis.

Daily Golf Service

KEEP YOUR EYE ON THE RULES
Copy by Duncan Cameron, Illustrations by
O'Neill
The International Syndicate, Baltimore, Md.

Fiction

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

STORIES

Constance Edgerton
606 Eastern Ave., Janesville, Wis.

THE THIRTEENTH GIRL

5,000 words
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

IF YOUR PICTURES LACK THE PUNCH
Try ours
KADEL & HERBERT,
153 E. 42nd St., New York City

Serials

"RIPPLING RUBY" "THE COPPER BOX"
Two thrilling mystery serials.
By J. S. Fletcher.
Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

GOSS "COMET"

The ideal press for small daily and local weekly newspapers.

A flat-bed press that prints from roll-paper and folds as it prints—
3,500 per Hour—
4, 6 or 8 Pages

A 5hp. motor drives it, and a 12 x 12 ft. floor space accommodates it.

Send for Catalog

The GOSS PRINTING PRESS CO.
1535 S. PAULINA ST. CHICAGO ILL.



AXEL HOLMSTROM ETCHING MACHINE CO.
328 CHESTNUT STREET PHILADELPHIA, PA.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager. Young married man, now employed, seeks position with medium size daily paper or trade publication. Eight years experience with three different publications, circulations from 4,500 to 100,000. Best of references. Address Box C-607, Editor & Publisher.

Advertising Solicitor and Copy Writer. 29, married; 7 years' experience, seeks connection on evening newspaper; excellent references. C-587, Editor & Publisher.

An Advertising Man with references showing he is above the average advertising manager, salesman and copy writer; 10 years with one paper; 5 with another; has good reasons to offer why he wishes to make an immediate change. Address C-600, Editor & Publisher.

A Good Man for Some Feature Syndicate. Learned to set type during spare time when 11 years old; after serving in all branches of the mechanical end became editor-manager of a county seat weekly, then advertising manager of a small city daily, and last three years has been promotion man for a feature syndicate, where he is still employed but seeks better opportunity. Believes in the value of features and knows how to promote them to both publishers and readers. Age 26; married. Capable of assuming executive responsibilities. Address Box C-602, Editor & Publisher.

Auditor, Assistant Publisher, Analyst, Credit Manager. 12 years metropolitan experience in the biggest positions of their kind. Desire change. B-18, Editor & Publisher.

Twenty years' experience with Kansas City Star and Post previous to the war, lately discharged from U. S. Naval Hospital, Great Lakes, Ill. Graduate Missouri University School of Journalism 1915. Anxious for another start. Address Box B-998, Editor & Publisher.

Capable General Manager or Publisher immediately available, with over twenty years' successful experience as business executive in Metropolitan and provincial fields. Excellent record and references. Inquiries treated strictly confidential. B-837, Editor & Publisher.

Circulation Manager, 11 years' experience, five years in present position, desires connection with growing paper, best of references. Box C-608, Editor & Publisher.

Circulation Manager with 15 years' experience wants a permanent connection with an Eastern publication desiring rural circulation. Have had wide experience in managing subscription salesmen, handling subscription lists running well over the half million mark, and in securing subscriptions by mail. Cannot consider a temporary position and prefer a connection which will mean, either now or later, an interest in the business. If interested, please arrange for an interview at your convenience and at my expense. Address Box C-569, Editor & Publisher.

Circulation Manager's Assistant desires change. Now connected with leading papers in city of 160,000 population. Would like position as Assistant or Circulation Manager with metropolitan daily. Have had nine years of practical circulation experience on evening, morning and Sunday publications, having served six years with present employer. Can take full charge; give best references and bond. Ready to go anywhere. Write or wire, Box C-601, care Editor & Publisher.

Classified Manager and solicitor, 29, married; 5 years' experience. Excellent references. C-586, Editor & Publisher.

College Man seeks position as reporter on a small city daily. He is willing to start at bottom and give his best under any circumstances. Furthermore he is ready to start work at once if conditions are mutually agreeable. Box C-605, Editor & Publisher.

Editor. Young man, married, 27, desires position on editorial staff of trade paper, house organ, magazine or other publication; or on copy desk of afternoon daily. Formerly on editorial staff of nationally known weekly, county newspaper, copy reader, and county editor on large daily. Now editing trade journal and handling publicity for leading daily. Reliable, capable and of good character. C-611, Editor & Publisher.

Editorial Writer, paragrapher and experienced news executive desires change. Capable of taking full charge. Record and references speak for qualifications. C-604, Editor & Publisher.

SITUATIONS WANTED

Editorial Writer. Creator of crisp, breezy, inspirational editorials and short articles, desires contract with periodical, or occasional work. Frank Durrance Hopley, Hotel Albert, New York City.

Editor, Managing Editor, News Editor, able editorial writer, snappy headlines—in fact equipped for work of high class in any part of news end of daily newspaper, seeks change. City of 15,000 to 50,000 anywhere between East Coast and Mississippi river. Specializes in getting out first class paper at minimum of cost. Must give substantial notice. Nothing less than \$50.00. C-596, Editor & Publisher.

Experienced Newspaper Librarian, who has had three years on big daily and understands all lines of morgue work. Address Box C-566, Editor & Publisher.

Foreman Stereotyper. If you have a vacancy in the Stereotyping Department, and desire the services of a thoroughly practical and experienced Foreman who understands how to attain the best results, keep fast schedules at a minimum of cost, and believes in the close co-operation between departments, the advertiser offers his services. Write or wire C-609, Editor & Publisher.

General or Business Manager A newspaper executive who can bring to your organization both the energy of youth and the resourcefulness of 17 years' experience. At present business manager of a large mid-west daily. Is prepared to make an immediate change. Address C-595, Editor & Publisher.

Mr. Publisher: If you want paid circulation with an increase and willing to give co-operation would like to hear from you. Now employed but desire change. Familiar with all carrier systems and not afraid of real work. Reference from former employer. C-591, Editor & Publisher.

Shift the Burden. Business manager daily newspaper able to take complete charge and make property show bigger net profits, open for position where some publisher wants to give up active management. Past record will speak for him. Available now. Go anywhere. Might take financial interest later. Address C-590, Editor & Publisher.

Telegraph Editor. Capable, experienced newspaperman seeks desk opening in South. Address Box B-942, Editor & Publisher.

Wanted Job as funny writer on newspaper. Address Box C-579, Editor & Publisher.

Woman Feature Writer with 5 years' experience, who can consistently turn out intelligent, superior copy of warm human interest, seeks position as feature, special or political writer. Expert photographer; owns Graflex. University graduate, versatile, good interviewer and executive. High credentials. Territory no object. C-589, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

New York Letter Short news-feature paragraphs; theater and book reviews; sports and fashions comment; quaint restaurants and places of interest; "like living in New York"; exclusive weekly mail service. 1½ column, \$5; sample "Letter" free. J. Cicott Cummings, 3440 Broadway, New York.

News Letters from New York. Experienced and well-trained writer offers metropolitan news or feature service for trade journals and newspapers. I give all my time to a small number of high grade accounts. References. Samuel Hartenberg, 140 Front St., New York City.

ST. LOUIS AD SCHOOL SCHEDULE

Third Year Starts Oct. 8, with Well Known Teachers on Faculty

Classes in the school of advertising and merchandising of the Advertising Club of St. Louis will open on Monday evening, October 8, for its third year.

The classes and directors follow: Copy writing, J. A. Hubbard, production department Chappelow Advertising Co.; Production—the Mechanics of Advertising, B. P. Burnes, a commercial artist;

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

City Editor, experienced, able to handle men and copy, to accept responsibility. Write giving complete information, experience, etc. Position now open. Ann Arbor Times News, Ann Arbor, Mich.

Classified Manager A daily newspaper of over 20,000 circulation located in Eastern Pennsylvania approximately 100 miles from New York City is in need of a man who is capable of promoting and keeping the Classified section up to the minute. Please state experience and give references in addressing Box C-570, care of Editor & Publisher.

Leading Florida Daily requires services experienced advertising solicitor with copy writing ability. Permanent position. Address C-582, care Editor & Publisher.

Newspaper Advertising Salesman. Apply giving references and experience to P. O. Box No. 1131, Lancaster, Penna.

Society Editor Daily paper in city of 25,000 wants experienced, energetic society editor of good education and appearance who will make friends and produce good copy. Write complete details. Address Box C-577, Editor & Publisher.

Wanted. Experienced circulation solicitors. Rapid promotion to crew manager and campaign manager. Address The Fred Cox Service, Coatesville, Pa.

Wanted. real Eve Country Circulation Manager. One who knows country circulation promotion methods from every angle and who has been successful in the Southwest, Southern or Middle West States. He must be a go-getter. In reply please state whether married or single, age, salary desired and give names of references and employers during past ten years. Address Box C-597, Editor & Publisher.

Wanted—Editor. Energetic, reliable and ambitious man who has had experience in building trade publication to edit monthly builders' exchange magazine with nationwide circulation. Covers all trades in the building industry. Good salary to start with. Possibilities for greater salary and advancement if you are the right man. Give full details about your past experience and references in your first letter. All applications will be treated confidential. Write immediately, I. E. Sprankle, Builders Exchange, Youngstown, Ohio.

BUSINESS OPPORTUNITIES
6c A WORD for advertisements under this classification. Cash with order.

If You Are a hustling agency man with contract experience, you can buy an interest in agency located in the industrial center of the South. Agency has wonderful future. Owner needs man to help. Write Box C-588, Editor & Publisher.

Newspaper Brokerage Partner wanted. Will sell interest in established firm to partner capable of assuming responsibility. C-598, Editor & Publisher.

Representative. Live out-of-town Trade Publications desiring a representative in the New York territory to secure advertising write K, Box C-592, Editor & Publisher.

Want to Buy a small daily newspaper in a town of about 35,000. Prefer South. A promotion or business manager, an advertising manager and circulation manager now on one of the South's largest and most prominent dailies are open to purchase a paper, or an interest in a paper or—what have you to offer? Address Box C-604, Editor & Publisher.

Principles of Retail Selling, George Walker, sale manager Davis Realty Co.; Show Card Writing, John H. DeWald, Merchants' Service Department of Ely & Walker Dry Goods Company;

General Principles of Advertising, Norman Lewis, Chappelow Advertising Co.;

Psychology of Advertising, Edward T. Hall, secretary and publicity director Ralston Purina Company;

Direct Mail Advertising, A. L. Riche, Ralston Purina Company;

Sales Promotion Methods, A. E. Schanuel, Roeder & Schanuel, Advertising;

Public Speaking, Prof. Edward Perry.

HERE is a metropolitan Southern California afternoon daily. A big paper now. Should double in value in two or three years. Industrial center. No better chance in Southern California. Price \$200,000. Terms. Proposition X.

PALMER, DE WITT & PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK
Pacific Coast Rep., M. C. Moore,
515 Canon Drive, Beverly Hills, Calif.

Unusual Opportunities
Daily & Weekly
NEWSPAPERS
TRADE PAPERS
HARWELL & CANNON
Newspaper and Magazine
Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES
PAYING OVER \$6,000 profit and two \$5,200 salaries, Eastern daily of 4,000 can be bought with real estate for \$80,000. Easily leading paper in its trade area of 45,000; has made steady increases last dozen years. This year's business over \$95,000. Publisher who wants to sit tight with mighty comfortable income should look into our No. 6302.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Hotaling's News Agency
OUT-OF-TOWN
NEWSPAPERS
Office and Stockroom
Removed to
308 West 40th Street
Telephone Connection

FRALICK & BATES, Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES
New York 154 Nassau St.
Chicago 605 N. Michigan Ave.
Atlanta Candler Annex
Los Angeles Security Building

PUBLIC SALE OF NEWSPAPER PLANT.
On Saturday, October 6, 1923, there will be offered at public sale at the Court House in the City of Marietta, Ohio, the entire newspaper and job printing plant, with good-will, name, etc., known as the Marietta Register-Leader, with long established business. County seat of sixteen thousand population. One other newspaper.
B. B. PUTNAM, Assignee.
First National Bank Building,
Marietta, Ohio.
Instructors in the courses in Better English and Letter Writing have not been named.

"Cynical
Sam"

THESE DAYS A MAN SHO HAS
GOT T'EARN TWICE AS MUCH
AS HE AM WORTH TO GIT
HALF 'NOUGH
TO LIVE
ON!



Apply
C-V
Newspaper
Service Inc.
350 Madison
Avenue,
New York City

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

PRESIDENT HARDING'S death should bring to light many interesting newspapers recording the first news of the death of some previous president. Recently a copy of the New York Herald for 1865, announcing the assassination and death of President Lincoln was brought into the Gazette office by a citizen who possessed it. The accounts contained therein are historical as well as timely. Dig up a couple in the files of the public library to start readers bringing in aged copies.—A. C. Regli, Chipewa Falls, (Wis.) Gazette.

magazine man.—Wm. J. Rogers, Stockton Record, Stockton, Calif.

The Philadelphia Bulletin has introduced an interesting feature in the listing of Philadelphia's opinions as to the Seven Wonders of the City. Officials and other leading residents can be interviewed, and lists can be solicited by mail from readers.—J. H. A. Kelly, 223 East Oak Street, Norristown, Pa.

How do the postal savings in your town compare with those of other towns of your state? In Oklahoma it was found that Lawton, a city of about ten thousand, ranked next to Oklahoma City. Other such ranks may be discovered. How do the deposits compare with before the war, or during the war? Reasons for increases or decreases, as found from local postmaster, may be interesting. Ellis H. Jones, 1220 Cherry St., Muskogee, Okla.

A story that will be read with much interest by all owners of any electrical appliance can be secured without much effort from your local electric light office or your meter man. Find out how many electric ranges are owned by the women of your town and the average cost of electricity per month. You will find that where there are servants or any help in the home that the amount of "juice" used will mount up much more. When I wrote this story about Liberty there were over 175 ranges in use so it made a good story. You can interview several of the women who have used the ranges for years and see if their good opinions have decreased or increased with the years of use.—Victoria A. Harvey, Liberty, Mo.

"Keep your name in the city directory, not on a tombstone" was the winning slogan in the Indianapolis Times' recent traffic contest. Scarcely a city that hasn't a perplexing traffic problem. With the promise of a nominal prize to the winner, you can get a lot of timely and valuable pointers from your readers by conducting a similar contest.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

The names of the streets of every town and city have an interesting history behind them—that is where they are designated other than by mere numbers. Why not a series of short sketches on each important street of the town telling when and why the street was named as it is? In many instances the streets of cities are named after pioneers who played an important part in the city's history but who have long since been forgotten.—Earl Potter, 637 Ohio St., Lawrence, Kans.

The man or woman who works at a magazine stand gets a peculiar slant on people in general, particularly those that buy magazines from him. A man in Stockton who has been in the business for many years can almost always tell what the approaching customer will buy. Sometimes he is wrong, but usually right, as he moves to the part of the stand that holds the technical magazines, the love stories or the trade journals. One type of magazine, (the family journal) which has used the same sort of cover for years, recently experienced a considerable revival in interest. No one knows why. Some good yarns can be secured from the

Somewhere near every large city is a county farm bureau conducted often under the supervision of an agent from the school of agriculture of the state university. These are sources of real news, all of which interests your rural readers and some of which is bound to interest your urban circulation. A story of interest to both classes was obtained by the St. Louis Times from the St. Louis County Farm Bureau at Clayton, Mo. It was a serious feature story about poultry through which ran a curious humorous note. A poultry expert from the state university in a demonstration to farmers of the county showed how chickens may easily have wings cut to prevent them from flying into neighbors' gardens and eating seeds, resulting in loss of old friendships. The feature story was written lightly and was based, as was the two column feature head, about the fact that "chickens are now flappers."—David Resnick, The Times, St. Louis, Mo.

Any amount of Russian rubles can be bought through your broker for a slight charge and freight from New York. But few people have had the opportunity to see this Soviet currency. Why not announce that on a certain day your paper will give away a Russian ruble note for some high figure, with every paper printed. Advertising could be adjusted to suit the occasion, especially bank advertising. People will buy the papers if for no other reason than to see what Russian rubles look like.—W. Mark Miller, 1809 Ogden Ave., Superior, Wis.

When a man or a woman tells you his or her favorite song you've an interesting item. Invite your readers to tell you their favorite songs. Better yet, ask a lot of 'em and make a story or two of the answers. It makes good reading.—D. H. Talmadge, 193 N. Commercial St., Salem, Ore.

The Dallas Morning News runs a daily feature headed, "What I Like and What I Don't Like About My Home Town," written by the editor of the paper in that particular Texas town, and run with his picture. The country town editors are allowed as much space as they like, and the feature is a success on this sheet,—one of the biggest of the state dailies in Texas. This, I am sure, could be used with equal success on any other large state daily in the country.—Horace C. Walker, Times-Herald, Waco, Texas.

Ask your classified manager for a want-ad booster, and have him relate some of his experiences in answers from job seekers. They will range from all sorts of nondescripts to college graduates willing to start work at \$10 a week with a "chance." Some of their reasons for wanting to start work are ludicrous and others are deserving of sympathy for the way they have been treated by fate.—J. R. C., Jr., International News Service, Des Moines, Iowa.

We Offer
Immediate Serial
Release on
THE LATEST
E. PHILLIPS OPPENHEIM
STORY

"The Mystery Road"

That's All

Wire Your Order

THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Gibbs' New Traffic
Cop Strip

"GO-GO"

Begins publication Oct. 1st

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

**WIRE
NEWS**

For Breaking and Flashy Newspapers

International News Service
25 Spruce St., New York

Thomas W.
Briggs
Company
Memphis, - Tenn.

Originators of the
Permanent
Weekly Business
Review Page

Look us up in
Dun or Bradstreet's

**LLOYD
GEORGE**

writes
for
the

**UNITED FEATURE
SYNDICATE**

A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

Daily features don't
cover the full scope of
NEA Service.

SPECIAL SERVICES ON
BIG NEWS EVENTS
ARE INCLUDED WITH
THE REGULAR SERV-
ICE AND AT NO EXTRA
CHARGE.

NEA SERVICE INC.
1200 N. 3RD STREET
CLEVELAND, OHIO.

Reaching The People of THE SOUTH

SOUTHERN markets, like Southern soil, yield abundantly when intensely cultivated.

Southern folks read daily newspapers and constantly have many needs to be renewed or replenished.

The circulation of this list of Southern dailies is among the portion of the trade that buys. For the public is buying, trade is active, general business is good.

These dailies reach the best people in the states as well as the transient people — people who come South from other states for rest and recreation.

The publishers of these daily newspapers have specialized in

intensive cultivation of their respective markets and can sow the seed thoroughly.

Plant your trade mark in the South.

Keep after it, through daily newspapers and local dealers and watch it take root firmly and grow.

Local dealers and local daily newspapers close the gap between you and the consumer, particularly in the South where folks who are folks are home folks.

Also the extra circulation among visitors in the South, furnished without additional cost to advertisers, is an important factor in stimulating sales.

The purchasing power of the South is not limited to any one industry. The South through hard endeavor, has brought about a condition in which diversified agriculture is linked with a growing diversified manufacturing, and these with diversified mining interest are developing seaports, great and numerous, through which flow an enormous trade.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
ALABAMA				NORTH CAROLINA			
*Birmingham Age-Herald (M)	29,113	.08	.08	Ashville Times (E)	7,785	.04	.04
*Birmingham Age-Herald (S)	33,721	.10	.10	†Ashville Citizen (M)	12,978	.045	.045
*Birmingham News (E)	88,988	.15	.15	†Ashville Citizen (S)	11,720	.045	.045
*Birmingham News (S)	75,791	.15	.15	†Greensboro Daily News (M)	21,851	.07	.07
*Mobile News-Item (E)	10,392	.05	.05	†Greensboro Daily News (S)	29,864	.07	.07
*Mobile Register (M)	21,264	.07	.07	†Raleigh News and Observer (M)	38,330	.08	.08
*Mobile Register (S)	22,715	.085	.085	†Raleigh News and Observer (S)	31,393	.08	.08
*Montgomery Journal (E&S)	17,446	.06	.06	*Winston-Salem Sentinel (E)	13,853	.05	.05
FLORIDA				SOUTH CAROLINA			
*Florida Times-Union, Jacksonville (M&S)	33,762	.09(.108)	.09(.108)	*Columbia State (M)	23,769	.06	.06
Pensacola News (E)	4,795	.03	.03	*Columbia State (S)	23,764	.06	.06
Pensacola News (S)	5,291	.03	.03	Greenwood Index Journal (E&S)	4,185	.065	.065
†St. Petersburg Independent (E)	5,420	.03	.03	Spartanburg Journal (E)	4,185	.04	.04
*Tampa Times (E)	14,009	.05	.05	Spartanburg Herald (M&S)	5,511	.04	.04
*Tampa Tribune (M&S)	22,411	.07(.088)	.06(.078)	TENNESSEE			
GEORGIA				VIRGINIA			
*Augusta Herald (E)	13,488	.05	.05	*Alexandria Gazette (M)	3,900	.025	.025
*Augusta Herald (S)	13,563	.05	.05	†Bristol Herald Courier (M&S)	3,954	.04	.04
Macon Telegraph (M)	23,017	.06	.06	†Danville Register and Bee (M&S)	12,377	.05	.05
Macon Telegraph (S)	24,325	.06	.06	Newport News Times-Herald (E)	9,041	.05	.05
†Savannah Morning News (M&S)	21,227	.055	.05	Newport News Daily Press (S&M)	6,061	.05	.05
KENTUCKY				Other			
*Lexington Leader (E)	13,094	.05	.05	*Roanoke Times & World-News (M&E)	21,917	.07	.07
*Lexington Leader (S)	17,900	.05	.05	*Roanoke Times (S)	15,013	.07	.06
*Paducah Sun (E)	6,910	.03	.03	Staunton News-Leader (M), Leader (E)	5,115	.03	.03

* A. B. C. Statement, April 1, 1923.
† Government Statement, April 1, 1923.

*There Are More Possible Customers
per Square Mile in*

NEW YORK STATE

than in any similar stretch of country in America. To be exact, the average number of persons to each square mile is 217.9. With a population of 10,385,227, New York State has more people than any one of these European countries: Belgium, Roumania, Greece, Netherlands, Portugal, Sweden, Bulgaria, Switzerland, Finland, Denmark or Norway. It has more than Scotland and Ireland combined; it has almost twice as many as Australia, and it exceeds all Canada.

New York State is more populous than any country in South America, except Brazil and it exceeds any other country in North America except Mexico.

New York State has 59 cities of which six have over 100,000 inhabitants and the rest have from 25,000 to 100,000 inhabitants. The city people in New York State number 8,589,844. The population of the cities represented in this list alone is 7,187,625 people or 70% of the entire population of the entire state.

The New York State newspapers represented in this list form a powerful combination for successful business building. New York State is without a doubt.

THE GREATEST MARKET PLACE ON EARTH

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
*Albany Knickerbocker Press(M)	31,585	.09	.09	*The New York Herald.....(M)	175,408	.49	.45
*Albany Knickerbocker Press(S)	49,175	.13	.18	*The New York Herald.....(S)	188,814	.49	.45
†Anbura Citizen(E)	6,316	.04	.085	The Sun and The Globe, New York.....(E)	180,879A	.55B	.48B
*Brooklyn Daily Eagle(E)	63,679	.20	.20	*New York Times(M)	341,174	.65	.637
*Brooklyn Daily Eagle(S)	76,687	.20	.20	*New York Times(S)	544,820	.75	.735
*Buffalo Courier and Enquirer.....(M&E)	82,869	.18	.18	*New York Tribune(M)	180,842	.40	.38
*Buffalo Courier(S)	120,758	.25	.22	*New York Tribune(S)	136,389	.40	.38
†Buffalo Evening News(E)	114,408	.21	.21	†New York World(M)	355,853	.595	.58
*Buffalo Evening Times(E)	85,006	.18	.18	†New York World(S)	591,619	.595	.58
*Buffalo Sunday Times(S)	102,809	.18	.18	†New York World(E)	277,570	.595	.58
*Corning Evening Leader(E)	7,833	.04	.04	*Niagara Falls Gazette(E)	15,572	.065	.055
†Elmira Star-Gazette(E)	24,703	.09	.07	†Poughkeepsie Star and Enterprise.....(E)	11,748	.05	.05
*Geneva Daily Times(E)	5,780	.04	.04	†Rochester Times-Union(E)	68,181	.20	.18
*Glens Falls Post-Star(M)	7,818	.03	.03	Saratoga Springs Saratogian(E)	7,981	.04	.04
†Gloversville Leader Republican(E)	5,736	.08	.08	*Staton Island Daily Advance.....(E)	12,049	.05	.05
†Gloversville Morning Herald(M)	5,605	.085	.085	Syracuse Journal(E)	45,014	.12	.12
*Ithaca Journal-News(E)	7,455	.04	.04	*Troy Record(M&E)	22,698	.05	.05
*Jamestown Morning Post(M)	9,748	.05	.08				
*Middletown Times-Press(E)	6,298	.08	.08				
*Mount Vernon Daily Argus.....(E)	8,590	.04	.04				
*Newburgh Daily News(E)	10,832	.05	.05				
*New York Evening Mail.....(E)	143,185	.42	.40				

*A. B. C. Statement, April 1, 1923.
†Government Statement, April 1, 1923.
A—Sun A. B. C., April 1, 1923, prior to amalgamation.
B—Sun Globe combination rate.

The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

For the six months ending Sept. 29, 1923
covered by the last Federal Statement,
the average daily circulation of

THE CLEVELAND PRESS

was

201,331

an increase of **18,783** over the Federal Statement of one year ago (Oct. 1st, 1922) and an **INCREASE** of 12,132 over the Federal Statement of six months ago, April 1st, 1923

159,714

of the above was **CITY CIRCULATION**, an **INCREASE** of **16,673** over the **PRESS' CITY** circulation one year ago (Oct. 1st, 1922) and an **INCREASE** of 9,660 over the **PRESS' CITY** circulation six months ago, April 1st, 1923

The Press

First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER
—including the Scripps-McRae League

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.
52 Vanderbilt Ave., New York

ST. LOUIS
ATLANTA
SAN FRANCISCO

The Press has 35,000 more **CLEVELAND MARKET** Circulation than any other daily paper

SELLING MEN'S CLOTHING IN Philadelphia

**665,000 men and boys will
need suits and overcoats**

Millions of suits and overcoats will be sold in Philadelphia this Fall and Winter.

The bulk of this big sale will be made by those manufacturers who have distribution and back up their retailers by advertising.

Philadelphia is the third largest clothing market in the United States, and it can be made to yield your house a handsome profit if you go about it the right way.

If you were to ask most any Philadelphian how to make your advertising do you the most good in Philadelphia, the answer would invariably be, "Put it in The Bulletin."



Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office Report of net paid circulation for six months ending September 30, 1923—503,368.

NEW YORK
814 Park-Lexington Bldg.
(46th and Park Avenue.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

