

OHIO STATE
UNIVERSITY

THIS ISSUE: FRANKLIN WAS FIRST OF ALL A HUMAN BEING.



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, JANUARY 13, 1923

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

Essentials of Successful Advertising

“Reader Interest” is one thing;

“Reader Confidence” is another thing

The first may bring extensive circulation, but the second is essential to make that circulation effective from the advertisers' standpoint.

Its approximately 400,000 circulation—about 1,200,000 daily readers—94 per cent concentrated in Chicago and its suburbs, proves that The Chicago Daily News has “reader interest.”

Its year-in and year-out leadership in advertising among Chicago daily newspapers proves that it has circulation effectiveness from the standpoint of advertisers — reader confidence translated into buying action.

In a word all the essentials of successful advertising that can exist in one medium, are found in

THE CHICAGO DAILY NEWS

First in Chicago

MOST OF IT COMES FROM OUTSIDE

NEW ENGLAND, owing to its density of population, is compelled to buy three-fourths of its food supply from other states.

Today its total population is nearly 7,500,000. This fact, together with the fact that 85 per cent of these are inland population, with more than half of the people living in thirty-six cities, makes one readily see that food campaigns meet with unfailing success in this territory.

The wise food advertiser realizes that NEW ENGLAND is a bigger buyer **outside**, in proportion to its size, than any similar territory.

It is the most highly organized, densely populated and wealth accumulating section of the country and the well-paid and prosperous industrial workers make it a coveted market.

The NEW ENGLAND market has a stupendous aggregate buying power. This territory offers the greatest market and greatest field for intensive advertising through daily newspapers.

This list of daily NEW ENGLAND newspapers will move every day an enormous volume of merchandise to the consumer, if you will do your part and use adequate advertising space to develop this market.

These Papers Will Introduce You to the Right People

MASSACHUSETTS—Population, 3,852,356				RHODE ISLAND—Population 604,397			
	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	4,805	.0275	.0175	Newport Daily News....(E)	6,171	.035	.03
†Boston Sunday Advertiser(S)	424,104	.55	.55	Pawtucket Times(E)	24,401	.07	.06
†Boston Globe(M&E)	274,607	.45	.45	**Providence Bulletin.....(E)	58,738	.135	.135
†Boston Globe(S)	321,871	.55	.55	†Providence Journal(M)	32,837	.08	.08
Boston Telegram(E)	145,113	.20	.20	**Providence Journal(S)	54,568	.12	.12
†Boston Transcript(E)	36,423	.20	.20	**Providence Tribune(E)	21,364	.10	.09
**Fall River Herald.....(E)	13,405	.035	.035	Westerley Sun(E&S)	4,561	.025	.025
*Fitchburg Sentinel(E)	10,739	.05	.035	†Woonsocket Call(E)	12,959	.04	.04
Greenfield Recorder(E)	3,025	.0175	.0175				
**Haverhill Gazette(E)	15,216	.055	.04	VERMONT—Population, 352,428			
**Lynn Item(E)	16,132	.06	.04	*Barre Times(E)	6,532	.03	.02
*Lynn Telegram News.(E&S)	16,886	.05	.05	Bennington Banner(E)	3,021	.0125	.0125
†Lowell Courier-Citizen and Evening Leader(M&E)	20,635	.06	.06	†Brattleboro Daily Reformer.....(E)	3,021	.0125	.0125
**New Bedford Standard-Mercury(M&E)	31,489	.08	.08	Burlington Daily News....(E)	7,183	.04	.015
**New Bedford Sunday Standard (S)	25,006	.08	.08	**Burlington Free Press..(M)	11,441	.05	.05
†North Adams Transcript.(E)	9,334	.0375	.03	Rutland Herald(M)	9,437	.04	.04
**Salem News(E)	20,879	.09	.07	†St. Johnsbury Caledonian-Record(E)	3,366	.0214	.015
**Taunton Gazette(E)	8,268	.04	.03				
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21	CONNECTICUT—Population, 1,380,631			
*Worcester Sunday Telegram (S)	42,741	.18	.15	*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
				*Bridgeport Post(S)	18,395	.085	.08
MAINE—Population, 768,014				*Hartford Courant(D)	29,780	.08	.07
†Bangor Daily Commercial(E)	14,703	.05	.04	**Hartford Times(S)	48,000	.10	.09
†Portland Press Herald(M&S)	22,208	.07	.06	**Hartford Times(E)	43,072	.12	.12
**Portland Express(E)	26,294	.10	.07	**Meriden Record(M)	6,899	.045	.025
**Portland Telegram(S)	28,658	.10	.07	†Middletown Press(E)	7,561	.03	.025
†Waterville Sentinel(M)	5,886	.035	.025	†New Haven Register..(E&S)	34,427	.10	.09
				**New London Day.....(E)	10,687	.06	.045
				†Norwich Bulletin(M)	11,663	.07	.05
				**Norwalk Hour(E)	4,953	.03	.03
				*Stamford Advocate(E)	8,351	.0375	.03
NEW HAMPSHIRE—Population, 443,683							
†Keene Sentinel(E)	3,316	.03	.02				

Government Statement, April 1, 1922.

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

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

†Government Statement, October 1, 1922.

The Cleveland Newspaper Situation—d

The PRESS

Leads All Cleveland Daily Newspapers

THE PRESS is First in Cleveland. Not only is The Press first in local advertising, but in total paid advertising as well.

The following 1922 figures pertaining to the Cleveland Newspaper situation reveal the clear-cut and outstanding supremacy of The Press as the dominant medium of Cleveland. Below are six day figures.

Daily	Local Advertising Lines	Total Advertising Lines
The PRESS	8,579,032	12,800,354
Plain Dealer	5,490,240	11,154,402
The News	6,815,200	9,327,094

These statistics indicate that The Press carried 1,645,952 more lines of advertising than The Plain Dealer and 3,473,260 more than The News during 1922.

In local advertising alone The Press carried 3,088,792 and 1,763,832 more lines than The Plain Dealer and The News respectively.

These figures point unmistakably to the fact that most advertisers prefer The Press.

ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

Cincinnati New York St. Louis Chicago Cleveland San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

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

\$114,881,040 in Building Operations

Philadelphia's

record breaking total for 1922

SHATTER BUILDING RECORDS

Operations Here in 1922 Valued at
\$114,881,040

The building boom in Philadelphia during 1922 shattered all records of the last decade for construction.

Figures of the Bureau of Building Inspection show that since last January the total number of permits issued was 14,476, covering 22,588 operations, at an estimated value of \$114,881,040.

Against this record increase the building during 1921 had a total value of only \$42,540,780, for which 12,673 permits were issued, covering 14,651 operations.

The structures built this year included more than 8,800 two-story dwellings, the largest number of residences erected since the war.—(The Philadelphia Bulletin, Dec. 30, 1922.)

With this vast addition to its buildings—and every indication that the big programme will continue in 1923—Philadelphia, the third largest market in the United States, offers greater opportunities than ever before to manufacturers of all kinds of goods.

Dominate Philadelphia

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



The Bulletin

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

Net paid daily average circulation for the year 1922—
493,240 copies a day.

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

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

SAN FRANCISCO

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

LONDON

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

PARIS

Ray A. Washburn
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, JANUARY 13, 1923

No. 33

FRANKLIN WAS FIRST OF ALL A HUMAN BEING

Printer, Publisher and Publicist, He Was Distinguished Always For Common Sense—Where Emerson Would Have Hitched Wagon to a Star, Franklin Would Have Looked for New Axle Grease

By JAMES MELVIN LEE

IN Colonial times the New Printing Office in Philadelphia was near the Market. It was a small one-story semi-detached structure with three windows facing the street. A sign just over the eaves read—B. FRANKLIN, PRINTER.

As the watchman made his rounds I wonder what he thought as he gazed at this sign dimly visible because of a nearby street lamp. What tales the men of a later generation must have told about the days when as school boys they called at this shop to buy a small slate, primer, or horn book. It was at this shop that my lady of Philadelphia, fastidious in her taste, bought a very fine grade of toilet soap, advertised as having been imported from abroad, sold by the proprietor's wife, but doubtless manufactured by his father in Boston. To this shop came the business man to get his ink powder, his sand glasses with brass heads, and his pewter stand "proper for offices and counting houses." From this shop came possibly the most important newspaper of the day, The Pennsylvania Gazette.

But these were the days when men and women danced the minuet. Had this proprietor in his knee breeches, as he left his press to wait upon customers, any message for the printers of today? Did he leave any imprint upon American journalism? What kind of man was Benjamin Franklin, the printer?

First of all, I want to speak of the little almanac that came from his shop. What influence did it have? Let its publisher tell about it for he knows:

In 1732 I first published my Almanack, under the name of *Richard Saunders*; it was continued by me about twenty-five years, commonly called *Poor Richard's Almanack*. I endeavored to make it both entertaining and useful; and it accordingly came to be in such demand that I reaped considerable profit from it, vending annually near ten thousand. And observing that it was generally read, scarce any neighborhood in the province being without it, I considered it as a proper vehicle for conveying instruction among the common people, who bought scarcely any other books; I therefore filled all the little spaces that occurred between the remarkable days in the calendar with proverbial sentences, chiefly such as inculcated industry and frugality as the means of procuring wealth, and thereby securing virtue; it being more difficult for a man in want to act always honestly, as, to use here one of those proverbs, *It is hard for an empty sack to stand upright*.

The paper for this almanac, Franklin was not too proud to bring to his shop on a wheelbarrow. Never did he allow his pride to run ahead of his purse.

Publishers have their troubles with union labor, as the news columns of EDITOR & PUBLISHER have repeatedly told. A certain amendment to the Constitution still attracts considerable attention in the press. I leave it to the reader to judge whether these words from Franklin when he became a journeyman printer in London have a present day message:

At my first admission into this printing-house I took to working at press, imagining I felt a want of the bodily exercise I had been used to in America, where press-work is mixed with composing. I drank only water; the other workmen, near fifty in number, were great guzzlers of beer. On occasion, I carried up and down stairs a large form of types in each hand, when others carried but one in both hands. They wondered to see, from this and several instances, that the *Water-American*, as

they called me, was *stronger* than themselves, who drank *strong* beer.

Watts, after some weeks, desiring to have me in the composing-room, I left the pressmen; a new *bien venu* or sum for drink, being five shillings, was demanded of me by the compositors. I thought it an imposition, as I had paid below; the master thought so too, and forbade my paying it. I stood out two or three weeks, was accordingly considered as an excommunicate, and had so many little pieces of private mischief done me, by mixing my sorts, transposing my pages, breaking my matter, etc., etc., if I were ever so little out of the room, and all ascribed to the chapel ghost, which they said ever haunted those not regularly admitted, that, notwithstanding the master's protection, I found myself obliged to comply and pay the money, convinced of the folly of being on ill terms with those one is to live with continually.

The ethics of journalism is today a frequent topic of discussion where newspaper men gather. Did the proprietor of

this New Printing Office do anything to advance ethical standards of the trade at which he worked? Franklin, himself, thus answers this question:

In the conduct of my newspaper, I carefully excluded all libelling and personal abuse, which is of late years become so disgraceful to our country. Whenever I was solicited to insert anything of that kind, and the writers pleaded, as they generally did, the liberty of the press, and that a newspaper was like a stage-coach, in which any one who would pay had a right to a place, my answer was, that I would print the piece separately if desired, and the author might have as many copies as he pleased to distribute himself, but that I would not take upon me to spread his detraction; and that, having contracted with my subscribers to furnish them with what might be either useful or entertaining, I could not fill their papers with private altercation, in which they had no concern, without doing them manifest injustice. Now, many of our printers make no scruple of

gratifying the malice of individuals by false accusations of the fairest characters among ourselves, augmenting animosity even to the producing of duels; and are, moreover, so indiscreet as to print scurrilous reflections on the government of neighboring states, and even on the conduct of our best national allies, which may be attended with the most pernicious consequences. These things I mention as a caution to young printers, and that they may be encouraged not to pollute their presses and disgrace their profession by such infamous practices, but refuse steadily, as they may see by my example that such a course of conduct will not, on the whole, be injurious to their interests.

Did Franklin have a competent assistant in his printing office? Of this assistant he says:

We have an English proverb that says, "*He that would thrive, must ask his wife.*" It was lucky for me that I had one as much disposed to industry and frugality as myself. She assisted me cheerfully in my business, folding and stitching pamphlets, tending shop, purchasing old linen rags for the paper makers, etc., etc.

Had Franklin any time for other duties besides those of his office? Did he forget his old mother up in Boston? It is from a letter to her that we learn about his habits:

I read a great deal, ride a little, do a little business for myself, now and then for others, retire when I can, and go into company when I please; so the years roll round, and the last will come, when I would rather have it said *He lived usefully, than He died rich*.

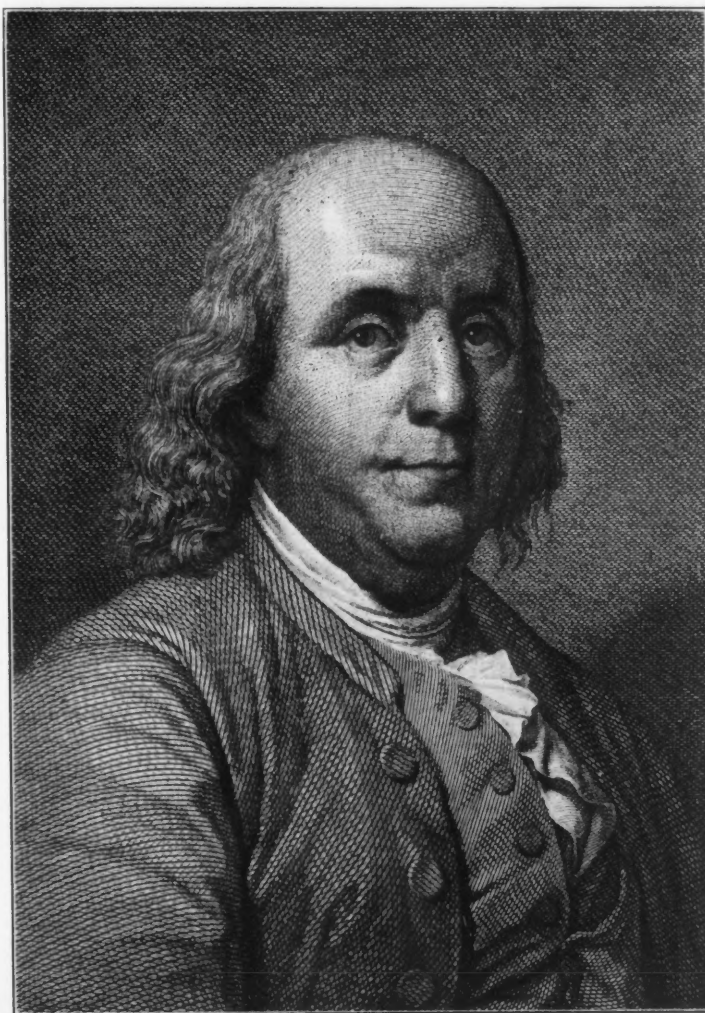
Because Franklin read a great deal he was probably the best informed man of his time. His editorial comments about the economic questions of the day were the ablest printed in America, but this is a many-sided Franklin in another field of journalism. He was printer, publisher, proprietor and, strange as it may seem, he was cartoonist as well. For his *Gazette*, he made the first cartoon to appear in an American newspaper. The occasion was a memorable one. The Governor of the New York Colony had issued on December 24, 1753, a call for a meeting in Albany of the British Colonies on June 14, 1754. Rumors of a possible war with France were not without some foundation. The union of the colonies was most desirable. To supplement his editorial appeal, Franklin printed on May 9, 1754, a cartoon which represented a snake cut into eight pieces; each part represented a colony. Under the cartoon Franklin put the caption: "Join or Die."

But the influence of this cartoon was not limited to the Pennsylvania *Gazette*. It was copied by such contemporaries as the New York *Gazette*, the Boston *News Letter*, the Boston *Gazette*, the New York *Mercury*, etc. Comments about it were printed in other newspapers. At the time of the Stamp Act it appeared again. It was of Franklin's cartoon thus reprinted, that James Rivington in his New York *Gazeteer* on August 25, 1774, said:

On the Snake, depicted at the Head of some American News Papers.

Ye Sons of Sedition, how comes it to pass, That America's typ'd by a SNAKE—in the grass?
Don't you think 'tis a scandalous, saucy reflection,
That merits the soundest, severest Correction,
NEW-ENGLAND'S the Head too;—NEW ENGLAND'S abused;

For the Head of the Serpent we know should be Bruised. (Continued on next page)



BENJAMIN FRANKLIN

1923 PROMISES NEW AUTO ADVERTISING RECORDS

New York Show Barometer Indicates Most Intensive Selling Industry Has Ever Known—20% Newspaper Space Increase in 1922 Promises to Be Topped by 25% This Year.

UNLESS there is a blowup between Turkey and England, which will make the World War seem like a match compared to the statue of Liberty, according to some motor people just back from abroad, the newspapers and magazines will reap from the motor industry this year money enough to show a good profit, and have enough left over to redecorate their structures, get new equipment, etc.



JAMES T. SULLIVAN

By JAMES T. SULLIVAN

dinner pail rainbow when soup kitchens dotted all the big cities—can never be put over again. So much for general conditions. Then there are the buyers. During the war there was a two-year period of non-production. Then came the cars made of what was on hand, not material the makers would have picked out. The first era kept a lot of buyers off the market. The second condition gave many people cars, which were not 100 per cent right. Then there were the pre-war cars, that have been standing up fairly well, but are fast going into the discard. These all tended to send people out to buy. And the totals ran up and up. Yet the demand was not filled. Dealers came to New York this week full of confidence. Many of them have

will be more generally advertised; Buick, Oldsmobile, Oakland, Chevrolet and G. M. C. truck are going to be found in the papers for the next six months very generally in addition to what may be used in a number of cities at show time. Just as an illustration of how things develop Chevrolet has a new type copper jacketed motor coming along, for those who want it, and it will mean new copy, additional stuff to tell about it. Willys Overland will spend a lot of more money this year. It has now acceptances from hundreds of dealers, who have asked for newspaper advertising, and they will use at least 2,500 papers, big and little. If the dealers pile up their acceptances it will mean curtailing on some of the magazine copy. In past years the dealers were not much inter-

out and the schedules will be divided. Hupmobile, ending a year of wonderful prosperity, is ready with its copy, which, by the way, is so arranged that any dealer may select something to fit any season, and he has it far enough ahead. Therefore, it is not so much a case of new schedules as it is continuity to meet conditions. But it will increase, due to dealers being more prosperous. Peerless is now swinging into another year under its new regime, and with a car that is being widely talked about, the factory has decided that it is well to do some more newspaper advertising. The factory has had no dealer campaign, following a national plan, but there is talk of some "50-50 copy" now. Packard will be heard from soon with some copy on a "50-50" basis for dealers. The car being oversold meant a slowdown in advertising, but now it will catch up with orders and go through with new copy.

There will be millions of lines and millions of dollars sent all over the country to the papers and magazines. Why? Because 1923 is going to be the most prosperous year the manufacturers have known. It is a far different story this January from a year ago, and two years ago. Then the makers were "trying" to be optimistic. It was a difficult task. It is not so today. This week's advertising tells its own story of optimism.

Full pages in the papers at show time have been so rare that the papers did not consider making any special provision for them. This year they are getting common. The Chicago show, starting January 29, will outdo New York, it is expected in this regard. The New York City papers all showed a gain daily and Sunday by anywhere from 10 per cent up. And some of the big copy will go through into smaller cities.

Every big city in the country had an increase of from 10 to 20 per cent, on the average, in the automobile display copy the past year. For 1923 judging, by what some of the executives say now, there will be a gain in lineage anywhere from 15 to 30 per cent in newspaper, or practically 50 per cent covering two years—a good evidence that the country has come back.

Even though some 2,500,000 vehicles were turned out in 1922—a new production record—there are dealers today throughout the country who are down to one and two cars; some have none; and the majority have not enough of the closed models that so many people are hunting after. Last year the dealers refused to stock up on cars, and when the big spring rush came along they were short. So they got rid of their used cars in good shape, and with the new ones that came along they made money.

For the first time in many cities the dealers began working out plans for selling used cars at a profit. They cut out the wild trading to a big extent. They learned something about business methods. The owner of an old car was not able to have one dealer outbid another and get a fictitious price. Stabilizing was the plan.

Then the buying became more general throughout the country until today there are not many bad spots, and such as are left are not very wide in area. This means that factories have been able to continue along on a good production basis without the executives worrying about slowing up conditions. Nor were there a lot of drastic cuts to make the minds of the buyers chaotic. In fact some prices are going up.

Entering the 1923 year, with the impetus of 1922 to carry them along, the makers feel prosperity in the air. They have an idea that the country will be carried at full speed this year to prepare for the Presidential 1924 campaign. The idea of trying to sell the public on the idea of not changing the Republican pilot will mean a lot for business. The day of slowing down things—to go back to the Mark Hanna days and the full

Cars Exhibited at the New York Automobile Show

American	Dort	Lexington	Peerless
Anderson	Durant	Lincoln	Pierce
Apperson	Earl	Liberty	Pilot
Auburn	Elcar	Kissel	Premier
Bailey	Elgin	Locomobile	R. & U. Knight
Buick	Essex	McFarlan	Rauch-Lang
Cole	Franklin	Marmon	Reo
Columbia	Gardner	Maxwell	Rickenbacker
Courier	Gray	Mercer	Roamer
Cadillac	H. C. S.	Mitchell	Rotary Six
Case	Handley-Knight	Moon	Stanley
Chalmers	Hatfield	Nash	Star
Chevrolet	Haynes	National	Stearns
Cleveland	Hudson	Noma	Studebaker
Crawford	Hupmobile	Oakland	Stutz
Dagmar	Jewett	Oldsmobile	Vellie
Davis	Jordan	Packard	Westcott
Dodge	King	Paige	Wills-St. Claire
Dorris	Lafayette	Paterson	Willys-Knight

decided to stock up this winter. The bankers are not so diffident as they were. Therefore you can go to the makers at the hotels and they will show you a lot of orders that will take care of production at the factories 100 per cent through the Spring. Then the usual Spring demand and show orders everywhere will carry them into Summer. Last year they found there was no August slump, and very little drop in buying at the holiday season.

All this being so, the makers and dealers are going to advertise. The plans have been mapped out for Spring by many of them. And the way they spread out their stories at New York was a revelation. The Sunday papers carried a lot of big copy. Some of it was new. There were very few small advertisements. The absence of accessory copy was noticeable. All week the copy kept pouring in. That the newspapers out of town now look to New York as the barometer was shown by the number of men, and the big advertisements they placed. These newspaper advertisements showed that throughout the country there were substantial gains everywhere in display motor copy. The only slow up was in some of the classified "used car" copy. That the public will buy cars with greater discrimination means increased advertising appropriations. There is more competition than ever. The older makes must tell their stories, for the newer ones will have a lot to say, and the day of selling solely on prestige has gone.

Go down the list of the organizations, big and little, and one finds the plan generally accepted to use good slices of the 1922 profits in 1923 advertising. They seem to have a freer rein at the present from banking influences checking expenditures.

General Motors has prospective budgets ready for all its lines now. Cadillac

estimated, as a general thing, in newspapers.

Studebaker has a new plan for 1923. Instead of a 50-50 basis, with the dealers getting the copy and picking the papers, the factory is allowing dealers so much per car. The copy will be placed by the factory and all the cost will be billed through the agency. The Spring schedule is now ready and the lineage will run higher than a year ago.

Nash is now ready to follow its plans of starting a consistent schedule month after month once the two National shows are covered. The copy will alternate, with now and then a real message in big space, between the smaller style that has made the name so familiar. And Mr. Nash, having his eye on Lafayette, it means that copy which was missing in 1922 will reappear.

Jordan has not made up his Spring schedule. The ideas are all ready, but Mr. Jordan wishes to imbibe a few newer ones, or generate additional original ones as a result of the show. The Jordan show copy will go into some of the smaller show cities until February ends. Then the regular schedule will get a start, and there will not be much of a letup during the year.

Hudson-Essex has such an appeal, because the two cars fill different classes, that they are continually in the public eye. They ran their copy very big through 1922, and the plans for 1923 call for more copy in large sizes.

Maxwell-Chalmers will go along through 1923 with a schedule somewhat increased over 1922, and, where conditions warrant it, the copy will be more frequent. The new Maxwell, since a year ago, has been a wonderful seller.

Cleveland-Chandler is another of the combinations that have gone over through intensive consistent copy. Instead of sticking to one and two papers in a number of cities, the list will be lengthened

Pierce-Arrow did some very fine advertising last year for cars and trucks. And the dealers reported a remarkable business everywhere. So the factory will continue the campaign in 1923 on a "50-50" basis.

Gardner is coming bigger than ever and it has a campaign mapped out for several full pages. This may be changed to half-pages, run more frequently.

Marmon went into the papers larger than ever during 1922, and will do the same this year.

Dort, with its new six, had three schedules in 1922, and even though one is just ended now, another will start shortly.

Rickenbacker is now going into the papers with a dealers' campaign, and the car is selling so well the advertising will be accepted by the dealers.

W. C. Durant is breaking into the limelight with something new every month. His Star meant good copy; so did the Durant; the Flint will call for a lot more, and the new Princeton is already being heard from in the papers.

Franklin begins its spring schedule a week from Sunday throughout the country with full-page copy, in addition to what will go into Chicago. It has a large campaign under way. And another schedule will follow later.

The new organization handling the National and a lot of other motor products will put over some big copy when the plans now being completed are all set. The 11-column start at New York showed what the executives had in mind.

Dodge Brothers will continue its plan of using its same size copy month after month after

N. Y. Show Week Lineage

TOTAL automobile show advertising carried by the New York newspapers up to Wednesday night and Thursday morning issues was estimated at 560,812 agate lines, of which 209,168 lines was in evening papers and 348,644 in morning papers. It was divided approximately as follows:

MORNING PAPERS

Times	96,636 Lines
Tribune	71,520 Lines
Herald	66,964 Lines
American	59,880 Lines
World	53,644 Lines

EVENING PAPERS

Sun	57,033 Lines
Globe	38,487 Lines
Journal	36,665 Lines
Post	34,204 Lines
Mail	27,810 Lines
World	14,969 Lines

No Sunday advertising is included in the above totals, which in several cases exceeded the lineage for the entire show week in 1922.

COAL SHORTAGE OPENS NEW AVENUES TO PRESS FOR PUBLIC SERVICE

Brooklyn Standard Union's Method of Securing Relief for Its Community from Fuel Famine Brings Quick and Satisfactory Results

By JOSEPH J. EARLY

General news editor, Brooklyn Standard Union.

NO more convincing demonstration of the power of publicity could be evidenced than that which brought about the collapse of the recent Brooklyn coal famine. This demonstration, which saved many thousands of Brooklynites from actual distress, was accomplished in one week's intensive publicity. It was the result of the driving genius of R. F. R. Huntsman, publisher of the Brooklyn Standard Union, whose name has been familiar one to readers of EDITOR & PUBLISHER for many years.



R. F. R. HUNTSMAN

The crusade to banish the coal famine was initiated on Saturday, December 30, by the publication of a box appeal to the people of Brooklyn to tell the exact facts about their trouble in securing coal. This appeal, written by Mr. Huntsman, was the result of reports from all the district men connected with the Standard Union that great trouble was experienced in securing coal. These neighborhood reporters informed their office that woman and children were going to the coal yards and bringing away small supplies of coal in baby carriages and wash boilers, while others were visiting the coal offices in droves and making piteous appeals for even a few hundred pounds of coal.

During this time the State Fuel Administrator was issuing statements that the situation was in hand while the local district administrator's office was credited with shutting the doors of the office in the faces of the frantic applicants on the ground that there was no coal.

Recognizing that an emergency existed and that the only hope of securing relief was by a broad campaign of publicity, Mr. Huntsman wrote the following notice which appeared upon the first page of the Standard Union on Saturday, December 30, and Sunday, December 31.

IF YOU ARE WITHOUT COAL WRITE TO THIS NEWSPAPER

If the Fuel Administrators and your coal dealer are doing their full duty you should not be without coal.

You should not be compelled to buy soft coal or substitutes at the cost of anthracite.

Your regular coal dealer ought to be able to supply your needs.

If he refuses to do so, write the facts to The Standard Union.

If you know of others who are in distress, communicate by letter only with this office.

If you have been charged an outrageous price for the delivery of fuel, give names and dates.

The people of Brooklyn are entitled to fuel in sufficient quantities to prevent distress or serious inconvenience.

If you know of others who have received preference over you because of favoritism, or "pull" or the degrading use of money, notify The Standard Union.

This newspaper cannot supply coal to those needing it, but it CAN see to it that those whose duty it is to care for this community shall perform their full duty in this crisis.

Be reasonable, be just and you will be helpful.

Tell us the facts.
Write the word COAL on your envelope.

The response which followed indicated that all the reports of distress were more than well founded. By Tuesday several hundred letters had been received and Mr. Huntsman published the following:

THE COAL SITUATION

A deluge of letters has come to The Standard Union from suffering citizens of Brooklyn who have no coal.

While it is physically impossible to even read all of them to-day, every communication will be given fair consideration, and effort will be made to relieve the distress which the letters indicate exists to-day.

Those in authority must answer for the disgraceful situation which confronts Brooklyn in regard to the coal situation.

The following letter, one of the first to be opened, is representative of hundreds of others received from those who are suffering in a community which should be among the first to command respect of those in authority:

515 Sixty-first Street,
Brooklyn.

Brooklyn Standard Union,
Borough of Brooklyn.

Gentlemen: Kindly publish the enclosed letter for the benefit of the public and oblige yours very truly,

JOHN MAHONY.

30th December, 1922.

No coal in a two-family eighteen-room house. Three people sick. Fuel Administrator notified of conditions Dec. 6, Dec. 20, Dec. 22.

What has been doing since?
Coal ordered at Burns Coal Co., Oct. 1, when I purchased the property. Can't even get one ton. Three truck loads delivered in one cellar in December by same company; about 15 tons. Why can't I get one?

Why not look after the wants and welfare of our own citizens first? If the Fuel Administrator wants his paw greased, why doesn't he openly say so? We want coal! Is this so-called Fuel Administrator an American citizen? Will we American citizens have to go to England or Canada to winter, or will we have to freeze to death to make a few more millionaires of fuel grafters? Why talk of race suicide and increasing the good American race, when a few of our so-called leading citizens employ every means of decreasing what we have got?

JOHN MAHONY.

For the next several days more than a page was given over to letters from suffering citizens, who wrote their names and addresses as evidence of good faith. A sample letter is as follows:

NO COAL, BIRTH EXPECTED

TO THE EDITOR OF THE STANDARD UNION:

Would you be kind enough to advise me in regard to coal. I ordered coal from Burns Brothers five months ago. Burns Brothers have furnished me with coal for the past two years. They have promised to fill my order from day to day for the past five months. As my daughter is about to become a mother, would you kindly advise me where I can get some coal?

I will appreciate any interest you may take in the matter. Thanking you, I remain

Respectfully yours,

MRS. J. ABDALLAH,
800 Church Avenue.

Skeptics laughed at the idea that a newspaper could provide coal. They said it was a silly thing to exploit the needs of women and children in a publicity stunt.

If there was a shortage they asked: "How could the Standard Union provide coal?"

"What would happen if all these unfortunate people could not secure any relief?"

But Mr. Huntsman kept up his sledge hammer blows for another day before he answered the skeptics, by effective service for his Brooklyn community. Then he moved in several directions at once.

He sent a member of the Standard Union staff to see the State Fuel Administrator, William H. Woodin, 165 Broadway, Manhattan, and urged the State Administrator to read some of the letters telling the facts concerning the actual distress and asked him if he wanted more proof that a public emer-

gency existed in a community of two million souls.

The representative had an hour's conference with Administrator Woodin and announced at the end that he would turn out the whole force of the State Administration towards relieving the dangerous conditions in Brooklyn. He also agreed to urge the National authorities to rush 72,000 tons of coal to the city of New York to relieve the situation at once. He also promised to investigate every complaint written to the Standard Union and gave Mr. Huntsman authority to publish the following:

WOODIN'S PLEDGE

State Fuel Administrator William H. Woodin today made this pledge to The Standard Union to provide coal to all homes where an emergency exists:

"Every written complaint received from Brooklyn will be investigated immediately. Fully 200 complaints were investigated yesterday in Brooklyn. Report of the conditions found in these cellars will be given to the press tomorrow.

"Every consumer whose condition can be characterized as an emergency will receive some coal within forty-eight hours of the time the verified report on his or her condition reaches this office.

"Emergency means no coal in the cellar, or illness in the family, with the supply of coal so low that two or three days' delay might result disastrously.

"These investigations were made because of the many published complaints coming from Brooklyn. The action of the Fuel Administrator will be guided by the veracity of the statements made in the complaints.

"The Fuel Administrator will continue to investigate complaints from Brooklyn.

"Consumers are urged to complain only when actual necessity requires, because of the amount of work involved in the investigations. Investigations have shown, in many instances, that there is no emergency, and the time spent in going over these useless complaints only takes away from the actual needy ones.

"Where investigation shows that there is coal in the cellar of the complainant that should be in the cellar of a neighbor, the Administration is going to carry out the letter of the law."

Another statement made just as the fight was won, by Mr. Huntsman was as follows:

AN AROUSED BROOKLYN PUBLIC

Wrongs are righted when the people of Brooklyn are thoroughly aroused.

They are aroused now over the disgraceful coal conditions here.

Thousands of Brooklyn homes are without adequate warmth; probably yours is one.

Read what others have written on page three of this issue regarding their struggle to secure fuel.

Their story and your story will arouse such a storm of protest that those in authority and those responsible for suffering and sickness in this community will understand that present conditions will no longer be tolerated in Brooklyn.

Furthermore, the coal grafter, whenever he is found, must answer to the law.

If you cannot secure coal, write the facts to The Standard Union. Let the light of publicity in upon this scandalous and burdensome and un-American state of affairs.

It is unthinkable that this community of more than two million souls may be taken by the throat with impunity, and without punishment for the "hold-ups."

Your protest and the protest of thousands of other decent citizens of Brooklyn will produce results which will astonish you.

If you do not wish your letter published we will respect your wishes; but give us the facts. Truth always prevails.

Before Administrator Woodin announced his willingness to co-operate with the Standard Union another representative was sent to Philadelphia to call upon Judge Edward W. Parker, director of the Anthracite Bureau of Information, with headquarters at 437 Chestnut street, Philadelphia. Judge Parker was the man who signed orders to rush coal here and the appeal was made to him to relieve the distress in Brooklyn. Judge Parker disclaimed responsibility for the coal famine in Brooklyn. He insisted that large quantities of coal had been sent to New York City.

"How do I know there is a shortage in Brooklyn," exclaimed Judge Parker at one stage of the interview. "I have only your word for it."

"Here is the proof," declared the Standard Union representative, displaying two issues of the Standard Union carrying pages of letters from mothers urging relief. "These letters from women tell

the story better than I can." Judge Parker spent the next half hour reading the letters over and at the end of the interview promised immediate relief for Brooklyn.

One week to a day after the first publication of the request to the citizens of Brooklyn for information the Standard Union was able to publish the pledge from State Administrator Woodin guaranteeing an adequate supply of coal for Brooklyn.

The coal famine in Brooklyn is at an end. Approximately 42 three and four-column cuts were used reproducing lines of coal cars on the water front and in out-of-the-way sections of Brooklyn, indicating that there was coal in Brooklyn for immediate needs. All told, 82 columns of articles were used to date in telling the story and reproducing the letters. The final climax came when the Brooklyn Bureau of Charities, one of the most famous philanthropic organizations in the city of New York, rallied to the support of the Standard Union with an offer to supply coal in small quantities to all persons who had no money to pay for it. Thus in seven days by publicity a community crisis which threatened the lives and comfort of many thousands of persons was ended by one of the most intensive publicity campaigns ever conducted in the city of New York.

FORM BRITISH U. P. LTD. WITH CRANDALL CHIEF

New Service for English and Canadian Papers Has Rights to United Press and Dominion News and Direct British Cables

Organization of the British United Press, Ltd., under the control and management of C. F. Crandall, formerly editor of the Montreal Star, was announced this week.

The new service takes over the exclusive rights to the United Press Associations in the British Empire. The headquarters of the new organization will be in Montreal. Mr. Crandall, president and managing director of the British United, is proprietor of the Dominion News Bureau and is well known among newspaper men throughout the Empire, having been organizer and manager of the last Imperial Press Conference, which toured Canada in 1920.

Mr. Crandall gave EDITOR & PUBLISHER the following statement on the new organization this week:

"The British United, of which I am president and controlling shareholder, is a British company whose purpose is to supply a specialized, but comprehensive, news service for British newspapers both in Great Britain and in the Dominions. The basis of this will be the services of the United Press, for which we have acquired exclusive rights within the British Empire, subject to existing contracts, and the Dominion News Service, of direct British cables for Canadian papers. These fundamental services will be extended and developed as conditions require.

"As soon as I complete the Canadian organization I am going to England to open offices there and particularly to improve direct cable and wireless facilities between Canada and the old country in both directions.

"We do not propose to compete with existing services, such as the Canadian Press or Reuters' in the gathering and distribution of local news, but rather to supply an informative and authoritative special service of general news, prepared particularly for British and Canadian papers.

Mail to Print Edition on Liners

The London Daily Mail, January 11, announced that beginning in February an Atlantic edition of the paper will be published on board the Cunard liners plying between England and New York and other North Atlantic ports. This paper will absorb the daily bulletin issued at present by the Cunard company and will be edited aboard by experienced newspaper men. A special radio service will supply the latest news.

THEY ARE ALL IN THE DAY'S NEWS



What are you kicking about? Here is Miss Carol Rickart (left), who has suffered from blindness from birth, but has not let that interfere with her climb in life. Not only is she a sophomore in the Department of Industrial Journalism at Kansas City Agricultural College, but she is working her way through. Her income is derived from writing verse, which is being printed in a string of Mid-Western dailies.



Now it's Miss Belle McCord Roberts (right), editor and publisher out on the Long Beach (Cal.) Telegram. It's the same job her father held from 1904 until his death last January. With S. S. Conklin she acquired complete control of the paper on its 18th birthday, December 24 last.

There's a joke in this picture but you will have to find it. Harold B. Hinton (below), editor of the New York Times' pictorial section, has sailed for Paris where he will open an office for Wide World Photos. He was accompanied by Mrs. Hinton.



Photo by International.

Now we're going to have a British U. P., and the new sign is going on the office door of C. F. Crandall (below) up in Montreal.



Hold them men! There is nothing more rare than a good reporter. Now Edwin C. Hill, whose star has shined brightly on the New York Sun, later the Herald, has put on his coat and hat and walked into office of Fox Films as director of their news reel. He started on the Indianapolis Sentinel, joined the Journal, moved on to the Cincinnati Commercial Tribune, and was finally discovered by Boss Lord.



Do you remember when they celebrated Queen Victoria's jubilee in 1837 and the event was marked for William E. Gladstone by the presentation of a testimonial from the American people in recognition of his services in securing passage of the Home Rule Bill for Ireland? In the photograph we have seated left to right: Joseph Pulitzer, of the World, who conceived the idea of the testimonial; Mrs. Gladstone, Mr. Gladstone, Col. Richard Walters, then editor of the Walla Walla Statesman, who represented the Pacific Coast at the presentation; standing, E. Campbell Allison, at that time only American editor of a London paper, the Courier; Herbert Gladstone, Herbert Shayne and C. C. Shayne, New Yorkers. This picture was made at Gladstone's home at Hawarden. Male members of the delegation were presented with silver mounted holly walking sticks by Mr. Gladstone.

CURTIS CO. EXCLUSIVE AGENCY SYSTEM HELD WITHIN THE LAW

Supreme Court Rules Sheet Did Not Violate Clayton Act in Contracts by Which Dealers Handled Its Magazines and No Others—F. T. C. Can Only Gather Evidence

WASHINGTON, D. C., Jan. 10, 1923.

ENGAGEMENT of competent agents, obligated to devote their time and attention to developing their principal's business to the exclusion of all others, has long been recognized as "proper and unobjectionable," the United States Supreme Court decided this week in overruling the complaint of the Federal Trade Commission against the method pursued by the Curtis Publishing Company in the wholesale distribution of its publications—the Ladies' Home Journal, Saturday Evening Post and Country Gentleman. The technical action of the Supreme Court was to affirm the judgment of the Third Circuit Court of Appeals which had declined to sustain the Trade Commission's complaint and order that the procedure of Curtis Publishing Company constituted "an unfair method of competition."



CYRUS H. K. CURTIS

The principles involved in the court's decisions are far-reaching and have an effect more or less on all business contracts, upholding, as they do, where nothing else is involved, the right of business concerns to execute so-called "exclusive" arrangements with wholesale agents. The clause of the Curtis Publishing Company's contract as finally objected to by the Trade Commission and submitted to the courts, is as follows:

"That without the written consent of the publisher, he (the dealer) will not *** act as agent for or supply at wholesale rates any periodicals other than those published by the publisher (the respondent named in the complaint)."

Originally the clause in the Curtis contract objected to by the Trade Commission is its first complaint issued July 5, 1917, was as follows:

"That the district agent hereby covenants and agrees to refrain hereafter from wholesaling to boys or dealers (and from attempting to influence any Curtis agent to sell) any periodicals other than those published by the Curtis Publishing Company. without first obtaining the approval of the publishers (Curtis Publishing Company)."

Before the testimony had been completed in the first complaint the publishing company altered its contract, but, according to the Federal Trade Commission, retained "a covenant therein identical with that in the contract which was made the subject of the original complaint."

Thus the Commission held that the two clauses quoted above were virtually the same and constituted "unfair competition."

Asserting that the contract complained of by the Federal Trade Commission was one of agency and not of sale, and, therefore, not prohibited by the Clayton act, the court, in an opinion rendered by Justice McReynolds, declared that "the evidence clearly shows that the respondent's agency contracts were made without unlawful motive and in the orderly course of expanding business."

"It does not necessarily follow," continued Justice McReynolds, "because many agents had been general distributors, that their appointment and limitation amounted to unfair trade practice. Effective competition requires that traders have large freedom of action when conducting their own affairs. Success alone does not show reprehensible

methods, although it may increase or render insuperable the difficulties which rivals must face. The mere selection of competent, successful and exclusive representatives in the orderly course of development can give no just cause for complaint, and when, standing alone, certainly affords no grounds for condemnation under the statute."

The evidence in the case, the court held, did not show that the Curtis Publishing Company "intended to practice unfair methods or unduly suppress competition or to acquire monopoly."

The court divided upon the question of the jurisdiction of the lower courts in acting upon the Commission's findings of fact, Chief Justice Taft and Justice Brandeis dissenting.

The majority opinion referring to the taking of material evidence in the Third Circuit Court of Appeals, which had not been presented by the Commission, and asserting that "the ultimate determination of what constitutes unfair competition is for the court and not for the Commission," held "that the court must inquire whether the Commission's finding of fact are supported by evidence. If so supported, they should be conclusive."

Chief Justice Taft, in behalf of himself and Justice Brandeis, submitted a dissenting opinion expressing "doubt" as to the soundness of that ruling, contending that where it develops "there is not substantial evidence to support additional findings necessary to justify the order of the Commission complained of, the court need not remand the case for further findings." The court, Mr. Taft insisted, did not have power to make itself a fact-finding body. He explained that he registered the "doubt" because he considered it of "high importance" to comply scrupulously with the intention of Congress that the Federal Trade Commission be made the fact-finding body.

The case upon which the ruling was made has been long drawn out. In 1899 the Curtis Publishing Company began the organization of its own distributing agents. Contracts were made to handle Curtis publications exclusively except as in the company's judgment it saw fit to permit the agents to handle other publications. The company's idea was not to prevent an agent from making additional profit providing there was no interference with the company's business.

The contract was enforced to the letter when the Curtis company found that rival organizations were seeking to utilize its selling organization. A competitor company, the Pictorial Review, applied for an injunction in 1917. Judge Hand, in the U. S. District Court in New York, decided that the contention that unfair practices were being pursued were without foundation and the petition for injunction was dismissed.

The Federal Trade Commission then instituted complaint and after lengthy hearings ordered the Curtis Publishing Company to cease and desist from writing and enforcing its contracts. Appeal was taken to the Circuit Court of Appeals and the Commission, overruled, in turn took the case to the Supreme Court.

The contract of the Curtis company, which was the subject of the Commission's original complaint, was worded as follows:

DISTRICT AGENCY AGREEMENT

Form JDA3-a

What The Publishers Will Do.

WITNESSETH, that the Publishers hereby covenant and agree:

1. To appoint the said Party of the Second Part as District Agent for THE SATURDAY EVENING POST, THE LADIES' HOME JOURNAL and THE COUNTRY GENTLEMAN, in and for the City of State of for the period, hereinafter described, to commence either with THE SATURDAY EVENING POST and THE COUNTRY GENTLEMAN dated 19..... and with THE LADIES' HOME JOURNAL for the

month of 19..... or with later issues, at the option of the Publishers (this contract must be accompanied by one of the Company's order-blanks stating the number of copies desired of each of these issues):

13. To refrain hereafter from wholesaling to boys or dealers (and from attempting to influence any Curtis agent to sell) any periodicals other than those published by The Curtis Publishing Company, and to refrain from furnishing any other publisher or his agent with the names and addresses of any Curtis agents, without first obtaining the approval of the Publishers.

The following contract with the above formed the basis of the Commission's amended complaint:

DISTRICT AGENCY AGREEMENT

Form JDA3

AGREEMENT, Dated 19..... between The Curtis Publishing Company (hereinafter called the Publisher) and (hereinafter called the District Agent).

WITNESSETH, That the District Agent is hereby appointed agent for the sale of the following publication of the Publisher, viz.: The Ladies' Home Journal, The Saturday Evening Post and The Country Gentleman for the following territory, viz.:

upon the following terms and conditions:

1. Commencing with the issues of The Saturday Evening Post and The Country Gentleman dated and with The Ladies' Home Journal for the month of or with later issues at the Publisher's option, the Publisher will supply and consign to the agent such stock of the above publication as the Publisher finds the District Agent requires from time to time, provided the requisitions therefor are sent by the District Agent according to the schedule issued by the Publisher, at times sufficiently in advance of publication to effect the proper delivery thereof, and provided such requisitions specifying the desired number of copies of each publication are sent upon the printed requisition blanks of the Publisher, and provided the District Agent has faithfully and punctually kept, up to the time of each requisition, the terms and conditions of this agreement. The title of said publications shall remain with the Publisher until they are sold by the District Agent. The said publications are to be forwarded by the Publisher to the District Agent (transportation charges prepaid) by mail, express or freight, at the option of the Publisher, at times intended to effect delivery to the District Agent one day before the authorized publication dates as fixed from time to time by the Publisher.

2. The District Agent will supply to boys and dealers copies of The Saturday Evening Post and of the Country Gentleman at the net wholesale rate of three (3c.) a copy for sale at five cents (5c.) a copy, and copies of The Ladies' Home Journal at eleven cents (11c.) a copy for sale at fifteen cents (15c.) a copy, and will make deliveries of each of the said publications early in the morning of the authorized publication day thereof. All retail sales made by the District Agent shall be only at the prices of five cents (5c.) a copy for The Saturday Evening Post and for The Country Gentleman and fifteen cents (15c.) a copy for The Ladies' Home Journal. All sales must be for cash or at the risk of the District Agent.

3. The District Agent agrees that he will at his own expense provide a suitable place and appliances for the sale and the distribution of the said publications; that he will use all reasonable efforts and devote the necessary time for promoting the sale of said publications and supplying the demand therefor; that without the written consent of the Publisher he will not display, deliver or sell any copies of any one of said publications before the authorized publication date as specified in the printed requisition blanks, or dispose of any copies of said publication in the territory of any other District Agent or Special Agent of the Publisher, or act as agent for or supply at wholesale rates any periodicals other than those published by the Publisher, or directly or indirectly furnish to any other publisher or agent the names and addresses of the persons to whom the Publisher's publications are sold or delivered, or allow any one to stamp, paste or otherwise place on or in any of the Publisher's publications or any part thereof any advertising matter, except that he may stamp his name as agent thereon and may insert circulars intended solely to increase the single-copy sale of the said publications.

4. The District Agent shall, subject to the direction and the control of the Publisher, train, instruct and supervise such adequate force of boys, within his district as has been or shall be organized by or under the instructions of the Publisher for the purpose of distributing the said publications.

P. S. Collins, general business manager of the Curtis Publishing Company, pointed out to Editor & Publisher that the doubt expressed by Chief Justice Taft and Justice Brandeis, "is not on the merits of the case itself, but as to the

phraseology of one sentence in the majority opinion because of its possible interpretation and its general application."

The dissenting opinion by Chief Justice Taft, referred to by Mr. Collins, is in full as follows:

"The sentence in the majority opinion, which makes me express doubt, is that discussing the duty of the Court in reviewing the action of the Federal Trade Commission when it finds that there are material facts not reported by the Commission. The opinion says:

"If there be substantial evidence relating to such facts from which different conclusions reasonably may be drawn, the matter may be and ordinarily, we think, should be remanded to the Commission—the primary fact finding body—with directions to make additional findings, but if from all the circumstances, it clearly appears that in the interest of justice the controversy shall be decided without delay, the Court has full power under the statute so to do."

"If this means that where it clearly appears that there is no substantial evidence to support additional findings necessary to justify the order of the Commission complained of, the Court need not remand the case for further findings, I concur in it. It is because it may bear the construction that the Court has discretion to sum up the evidence pro and con on issues undecided by the Commission and make itself the fact finding body, that I venture with deference to question its wisdom and correctness. I agree that in the further discussion of the evidence, the reasoning of the opinion of the Court would seem to justify the view that it does not find in the evidence sufficient to support additional findings by the Commission justifying its order. I only register this doubt because I think it of high importance that we should scrupulously comply with the evident intention of Congress that the Federal Trade Commission be made the fact finding body and that the Court should in its rulings preserve the Board's character as such and not interject its views of the facts where there is any conflict in the evidence.

"I am authorized to say that Mr. Justice Brandeis concurs with me in this."

SUPREME COURT AGAIN BANS PRICE FIXING

Mishawaka Woolen Manufacturing Co., However, Wins Modification of Trade Commission Order in Beechnut Case

WASHINGTON, D. C., Jan. 8.—The United States Supreme Court again today, in a decision rendered on the complaint of the Federal Trade Commission against the Mishawaka Woolen Manufacturing Company, refused to legalize the right of a manufacturer to set and enforce the resale prices on his product. It did, however, modify the Federal Trade Commission's order to conform with the limitations imposed in the Beechnut case decision, rendered January 3, 1922, when the Supreme Court upheld by a vote of 5 to 4 the Federal Trade Commission's authority to order the Beechnut Packing Company to cease and desist from carrying into effect its so-called Beechnut policy by co-operative methods, in which the company and its distributors, customers and agents undertook to prevent others from obtaining its products at less than the price designated:

"1. By the practice of reporting the names of dealers who do not observe such resale prices,

"2. By causing dealers to be enrolled upon the list of undesirable purchasers who are not to be supplied with products of the company unless and until they have given satisfactory assurances of their purpose to maintain such designated prices in the future.

"3. By employing salesmen or agents to assist in such plan by reporting dealers who do not observe such resale prices, and giving orders of purchase only to such jobbers and wholesalers as sell at the suggested prices and refusing to give such orders to dealers who sell at less than such prices, or who sell to others who sell at less than such prices.

"4. By utilizing numbers and symbols marked upon cases containing their products, with a view to ascertaining the names of the dealers who sell the company's products at less than the suggested prices, or who sell to others who sell at less than such prices, in order to prevent such dealers from obtaining the products of the company.

"5. By utilizing any other equivalent co-operative means of accomplishing the maintenance of prices by the company."

The court in the Beechnut case said: The facts showed that the Beechnut sys-

(Continued on page 33)

STUNT ADVERTISING TIED UP WITH DAILY SPACE IS MOXIE METHOD

Horsemobile One of Frank M. Archer's Many Spectacular Inventions—Special Mail Work Dropped in Favor of Newspaper Displays—Timeliness Essential

By HAMMOND EDWARD FRANKLIN

CROWDS stopped to stare. Something out of the ordinary clearly was happening in the little western Pennsylvania city. Even people in automobiles slowed down to have a look at the strange sight.



FRANK M. ARCHER

It was the queerest kind of a horse which had ever entered the city. A large, white, lifelike thoroughbred, saddled and bridled, stood out from the midst of the eddying group of ogling townfolk. Upon the animal, which a closer examination showed to be of wood, was mounted the driver.

Instead of dangling the reins, however, the young man's hands held a steering wheel which protruded from the horse's back. The horse was built on a shining automobile chassis, which bore the words Moxie. It was the Moxie Horsemobile, the combined horse and automobile which has traveled many thousand miles and traversed more than a dozen states to make people talk about the soft drink, Moxie.

This represents but one of the scores of stunts which have been staged by the Moxie Company of Boston and New York, one of the pioneer manufacturers in the use of stunt advertising. The significant thing is that the company has found that paid newspaper space is the most powerful force which can be used to make its stunts a complete advertising success.

"Does stunt advertising pay?" is a question which many advertisers have asked. From the experience of the Moxie Company, it would appear that stunts intended to take the place of newspaper advertising or as a bid simply for free publicity do not obtain a fraction of their real advertising value, but when backed by large and continuous newspaper lineage they have an effect which is a great promoter of sales.

Dr. Augustin Thompson, a physician of Lowell, Mass., first produced Moxie and placed it on the market 50 years ago. It sold in a small way for a number of years, gradually increasing. As advertising was applied to exploiting it, its market widened and it developed a volume which has been growing ever since, frequently taxing the capacity of the New York and Boston laboratories. In order to control the quality, the company has always done its own bottling instead of selling its syrup to bottlers. It is now sold from Canada to South Carolina and westward beyond the Mississippi for a distance. In time, it is planned to make it a national beverage as new plants become erected.

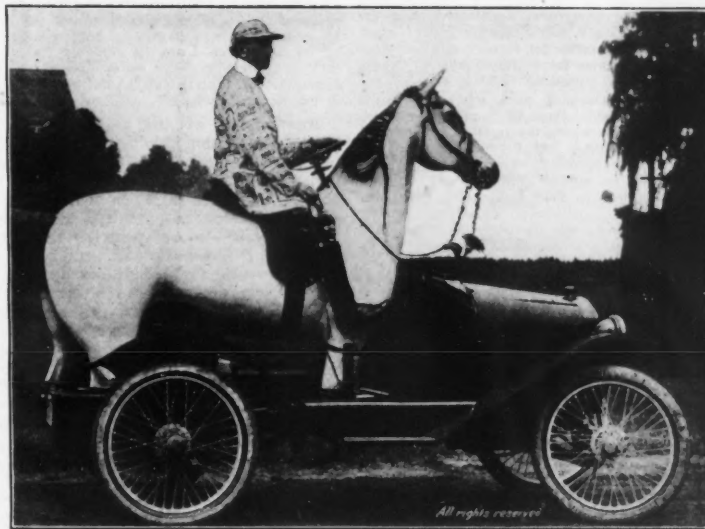
To appreciate the many fascinating forms of advertising the company has put to work, it is necessary to have a close-up of its vice-president, Frank M. Archer, who has proven a genius at originating methods which start tongues wagging favorably. A Maine boy who has had to make his own way, he has registered an unusual success. The advertising done is given his closest attention.

The Moxie Company was one of the first to use automobiles. It built its own until one blew up. Then it bought of automobile manufacturers. In those days whenever a car becomes stalled, a crowd would surround it and shout derisively, "Get a horse!"

For many years a beautiful wooden white horse stood in a Boston harness and saddle store. Mr. Archer had ad-

mired it for a long time. One morning there was a for sale sign on it. Mr. Archer sent an associate with instructions to purchase it at any cost. Much to his surprise, he was able to get it for \$35. He had it mounted on an automobile chassis by his assistants. He was warned it was freakish and foolish and would hurt Moxie.

The very day the Moxie Horsemobile came into existence, a film company took



The Moxie horsemobile has traveled many thousands of miles and traversed more than a dozen states to make people talk about the product it represents. The sensation created wherever it goes is capitalized to the fullest extent by the Moxie Company in paid-for advertising space in the local papers.

pictures which it sent all over the world. The odd vehicle, advertising Moxie, in seven years has been through 14 states and back. It has been made the subject of countless newspaper advertisements. And it has completely demonstrated whether or not stunt advertising pays, at least for the Moxie Company. A patent was granted Mr. Archer by the government for it.

"We regard as the first essential the making of an honest product," Mr. Archer said when interviewed for Editor & Publisher. "Next we place honest treatment of workers, whom we never call help but who are Moxie associates, jobbers, dealers and the public. After that, we place advertising."

"Of all forms of advertising, we consider that in newspapers the best. It is superior to all other forms. We have long since given up direct-mail sales promotion in favor of newspaper space. When we want to get a message over to our 250,000 dealers, we address a letter to them in paid newspaper display space. It is read by them and their clerks, as well. The latter would not see direct-mail matter."

"Through the use of the newspapers, our 700 jobbers also are kept posted on what we are doing to help them make sales. Recently a letter addressed to dealers appeared in 200 newspapers. It also was read by millions of people and helped sell them Moxie."

"Through newspaper advertising we are able to get over an idea quickly and to capitalize interest in current news happenings. For instance, Doug and Mary Fairbanks came to New England, where one of our plants is located. We tied up with their popularity, which is worth millions, by spending \$25,000 in newspaper space while they were there. We were able to show them in a photograph with our famous Moxie boy cutout which appears at all of our dealers' stores and

with the Moxie butler, a humorous miniature representation of Raymond Hitchcock. We thus turned in Moxie's direction an unusual advertising interest.

"To be successful, it is our belief that a stunt must be clean and wholesome and appeal to all classes. If in any way it tends to vulgarity or bad habits, it is bad and injurious. The newspaper can carry the details of the stunt, such as we arrange, over a wide area."

There is hardly any beginning or any end to the stunts the company has staged. Something new is always being done.

For example, one of the biggest ones of this year has been a contest for the choice of Miss Moxie 1923. In space four columns by 13½ inches under the headline, Who will be "Miss Moxie 1923?" the company stated:

"On Saturday next she may be chosen from the bathing girls at Nantasket.

"We are looking for a big sister for the famous Moxie Boy, and will try to select her

ants. As a special souvenir of the occasion 500 bathing caps will be distributed by the Moxie Company.

"THE MOXIE COMPANY"
"By F. M. ARCHER."

Practically every advertisement is signed by Mr. Archer. Through paid advertising, Mr. Archer was able to tie up with a contest receiving wide newspaper publicity, and be associated with Florence Ziegfeld, the theatrical producer, as judge. Although no advertising signs are allowed at the beach in question, the Moxie Company gave away Moxie bathing caps which fairly dotted the beach without any difficulty. The account has been handled for years by Wood, Putnam & Wood Company, Boston agency.

Each year the company takes off all of its automobiles for a day to convey destitute children to the beach in an outing. It asks all of its dealers to co-operate. The following copy appeared this year:

"On June eighth, we will deliver nothing but truckloads of laughing boys and girls, wholesale orders of gladness and joy, and whatever sunshine and fresh air we may have on hand. All deliveries will be made f. o. b. Nantasket Beach and back again.

"This is the situation: In 1908, the Boston Automobile Retail Dealers' Association organized the first of these annual outings. Like all really good ideas, it has grown and prospered. Founded upon motives of kindness, humanity and the love of little children, the annual children's outing has received each year more and more generous support from the public under the guidance of a great-hearted man—Chester I. Campbell. And since the beginning the Moxie Company has never failed to supply big Moxie trucks, automobiles, attendants and drivers to make this day a happy one for as many children as possible.

"Mr. Campbell tells us that we have more than done our part in carrying the 19,288 children, 2,206 attendants and 3,023 drivers who have taken part in the previous outings. But this year the demands will be greater than ever. Mr. Campbell expects to care for a minimum of 2,406 children. To do this, he has secured the services of 231 attendants and lopes to have a tremendous procession of 650 motor cars and trucks.

"We are going to help him. For this one day we are going to ask Moxie dealers everywhere to humor us and help us give the little boys and girls of Boston, who seldom see the broad ocean and clean sands of the open shore, one big day brimming over with joy. They can do it by merely ordering their supplies of Moxie ahead, so that we will not have to ship a case on June 8th."

The names of Moxie men who will be welfare managers for the trip is given. It is brought out that plenty of Moxie candy and the drink itself will be on hand for all.

This human copy shows up the Moxie business in a light which brings a favorable reaction from the public and the army of dealers as well as from within the circle of employees.

Popular songs might well envy the distribution given to the copyright Moxie song, of which the chorus follows:

"Moxie, oh Moxie, me for you—
I don't know what I could do without you.
As a drink your a hummer, in winter or summer.

at the Bathing Beauty Show at Nantasket Beach on Saturday afternoon.

"The Moxie Girl must in every way be a fitting companion to the Moxie Boy; must have beautiful eyes, beautiful hair and have unquestionable character and deportment qualifying her to appear in every publicity feature that is consistent for a lady to appear in. The age limit is set at about thirty years, and—qualifications being equal—a business lady would be given preference.



Who Will Be "Miss Moxie 1923"?

On Saturday Next She May Be Chosen From the Bathing Girls at Nantasket.

We are looking for a big sister for the famous Moxie Boy, and will try to select her at the Bathing Beauty Show at Nantasket Beach on Saturday afternoon, August 26.

The Moxie Girl must in every way be a fitting companion to the Moxie Boy; must have beautiful eyes, beautiful hair and have unquestionable character and deportment qualifying her to appear in every publicity feature that is consistent for a lady to appear in. The age limit is set at about thirty years, and—qualifications being equal—a business lady would be given preference.

Representatives of the Moxie Intelligence Department will be at Nantasket next Saturday in the endeavor to find Miss Moxie, and moving pictures will be taken of the contest acts.

As a special souvenir of the occasion 500 Bathing Caps will be distributed by the Moxie Company.

THE MOXIE COMPANY
By F. M. ARCHER



Through newspaper advertising the Moxie Company is able to get over an idea quickly and to capitalize interest in current news copy used.

"Representatives of the Moxie intelligence department will be at Nantasket next Saturday in the endeavor to find Miss Moxie, and moving pictures will be taken of the contest-

THE KIDDIES

THANK EVERY BLESSED ONE OF YOU

There's something so pleasant about you. Oh, you stand the test, for you are the best; I'll send all the rest down the line.

(Continued on page 41)

ADVERTISING ACTIVITY OF OLD FIRMS BEST SIGN FOR 1923

**Co-operative Advertising Promises to See Great Development,
with Emphasis on Education Rather Than Build-
ing Up Specific Brands**

WHILE new advertisers appear to be coming from all sources, but the most encouraging development at the start of the year 1923 is that many old and firmly established concerns are recognizing the necessity of trademarking advertising and merchandising their products in a modern manner.



F. J. ROSS

This is the view of F. J. Ross, president of the F. J. Ross Company, of New York, on the advertising outlook for 1923, expressed to EDITOR & PUBLISHER. Besides, Mr. Ross believes the new year will see many former advertisers coming back in activity again and a great development in co-operative advertising. He offers as suggestions for newspaper help to the advertiser and the advertising agent that merchandising service be standardized, if possible, through the efforts of the Bureau of Advertising of the A. N. P. A., and that the practice of giving department stores absurdly low rates, and making up on the national advertiser, be corrected, where possible.

Mr. Ross says:

"The outlook is good. The advertising business, like the steel business, the shoe business, the transportation business, is simply one thread in the whole business or economic fabric. The surest way to read the future of the advertising business, I believe, is to read the general business or economic barometer. This barometer seems to indicate 'fair weather' for 1923.

"When 1923 is past, I think we will be able to call it the most nearly normal year American business has had since before the war. As advertising is part of, and inseparable from the business fabric, advertising should enjoy more nearly normal conditions than for many years past. It takes the same kind of dollars, exactly from the same general sources, to pay advertising bills, as it does to pay steel bills, leather bills, or railroad bills. The man whom we expect to pay advertising bills has to draw his dollars out of the general business fabric. The condition of that fabric, its relation to his business, his relations to his banks, who in turn are inseparable from the business fabric, all determine his ability to make expenditure, whether for advertising or any other needs of his business.

"I have never preached the gospel that the best time to advertise is when business is bad. I don't believe it as a basic principle, and the exceptions simply prove the rule. The best time to advertise is when business is good and purchasing is done freely. It is easiest then to divert to your product more than a normal share of the business it would probably get.

"1921 and the spring of 1922 were very hard times with the rank and file of business concerns, whether advertisers or non-advertisers. Red ink figures were a 'bug bear.' Few business men expected that the last nine months of 1922 would show the degree of recovery which we have all been so glad to see.

"Many concerns that have advertised in the past, or want to begin advertising, have halted their advertising plans in order to restore first the financial soundness of their companies. Many also have not been fully convinced of the permanence of this year's return to prosperity and have been cautious. With most of the important economic factors indicating fair weather ahead, confidence is gaining, while balance sheets are being restored to balance.

"The trends of advertising for 1923, I believe, while undoubtedly numerous, come down to three that are principal—

"The most important of those will be the trend of former advertisers to get back on to an adequate advertising basis.

"The next most important trend will be that of old companies and new that will for the first time adopt advertising as a policy.

"The third most important trend will be the development of co-operative advertising.

"The last trend is due not so much to eco-

omic conditions as it is to what many industries have learned about the value of co-operative advertising. They have learned this by studying the few notable examples of success in this field of advertising. In the last few years much pioneering has been done in the field of co-operative advertising. Some of these pioneer industries have passed out of the pioneer stage and are settling down to co-operative policies which they have proved to be money-making policies.

"Appropriations for 1923 are in a great many cases being increased, due to returning confidence and to the improved financial condition of the advertiser. All advertisers accept the principle that there is plenty more business for them to get if they will go after it. It costs money to go after business. There is usually a considerable interval between the time when a company goes after new fields, and the time when those fields are on a profitable basis. Therefore, the interval is distinctly a period of investment of capital, without return for such company. Only their shortness of money or the cost of getting money deterred many companies in 1922 from going after new fields.

"The argument we are using in selling our plans for next year are based as nearly as we are capable of stating them on lessons learned from economic conditions, past and present, and by the indications for the future, as pointed out by the best minds on economics. In special cases, there are special factors to be considered. New forms of competition are springing up, either in the form of new products seeking to replace old ones, new habits among consumers brought about by such influences as the automobile, the parcel post, and new methods of distribution, as effected for example by the growing chain store business.

"New advertisers appear to be coming from all sources, but the most interesting development that we observe is that of many old and firmly established concerns, that have found it necessary to trade-mark, advertise and merchandise in a modern manner.

"Our opinion of the value of newspaper advertising is very high. This trend toward its greatly increased use is explained by many substantial reasons. For many advertisers, it is distinctly the most flexible medium they can use. It enables them to put their advertising pressure where they have distribution. It also enables them to get a very close tie-up with their dealers.

"The newspapers also is a quick acting medium, and wherever quick action is the paramount consideration, the newspaper has invincible claims. The past couple of years have brought conditions wherein for many companies, quick action was indispensable. This condition, I think, is at the bottom of the marked increase in newspaper advertising. It is interesting to note that other forms of local media show the same reactions to fundamental conditions, as does also the direct-by-mail form of advertising.

"You ask how the newspaper can be made more effective for all.

"I have two suggestions—

"A small proportion of newspapers conduct highly efficient merchandising departments. A large proportion of newspapers appear to be going through the motions of conducting such a department merely to meet competition, but without putting heart or brains into such work.

"If the newspaper publishers find that the operating of such departments is sound policy, then I believe that the rank and file of newspapers should adopt such a policy and carry it out earnestly. I believe that the A. N. P. A., through one of its organizations—probably the Bureau of Advertising—should take steps which would lead to the standardizing of merchandising service, educate such papers as do not render this service efficiently now, how to do so.

"My other suggestion I am not so hopeful of. The practice of the newspaper in giving to the department store, a rate out of all proportion, results in the foreign advertiser standing the gaff. For instance, when a newspaper will sell to a department store at 6 cents a line, the same space it sells to the foreign advertiser at 30 cents a line, it is either selling the first at a heavy loss, or the second at an unfair profit.

"There is a point at which the cost of white space stops. At some point above that, the rate to the department store should be fixed. Rates on smaller quantities of space used by foreign advertisers, or small local advertisers, should be fixed according to a logical scale. These rates should then be held the same to practically all classes of advertisers and regardless of

whether they are local or foreign advertisers.

"The discrepancy between local and foreign rates is both unsound and unfair. The advertiser who buys through his agency, or if he chooses, buys direct, pays a higher rate to most papers than he does if he gets his local dealer to buy the space for him. This system does no good whatever to anybody concerned and works many hardships.

"Returning to the department store matter, the excessive lowness of the rate which the store secures, leads it to an excessive use of space which in many newspapers makes it difficult for the foreign advertiser, who pays two, three, and four times as much per line to get a showing for his advertisement.

"This general subject will be very hard to remedy, but it is worth the effort, and if the effort be made, it can be remedied. Some distinguished newspapers have already proved that it can be done.

"Throughout many industries there are today associations busily engaged in correcting abuses of long standing. Astounding progress has been made in many fields. Concerted and earnest effort in the newspaper field to modernize many business practices within it, would be met with a very warm welcome by thousands of those many advertisers and advertising practitioners on whose money and efforts the 'flow of gold, to the newspapers so heavily depends. 'In saying this, I am not unmindful of much that has already been accomplished for the betterment of advertising and business practices in the newspaper field.'

Advertising of the California Fruit Growers' Exchange, which co-operatively markets oranges, grapefruit and lemons under the "Sunkist Brand" trademark, will be increased 60.5 per cent for 1923, forecasting that co-operative advertising will become more widely the rule throughout business, with emphasis on education rather than building up specific brands, according to Paul S. Armstrong, advertising manager of the exchange. "In as far as we are able to judge, and from our experience in buying space and making reservations in various advertising media, it would seem to us that the volume of advertising for 1923 promises to be larger than the year just closing," Mr. Armstrong states.

"In our own case, our appropriation will be 60.5 per cent greater in 1923 than in 1922. This is partly due to a larger crop and partly to an increased assessment per box, which was recently authorized by our board. We believe that this is the general tendency to Pacific Coast food accounts due to a realization that this increased advertising program is necessary to successfully market the commodities which are being produced here in increasing volume each year.

"We think that the business men of the country generally realize that business methods are tightening up, and that the producers or manufacturers who will be successful in the next few years will be those who give close attention to every detail of their business, and particularly to their marketing program, because it is quite evident that in the case of many commodities the production facilities are geared up to a point where it will tax marketing ingenuity to the utmost to dispose of the output even though the buying power of the country remains fairly constant.

"We observe a very definite tendency toward increased advertising of co-operative groups. In this we refer not only to co-operative organizations of producers in agriculture, which in reality are business organizations where each stockholder is a producer rather than merely an investor, and which are operated similarly to the well organized manufacturing businesses, but also to trade and producing groups where the production and sales may be handled by various units operating independently, with the advertising conducted for and under the combined management of the group as a whole.

"Advertising up to this point in the United States has been essentially competitive, its motive being to promote a brand, or to secure business from some other company engaged in producing the same commodity with not much thought given to enlarging the basic market. This to our mind is one of the big things which the co-operative type of advertising has contributed. In our own case, for example, the primary purpose of our advertising is to increase the total consumption—to extend and enlarge the use for the commodity generally with only secondary consideration given to the supremacy of our brand as compared with competitors. Co-operative trade groups, such as we find in lumber, laundry machinery, coffee, and other industries which are constantly organizing for the promotion of their commodity as a whole, are lending a new power and significance to advertising in our opinion.

"It is in the educational rather than competitive aspect that advertising can be of the greatest service to the country, serving as it does in this use to raise the standard of living, increase the scope and enjoyment of the individual and at the same time build a market for the enlarged productive capacity of which this country is capable."

U. P. OFFICERS ASSUME NEW DUTIES

**Ferguson Vice-President in Charge of
News, Earnist for Business, Keen
for Europe and Miller
for S. A.**

Additional changes in the executive personnel of the United Press Association, resulting from the election of Karl A. Bickel to the presidency of that organization were announced this week.

Fred S. Ferguson has been elected vice-president in charge of the news; L. C. Earnist, vice-president in charge of business; Ed L. Keen, vice-president and in charge in Europe, and James Irvin



FRED S. FERGUSON



L. C. EARNIST

Miller, vice-president in charge in South America.

Under the new organization Hugh Baillie is news manager of the United Press; Robert J. Bender, news manager of the United News, and James Henry Furay, foreign editor.

Mr. Ferguson, who is now in charge of the services of the United Press, United News and United Financial, came up from the ranks in the United Press, having held bureau posts both in this country and abroad. After serving as a cub on the Indianapolis News, he joined the U. P. in 1908. Before going to Europe as war correspondent with the American armies he was news manager



ED. L. KEEN



JAMES I. MILLER

of that organization. He did notable work as a correspondent both at the front and at the Peace Conference. Returning to the United States, Mr. Ferguson took charge of the United News and developed the night service to its present scope.

Like Mr. Ferguson, Mr. Earnist has come up from the ranks, but as a worker in both the news and business departments. Mr. Earnist joined the U. P. in San Francisco in 1908, after his graduation from the University of California. Later he was bureau manager in Los Angeles and afterwards Pacific Coast business representative. From this post Mr. Earnist was transferred to Chicago, where he was first Middle Western business representative and later in charge of news as well as business in that territory. In 1919 he was transferred to New York and made news manager. Two years ago he left the news side to become business manager.

Ed L. Keen is one of the best known foreign correspondents both in Europe and America, as he has had a wide and varied experience in foreign fields. He received his early newspaper training on the Cincinnati Post and saw his first foreign service in 1898, when he went to Cuba for the old Scripps-McRae Press Association. Later he went to the Philippines and covered the capture of Aguinaldo by Funston. In 1900 he covered

(Continued on page 20)

1922 RECORDED GAIN IN PUBLICATIONS

Increase Only Five, But It Is First Turn of Tide Since 1916—Greatest Loss Last Year Was Among Country Weeklies

The total number of newspapers and other periodicals in the United States and Canada increased last year as shown in the accompanying tables prepared by N. W. Ayer & Son. The increase was small, being just five publications, but it indicates that the tide has begun to turn. There has been a decrease in each year since 1916.

The American Newspaper Annual Directory for 1917 showed a total of 24,868 publications. Of these 23,387 were in the United States, and 1,481 were in Canada. This year shows 20,856 in the United States and 1,502 in Canada.

The high water mark in the United States was in 1916, when 23,387 publications were counted. In Canada it was in 1914, in which year she had 1,557 papers. The decrease in numbers began in each country immediately after its entrance into the war, and the United States now has 2,531 fewer publications than in 1916, a decrease of something over ten per cent.

The loss in the United States last year was only 31 publications, which is inconsiderable when compared with 1918, during which year 1,178 fell by the wayside. Canada, which had lost nearly ten per cent of its papers by the end of 1918, has gained for several years and is now within 55 of its highest record.

The class of publication which lost most was the country weeklies.

Weekly papers in the United States in 1916 numbered 16,165. Of these about 13,750 were country weeklies, which this year must number about 2,250 fewer than in 1916, a loss of about 16 per cent.

Dailies, in which class there have been numerous consolidations in the past few years, are 143 less in number than in 1916. Most of the other classes have increased, the increase being due, in part, to the resumption or replacement of many trade, class, scientific and technical publications which suspended during the war.

The reason for the large decline in country weeklies are fairly well known. The draft, the high cost of materials, and opportunities and larger financial returns offered by industrial establishments all tended to divert the energies of many country publishers into other lines of business, and their newspapers were consolidated with neighbors or simply suspended. The loss in weeklies during the past year was only a little over 100 and an increase in their numbers this year is probable.

Whether it will reach its previous record for a long time is problematical. Before the war many communities had

two or more newspapers which frequently had a hard struggle to maintain themselves. These have been replaced through consolidation by one strong paper making good returns to its publisher, and any new rival endeavoring to plant itself in such a community would probably find it pretty hard to get a footing.

CHANGES IN READING NEWSPAPER DEAL

McCormick Buys Telegram—Will Consolidate with Herald and Take Afternoon Field—Perry & Jones in Morning

William McCormick, editor and publisher of the Reading (Pa.) Times-Herald, on January 6 concluded arrangements whereby he has bought the Telegram portion of the News-Times and Telegram, which, it was announced last week, had been acquired by John H. Perry and Richard Lloyd Jones. Under the new arrangement Mr. McCormick will on March 1 consolidate the Telegram with the Herald, which he has owned for over 26 years, and will publish it as the Herald-Telegram, an afternoon paper, under his editorship and ownership.

Mr. McCormick made the following statement to EDITOR & PUBLISHER regarding the new transaction in Reading: "On Saturday, the day your paper was issued, I made a new announcement in regard to my plans. I found the way open for me to buy the Telegram half of my Herald-Telegram, and thus to hold the evening field. The Perry syndicate had bought the News-Times and the Telegram. It was my intention to take my Herald to a new establishment and to run an evening and a morning Herald. When I found I could get the Telegram, I did so, and then announced that the Herald-Telegram would be my own after March 1, and would be issued under my editorship and ownership. The News-Times, the morning end of the paper, will after March 1 be issued by the Perry-Jones syndicate.

"The general understanding is that the Perry-Jones people will issue a morning and evening paper. This has been changed. They will issue the morning paper and I will issue the evening paper."

Marion Tribune Adds Sunday Paper

The Marion (Ohio) Tribune, an afternoon newspaper, has added a Sunday edition and has changed from Associated Press pony service to A. P. leased wire service.

World Herald Building Show

The Omaha World-Herald has leased the Omaha auditorium for the week of March 12 to 17, inclusive, and will conduct a building show.

TABULATED STATEMENT

Showing the number of newspapers and periodicals of all issues published in the United States, Territories and Dominion of Canada; the number of towns in which newspapers are published, and the number of towns which are county seats.

Table with columns for STATES, TERRITORIES AND CANADIAN PROVINCES, No. of Towns where Papers are issued, No. of Towns which are County Seats, ISSUES (Daily, Tri-Weekly, Semi-Weekly, Weekly, Fortnightly, Semi-Monthly, Monthly, Bi-Monthly, Quarterly, Miscellaneous, Total—all towns).

For summary of totals see table below.

SUMMARY AND COMPARATIVE STATEMENT

Summary and Comparative Statement table with columns for TOWNS AND COUNTY SEATS, NEWSPAPERS, and ISSUES, categorized by region (New England, New York, Middle Atlantic, Southern, Middle Western, Western, Pacific Slope, Outlying Territories, Canada and Newfoundland).

NOTE:—About 11,500 of the 14,515 weekly papers are country and small town newspapers. The rest are religious, agricultural or class publications or city weeklies.

* Increase — Decrease.

FRANKLIN WAS FIRST OF ALL A HUMAN BEING

(Continued from Page 6)

happened, sir, that we have not hitherto once thought of humbly applying to the Father of Light to illuminate our understanding? In the beginning of the contest with Britain, when we were sensible of danger, we had daily prayers in this room for the Divine protection. Our prayers, sir, were heard,—and they were graciously answered. All of us who were engaged in the struggle must have observed frequent instances of a superintending Providence in our favor. To that kind Providence we owe this happy opportunity of consulting in peace on the means of establishing our future national



First American Cartoon, engraved by Franklin for his Pennsylvania Gazette, 1754.

felicity. And have we now forgotten that powerful friend? or do we imagine we no longer need its assistance? I have lived, sir, a long time, and the longer I live, the more convincing proofs I see of this truth, that God governs in the affairs of men. And if a sparrow cannot fall to the ground without his notice, is it probable that an empire can rise without his aid?I therefore beg leave to move—

That henceforth prayers, imploring the assistance of Heaven and its blessings upon our deliberations, be held in this assembly every morning before we proceed to business; and that one or more of the clergy of this city be requested to officiate in that service.

Benjamin Franklin had that rare gift of seeing things clearly and of seeing as a whole. The charge has never been brought against him that he lacked common sense. Emerson would have you hitch your wagon to a star but Franklin would leave his press to find some new kind of axle grease to make the wheels turn more easily. It is barely possible, to say the least, that the last quotation from him has a message for international conferences in order that, with apologies to the Great Book, "The wicked cease their troubling and the weary be at rest."

JOURNALISTS, ADVERTISERS AND PRINTERS HONOR FRANKLIN

THE year 1923 marks the 200th anniversary of the beginning of Benjamin Franklin's career as a newspaper publisher. This year is also the bicentenary of "Poor Richard's" immortal pilgrimage from New England to New York and Philadelphia.

The 217th anniversary of Franklin's birth, January 17, will be celebrated through the United States and in other parts of the world to a larger extent than ever before, particularly by newspaper, printing and advertising organizations.

The most extensive celebrations are planned by New York City and Philadelphia. The center of activity in New York will be at the Franklin statue, on old "Newspaper Row," at the junction of Nassau street, Park Row and Spruce street.

The issue of the New England Courant for February 4th to 11th, 1723, first carried Franklin's name as a publisher. The National Editorial Association, at its 1922 convention at Missoula, Montana, voted to commemorate this event. President John Brimblecom will come to New York from Newton, Mass., and will lay a floral wreath, in the form of a quill pen in an ink well, on the statue as the N. E. A.'s tribute, in accordance with the following resolution:

"Whereas, The year 1923 will mark the 200th anniversary of the active entry into jour-

nalism, as publisher of the New England Courant, of Benjamin Franklin, America's most distinguished editor, publisher and printer; and "Whereas, The journalistic fraternity of America holds in deep appreciation the heritage of Benjamin Franklin's memory and desires whenever possible to pay homage to it; therefore, be it

"Resolved, That it is the sense of this convention of the National Association that observance of this important anniversary should be made by the newspaper fraternity of America generally; that meetings should be held by state and sectional associations on or about January 17, 1923, the anniversary of his birth, or on about February 4, 1923, the 200th anniversary of the date on which his name first appeared as a publisher;

"Resolved, further, That the attention of the newspaper fraternity be called to the importance and significance of American journalism, these dates to and that it be recommended that on them editorial reference to the life and achievements of Benjamin Franklin be made in all American newspapers and periodicals."

The National Publishers' Association's wreath will be in the form of its official emblem, an eagle opening a book in his claws, the initials N. P. A. being featured. H. N. Swetland of the United Publishers Association, president of the N. P. A., will place this garland.

"Truth," with the initials A. A. C. W., will symbolize the interest of the Associated Advertising Clubs of the World.

The Sphinx Club and the American

attempt, however, is anywhere being made to have January 17 either a national or state holiday.

The convention of the Associated Advertising Clubs of the World last June in Milwaukee voted to commemorate these two bicentenaries, as well as Franklin's birthday.

All organizations in the A. A. C. W. have received the following message from Earle Pearson, A. A. C. W. educational director:

"We trust you are making plans to observe Franklin's birthday the week of January 17, as suggested in resolutions passed by the convention of the Associated Advertising Clubs of the World at Milwaukee last June.

"Franklin was a printer, publisher, scientist and an engineer. He was a city planner, an inventor, a lover of books. He promoted the establishment of the first public library, was one of the founders of the University of Pennsylvania; he advocated the building of pavements and the lighting of streets at night. He introduced music into the early Colonial homes. He was interested in fire protection. He was an early advocate of life insurance. He was an exhibition swimmer and was said to have been the first American athlete. He was the greatest slogan writer of his day. He made enough money to retire at forty and gave the remainder of a long and busy life to the service of his country, becoming one of the greatest statesmen of all time.

"If you have in your midst a lawyer, editor, doctor, minister, author, publisher, printer, scientist, educator, librarian, statesman, or



Wooden press, once pulled by Franklin.

In Philadelphia, the University of Pennsylvania will also hold exercises on the campus.

The Franklin Memorial Movement, which had its birth in New York City, has already attained international proportions. The Federation of the French Alliances will help show the Franco-American love for Franklin, especially on February 6, the anniversary of the signing in 1778 of the Treaty with France, which Franklin consummated.

The Sulgrave Institution, which has done so much for the memory of George Washington, is already doing a lot to honor Franklin. Libraries in many cities will have Franklin exhibitions obeying resolutions adopted by the American Library Association Convention.

According to the Daughters of the American Revolution, however, Franklin's memory deserves most honoring because of "Poor Richard's" unselfish patriotism.

In connection with the Franklin birthday celebration in New York, a movement has been started to erect a memorial to Franklin in Washington, D. C. This was advocated in a resolution adopted by the Sons of the Revolution in the State of New York, December 4, 1922, at their annual meeting.

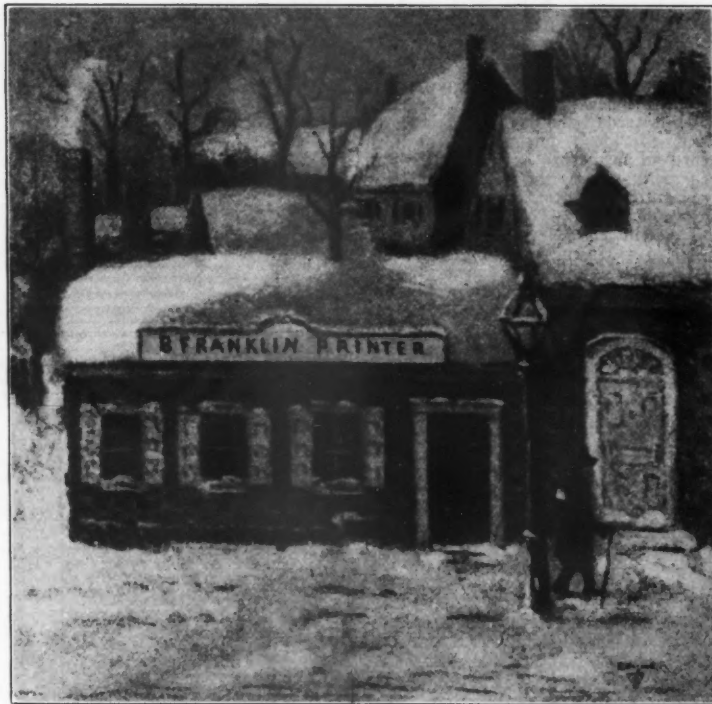
In Boston, which was the scene of Franklin's early youth and which saw the beginning of his career as a newspaper publisher, the celebration is expected to be similar to the one held in New York City.

A specially designed Franklin Stamp will be issued by the Post Office Department on Franklin's birthday to usher in Thrift Week. Third Assistant Postmaster-General Glover has also announced that a special "Thrift Message" will be sent to all post offices. Franklin will be featured throughout the country by the Department as the first Postmaster General.

Franklin's birthday will be observed in Cincinnati, Ohio, with special ceremonies, at which James M. Cox, editor of the Dayton News, will be the principal speaker.

At Washington, D. C. there will be a program at the Franklin statue on Pennsylvania avenue. Leading patriotic organizations will take part, representatives of the Postoffice Department will honor Franklin as the first Postmaster General. Secretary of the Navy Denby, will be the speaker.

The day will also mark the opening



Courtesy of Royal Electrotype Company
Benjamin Franklin's Philadelphia Printing Office, Near the Market.

Association of Advertising Agencies will lay wreaths of an advertising character.

A flowered composing rule will be presented by the New York Employing Printers Association. John Clyde Oswald, editor of the American Printer, is chairman of this association's Franklin committee.

The United Typothetae of America and the New York Club of Printing House Craftsmen will likewise show their interest in their "Patron Saint."

The American Library Association and the American Booksellers Association will give book-shaped wreaths, symbolizing: "Franklin Made Books, But Books Made Franklin." Franklin is the father of the circulating library system now in vogue in America.

The National Association of Book Publishers' Wreath will bear the numbers 1723-1923. Major George Haven Putnam will present it.

The exercises are under the auspices of the New York City Chapter, Daughters of the American Revolution, and will be broadcasted. The exercises will be featured by a pageant illustrating the most notable events in Franklin's life.

The Daughters of the American Revolution urge that Franklin Birthday meetings be held annually throughout the country, especially in the schools. No

successful business man who has made a study of the life of Franklin, you have material for this special anniversary program.

"Franklin stood for the principles that make for sound success in all these lines of endeavor. It is well that we pay tribute to his memory and it will add to our usefulness as business men and as citizens to study these great fundamental teachings, these stabilizers of business that Franklin advocated two centuries ago."

A movement has just been inaugurated in Philadelphia to move and preserve one of Franklin's homes there which would otherwise be torn down to help make

THURSDAY, JUNE 23, 1774

THE NEW-YORK JOURNAL

OR GENERAL ADVERTISER.

Containing the freest Advice, UNITE OR DIE. Sub Foreign and Domestic.

PRINTED AND PUBLISHED BY JOHN HOLT, NEAR THE COFFEE-HOUSE.

Franklin's Snake Cartoon in the title of Holt's Journal.

way for the new Delaware River bridge. The Poor Richard Club will hold its annual dinner on the evening of January 17 and is also planning to have Franklin's famous epitaph in Franklin's own handwriting, reproduced in bronze, placed on or by Dr. Franklin's grave, Fifth and Arch streets.

of National Thrift Week, January 17-23, which, incidentally, will be observed at various points around the world this year. A program is planned at Jerusalem, the Holy City, and in several cities in China. In Honolulu, a city-wide celebration will be held under the auspices of a strong representative committee.

And in
Baltimore

The advertising lineage of the Sunpapers

1922---29,016,436

1921---27,056,462

GAIN---1,959,974

And in circulation---

(Average net paid for 12 months.)

DAILY
1922---229,158
1921---215,697

SUNDAY
1922---158,714
1921---150,881

Gain
13,461

Gain
7,833

—all of which seems to indicate
that all you need is a good
newspaper.

EVERYTHING IN BALTIMORE
REVOLVES AROUND

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Times Bldg., New York.

GUY S. OSBORN
Tribune Bldg., Chicago.

RENEW PRINTERS' SCALE IN SAN FRANCISCO

Also in Racine and for Pressmen in
Grand Forks—Cut Stereo Pay
in Seattle—Raises in
Chattanooga

Typographical scales have been renewed in new contracts between newspaper publishers and unions in San Francisco and Racine, Wis. An increase has been granted to the Burlington (Vt.) typographical employes and to pressmen in Chattanooga. Stereotypers' pay was cut in Seattle and several adjustments were made in the Chattanooga stereotype contract. Grand Forks (N. D.) pressmen received an increase. Details of the new contracts follow:

TYPOGRAPHICAL

San Francisco—Contract runs from December 19, 1922, to January 1, 1924, renewing the old scale as follows: Night work, foremen, \$60.50; journeymen, \$51.50; assistant foremen, \$54.50; ad room heads and proofreaders, \$54.50; head linotype machinists and machinist-operators, \$54.50; day work, foremen, \$6 a week less than night scale; other classes, \$3 under night scale. Night machine tenders apprentices, \$19.55 night, \$17.25 day. Apprentices get one-third to two-thirds of journeymen's pay. Machine learns, night work, \$20.70 to \$38.10; day work, \$18.90 to \$34.50. Hours remain at 45 hours per week, day or night. A separate local arbitration agreement provides for arbitration of differences on a subsequent contract. Differences under the present contract are to be settled by a joint standing committee and local arbitration.

Racine, Wis.—Contract effective from October 1, 1922, to September 30, 1923, renewing the scale of \$45 for night work and \$42.50 for day work. Apprentices receive from \$17 to \$38.25. The 48-hour week stands. A separate arbitration contract provides for arbitration of all differences, including those relative to a new contract.

Burlington, Vt.—Contract effective from December 31, 1922, to December 31, 1925, raising wages \$1 from \$36 to \$37 for night work and from \$33.50 to \$34.50 for day work. Foremen receive \$45, assistant foremen, \$43, and Machinists, \$37. Apprentices receive one-half to three-fourths of scale.

PRESSMEN

Chattanooga, Tenn.—Agreement effective from November 6, 1922, to September 6, 1925, increasing journeymen's pay from \$33 to \$35. Apprentices whose pay ranged from \$12 to \$21 now receive from \$15 to \$24. Hours remain at 42 for night work and 48 for day work. Local arbitration is provided for all differences.

Grand Forks, N. D.—Agreement is effective from December 15, 1922, to December 31, 1925, succeeding arrangement by which old scale continued since expiration of old contract September 1, 1920. The scale renewed follows: Men-in-charge, \$43; journeymen, \$39.20; helpers, \$21 to \$30 nights and \$18 to \$27 days. Local arbitration is provided for all differences. Hours remain at 48 per week.

STEREOTYPERS

Chattanooga, Tenn.—Agreement effective from November 6, 1922, to November 6, 1924, providing a scale of \$40 for foremen and \$35 for journeymen. The previous scale was \$36 for foremen and \$30.99 for journeymen. Hours remain at 48. Apprentices now receive \$21 to \$40. Their pay was formerly fixed by the foreman.

Seattle, Wash.—Agreement effective from June 21, 1922, to December 31, 1923, with a scale for night work of \$49.50 and for day work of \$46.50, a reduction of \$1.50 from the previous scale. The contract provides that if the publishers reduce or increase the typographical scale during the life of the stereotypers' contract, members of the latter union will automatically receive the same pay as the typographical employes. Seven and one-third hours constitute a day's or night's work, the old scale calling for the 44-hour week, day or night.

HORIZONTAL RAISES IN NEW YORK

Job Press Wages Increased to Level of Two Years Ago

The New York job printing industry this week completed adjustment of pressmen's and paper handlers' scales, the following arrangements having been ratified by employers and the unions involved:

Cylinder pressmen (Union No. 51)—\$50 a week—increase of \$6.

Press assistants and feeders (Union No. 23)—\$40.50 weekly to September 1, 1923—increase of \$4; \$42.50 after September 1, 1923—total increase of \$6.

Job pressmen and feeders (Union No. 1)—\$40 weekly to September 1, 1923—increase of \$4; \$43 weekly after September 1, 1923—total increase of \$7.

Paper handlers—\$34 weekly to September 1, 1923—increase of \$3; \$35 weekly after September 1, 1923—total increase of \$4.

Wages paid to members of these unions were reduced last year as follows:

Cylinder pressmen, \$6; press assistants and feeders, \$6; job pressmen and feeders, \$6; paper handlers, \$4.

Compositors wages are and have been on the basis of \$50 a week. Two successive arbitrations by the book and job employers have failed to reduce their scale. The cylinder pressmen demanded the restoration of their pre-war advantage in wages over the typographical workers, or a scale of \$51 a week, but compromised when the employers offered \$6, bringing their scale on a par with that of Typographical Union No. 6. Other press crafts wages followed the rise of the cylinder press pay. The increases average 11 per cent.

I. T. U. "44" Assessment Cut

The International Typographical Union, beginning the first financial week in February, will reduce its assessment for the establishment of the 44-hour week from 5 per cent to 3 per cent. The assessment, levied at 10 per cent in May, 1921, was cut to 7 per cent late that year and to 5 per cent on March 4, 1922. In the December number of the Typographical Journal, it was set forth that

5,684 men were still on strike and that with receipts of \$12,493,195.53 since May, 1921, the union had expended on the 44-hour week fight \$12,236,874.33. Receipts from this source in November, 1922, were \$527,736.58, of which \$466,452.04 was expended.

END CONTRACT WITH MAILERS

Louisville Publishers Notify Union Men Will Work as Individuals

Louisville newspapers have notified their mailers that they will not make another contract with local Union No. 16, following failure to agree on renewal of the old contract, which expired October 28, 1922. The union proposal for renewal called for increased wages, shorter working hours, and extension of jurisdiction over other work, and the publishers considered it so drastic as to render negotiations fruitless. Their determination to employ their mailers as individuals solely on ability and to reward meritorious work, while making no change in the wage scale at present, was expressed in the following bulletin, posted last week:

"The contract between Louisville newspapers and Mailers' Union No. 16 expired October 28, 1922. The contract provision for a subsequent period of not to exceed 60 days during which negotiations for a succeeding contract might be carried on has also expired. On October 16, 1922, Mailers' Union No. 16 presented a proposal for a new contract containing provisions for increased wages, and shorter working hours, as well as extension of jurisdiction over other work, the entire proposition being so drastic that in our opinion negotiation was useless.

"We have maintained contractual relations for some years with Mailers' Union No. 16, Louisville being one of the 30 cities doing so out of 251 cities in the United States employing other union crafts. Conditions of employment have operated against reward for individual effort or ability, and we have paid the scale for journeymen to men performing the work of unskilled labor.

"From this date our mailing rooms will be conducted in such manner as will most nearly ensure economy and efficiency. Men will be employed as individuals solely on their merit in accordance with our judgment; no faithful or efficient employ will be dismissed who continues to render satisfactory service, and it is our desire that all such members of our mailing forces remain and give us their hearty co-operation. We feel confident those who do will find the new conditions more satisfactory than those under which we have been operating. For the present the wage scale will not be changed, but a plan will be worked out which will accord recognition to the skill, industry, and fidelity of the individual employe, which principle of employment is not possible under Mailers' Union law."

In view of the recent referendum by the International Typographical Union favoring joint strike action with the mailers, developments in Louisville are awaited with interest.

Raise for Lynn Printers

Lynn (Mass.) Typographical Union, Local 120, has accepted the new wage scale and working agreement proposed by the daily newspapers for members employed in newspaper composing rooms. The scale carries an increase of \$3.50 a week over 1922, with the work week to remain the same, 41 hours. The scale will be \$41.50 for day work and \$45.65 for night workers.

News Is Detroit's Leader In Automotive Advertising

TO reach Detroit, the heart of the automotive industry, automotive advertisers have chosen The Detroit News first and foremost. Local automotive advertisers in particular, because they know the field best, have shown a marked preference for The News. As a result The Detroit News in 1922 published a grand total Daily and Sunday of 1,049,314 lines, a lead exceeding

60,000

Agate Lines

over its nearest competitor. The choice of The News as the automotive medium of the world's automotive center shows that Automotive advertisers realize that thorough coverage is as essential a sales force in their business as in any other.

Show Number, January 21

Practically every automobile owner reads The Detroit News. Its Automobile Show Number of Sunday, Jan. 21, will be Detroit's guide to the exhibits. With its great circulation of more than 240,000—greatest Sunday circulation in Michigan—it enables you to direct practically everyone interested to your exhibit. Reserve space in The Detroit News Show Number Now.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan
"Always in the Lead"

Regular FELLERS

by Gene BYRNES

The Los Angeles Express is the new paper this week.

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

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

OVER A MILLION DOLLARS

MORE than one million dollars was the sum total of the holdings of those investors who asked the opinion of The Wisconsin News-Sunday Telegram FINANCIAL INFORMATION BUREAU during the past nine months. An overwhelming appreciation of

A Service to Reader and Advertiser!

Readers of these great Milwaukee newspapers have a priceless advantage over other investors. They can get expert counsel and advice on their personal investment problems, free. Warnings against unwise investments have saved many of our readers from the loss of their savings.

Advertisers find this same audience more responsive because it is alert to attractive offerings. And that's what pays out in the long run—or short drive.

During November and December the Wisconsin News and Sunday Telegram printed over 50,000 lines of financial advertising.

FINANCIAL
INFORMATION
BUREAU

THE DAILY
WISCONSIN NEWS

CHARACTER ACCURACY SUNDAY QUALITY ENTERPRISE
Milwaukee Telegram
AN AMERICAN LEADER IN NEWS AN AMERICAN PRODUCT

HOLLAND SEES 1923 AS RECORD TRADE YEAR

A. A. C. W. President Optimistic at Joint Washington Meeting of National Commission and Third District Clubs

By SAM BELL

(Washington Correspondent of EDITOR & PUBLISHER)

WASHINGTON, D. C. Jan. 11.—If the advertising prospect of 1923 is fulfilled, the business will set a record for future years to shoot at, L. E. Holland, president of the Associated Advertising Clubs of the World told more than 100 advertising men gathered in Washington, Tuesday and Wednesday, for simultaneous conventions of the National Advertising Commission and the Third District of the Associated Advertising Clubs of the World.

"We are certainly going to set a new record that will have many years to shoot away at before we ever equal it," asserted Mr. Holland, referring to the outlook for the new year. "That is true particularly for wide-awake illustrative advertisers. Of course that is my line, and for it I am willing to predict a great year."

Mr. Holland and other speakers addressed a joint session of the two organizations Wednesday. Delegates to the meeting of the National Commission voted to receive into the organization representatives of the advertising men of the photo-engraving industry and the Public Utilities Advertising Association, increasing the number of business and industrial groups represented on the commission from 21 to 23.

The upshot of the meeting of the Third District delegates was to perfect a new organization to plan for the District's convention in Atlantic City in June. Officers elected were: F. X. Wholley, Washington, president; P. E. Hotze, Jr., Richmond, treasurer, and Norman Parrott, Baltimore, secretary. Committees were named as follows: Convention, Joseph Sehic; program, Howard Cone; publicity, Kemper Cowing, women's committee, Mrs. J. K. Bowman.

The address of Dr. Julius Klein, chief of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, attracted considerable attention, particularly regarding his views on American advertising abroad.

"A great many foreign magazines carrying American advertising, in fact largely supported by American advertising, are full of anti-American propaganda," said Dr. Klein. "There is a discrepancy here that you and I don't like to see. There should be a better understanding between the offices of the advertising men abroad and the agents of the Department of Commerce regarding the placing of advertising."

Dr. Klein said the great mission of advertising was to convince the consumer that through its use the cost of distribution of commodities could be reduced and more just relations established between production and consumption.

"We don't know enough about the distribution of commodities," continued Dr. Klein. "The cost of selling a product is as much as all of the cost of production and preparation. If advertising can prove it has a definite part in this problem it will become a greater force in the economic life of America than it is now."

Rev. Dr. Christian F. Reisner, president of the Church Advertising Association and an advocate of newspaper advertising for the advance of church work, spoke with great emphasis upon the advantages to be obtained by churches in placing copy with the newspapers.

"I believe the time will come," he said, "when it will be essential that every church or religious sect be drawn into some sort of newspaper advertising."

Bernard J. Mullaney, manager of the Industrial Relations & Publicity Department of the Peoples Gas Light & Coke Company, of Chicago, declared that advertising employed in performing its natural and obvious functions, "is a major economic force." A serious handicap

under which advertising struggles as an economic force, he said, was the tendency to "oversell" it. Too often, he asserted, there is disposition to make use of it in fields and enterprises where it cannot possibly win and where its inability to win can be forecast is the problem, is adequately stated.

"Advertising does not perform miracles," he said, "and to give the impression it does, gives it a black eye."

Feminine copy was the subject of a talk by Mrs. Katherine Mahool, vice-president of the Women's Advertising Clubs, and Charles Henry Mackintosh, a member of the National Advertising Commission and formerly president of the Associated Advertising Clubs, addressed himself to direct-mail advertising as a follow-up to retail copy.

Other addresses were made by George W. Hopkins, general sales manager, Columbia Graphophone Company; Herbert S. Houston, publisher of Our World; Edward S. La Bart, director of publicity for Wilson & Co., and E. Allen Frost, general counsel of the Poster Advertising Association.

The advertising exhibit shown at the Milwaukee convention of the Associated Advertising Clubs was brought to Washington intact and displayed at the meetings. A showing also was made of the work of the Department of Commerce in advertising and merchandising.

VIGILANCE BODY TRAILS GIANT OIL SWINDLE

(By Telegraph to EDITOR & PUBLISHER)

ATLANTIC CITY, N. J., Jan. 11.—That a noted Arctic explorer is at the head of an oil promotion company in Texas which by the sale of worthless stock has defrauded the public of approximately \$30,000,000 within the past few years, was the official statement made today by the national executive committee of the Associated Advertising Clubs of the world.

The committee, composed of 20 business executives from all parts of the country, representing 50 clubs with a total membership of 25,000 met here to take action vitally affecting the entire organization.

This particularly concerned the activities of the national vigilance committee of the association, formed to combat fraudulent stocks selling operations and other fake schemes involving newspapers and other advertising.

The explorer at the head of the company in question is internationally known, it was declared by Carl Hunt, of New York, manager of the A. A. C. W.

"The company," he said, "is located in Fort Worth, Texas, and was formed by the consolidation of 75 defunct concerns, the capitalization of which aggregates more than \$150,000,000. Within two weeks the A. A. C. W. Clubs will issue a printed statement exposing this company and giving the names of the persons backing in it. Criminal prosecution will be made."

The A. A. C. W., by formal resolution,

today inaugurated an intensive campaign against all such swindling operations, which, it was declared, have victimized the general public, particularly widows and others dependent upon the income of property and money, to the extent of \$600,000,000 within the last year.

"We view with alarm," the motion reads in part, "the fact that the loss reported has grown, in a few years, from \$250,000,000 to the present figure, and we recognize that in most cases these frauds live upon the ignorance of people unvoiced in business. And we believe that the failure to curb such operations is a serious contributing cause to public unrest."

The executive committee calls upon Congress, all other legislative bodies and all law-enforcing officials to co-operate and to proceed with greatest vigor to curb this growing menace to the nation. The national vigilance committee, by publication of investigation results, achieved by sending formal signed reports to all newspapers, will also strenuously oppose fraudulent operations.

"We strongly urge all newspapers and other periodicals to open their columns to a full discussion of this situation," the motion concludes, "particularly toward warning the public and commending public officials who do their duty toward the suppression of such operations."

It was pointed out by the committee that many persons who were victimized became bitter toward the state and national government which had failed to protect them and became an easy convert to radical theories.

In line with this effort the executive committee resolved they inaugurate a "peaceful invasion of all religious bodies in order that they may be strengthened

in their fight on the evil."

All of the associated clubs will give to the churches full co-operation as advertising men so as to bring to "all elements of society the gospel of truth and right doing, the spread of moral teachings and the developing of a conscience that shall save the world from misery and ruin caused by selfishness and greed."

The national convention of the A. A. C. W. will be held in Atlantic City June 3 to 7 inclusive, and there will be an advertising exhibition in connection with it. John Logeman, of Chicago, chairman of the committee in charge, announced that another monster exhibit, twice as large as any previous, would be staged in New York some time during the latter part of the year.

Twenty foreign countries will be represented, said Mr. Logeman, "and we are planning to make this display something that will be long remembered. It will serve to let everyone know what progress has been made in advertising throughout the entire world."

The proposed exposition is designed to emphasize the striking success of advertising by firms which have made fortunes through it, illustrating their methods and policies for the benefit of those who desire, through advertising, to discover and develop their markets.

Lou E. Holland, president of the A. A. C. W., presided at the meeting of the executive committee here and spoke this evening in connection with the campaign against fraudulent stock selling, the real keynote of the meeting. Edward Schwab, head of the vigilance committee and a former U. S. postal inspector, with George W. Hopkins, vice-president of the Columbia Phonograph Company of New York, also addressed the meeting.

A dominating State; a dominating Paper!

OHIO is a dominating State; practically no undeveloped land; a State evenly balanced between mining, manufacturing and farming. The most perfectly balanced State in the Union! Try out your new products, or your old products with new features, in Ohio.

And in Cincinnati, the most typically Ohian of all the cities, you have a dominating newspaper, the **TIMES-STAR**. It offers you a reader supremacy that has been increasing for the past fifteen years. The **TIMES-STAR** goes into four out of every five Cincinnati homes.

The **TIMES-STAR** offers the most economical and most effective medium through which the full purchasing power of this market can be reached. Local and national advertisers have testified to this fact by using more display space in the **TIMES-STAR** for over fifteen years than in any other Cincinnati paper, including those with Sunday editions.



CINCINNATI TIMES-STAR

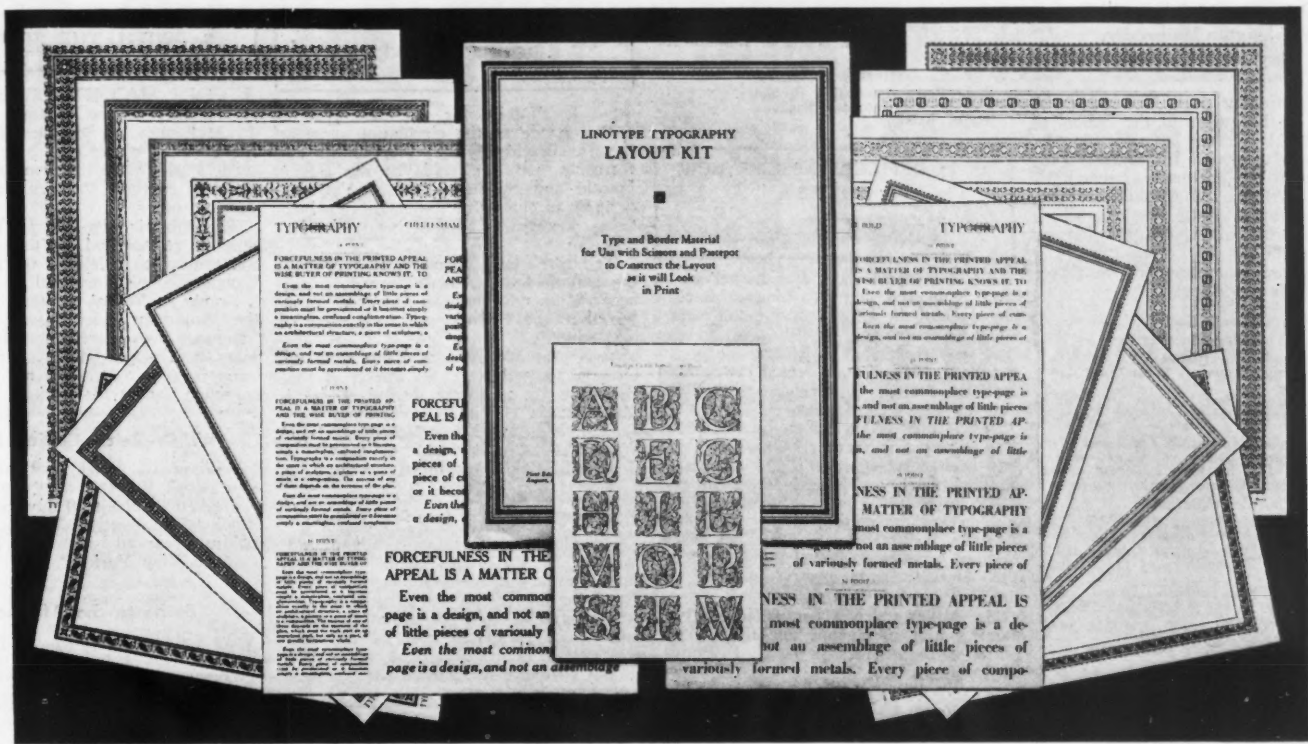
CHARLES F. TAFT, Publisher C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

Largest Circulation
10,408

The circulation statement of the **PASSAIC DAILY NEWS** to the government for the six months period ending September 30, 1922, shows the greatest circulation ever attained for a similar period by any Passaic daily newspaper.

DAILY NEWS
Passaic, New Jersey



A Help to the Advertising Department

The Linotype Typography Layout Kit

The Layout Kit contains 72 loose sheets of typographic material—borders, spots, initials and type matter of many faces and sizes—intended to be cut and pasted up into layouts that show just how the finished ad will look in type.

To the advertiser the Layout Kit is both a convenience and a revelation as to the results that can be secured very economically with Linotype decorative material.

To the newspaper it is practical economy because it furnishes the advertiser a means of laying out his ads in a way that will be exact and readily understood.

There are several ways in which the Newspaper Advertising Department can make use of this idea:

It can use the Kit itself to lay out special ads and design special typographic treatments for its customers.

It can purchase a number of Kits for distribution to its customers.

It can get up its own Layout Kit, showing just the material available in its own plant, and distribute that to its customers.

The Layout Kit is designed solely as a convenience for Linotype users and is sold at the nominal price of \$1.00.

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 EIGHTH AVENUE, NEW YORK

Composed entirely on the LINOTYPE in Benedictine

ALASKA TO FEATURE AT 11TH JOURNALISM WEEK

State Press Association Will Be Guest of Department of Journalism, Washington University, January 18 to 20

The Washington State Press Association will be the guests of the School of Journalism, University of Washington, during the 11th annual Journalism Week to be held at the university January 18, 19 and 20. Alaska and Alaskan products will be the feature of the meetings, which will close with an Alaska banquet on Saturday night.

The program announced for the three-day session is as follows:

Trade Journals and Class Publications
 Thursday Morning
 Value of Trade Advertising—W. W. Woodbridge, advertising manager, West Coast Lumberman, Seattle.
 Better Make-up—Prof. Robert W. Jones, School of Journalism, University of Washington.
 Selling Space and Soliciting Trade and Class Paper Advertising; Salary vs. Commissions—Round Table. Led by John H. Reid, editor, Seattle, University District Herald.
 Thursday Afternoon
 Cutting Down the Printing Bill—Prof. Fred W. Kennedy, School of Journalism, University of Washington. With general discussion of printing problems by members of the Association.
 Ad Copy for Trade Journals—Round Table led by T. Johnson Stewart, editor, the Seattle Northwestern Merchant.
 Business and Executive Session.
 Advertising and Daily Newspapers
 Thursday Morning
 Better Results from and for National Advertisers—H. G. Stibbs, advertising manager, Carnation Milk Products Company, Seattle.
 Co-operation Due the National Advertiser—Frank S. Baker, editor, Tacoma Ledger.
 Thursday Noon
 Luncheon with the Seattle Advertising Club, University Commons.
 Thursday Afternoon
 Flat and Sliding Rates for Advertising—C. B. Blethen, editor and publisher, Seattle Times.
 What Is Foreign Advertising?—J. G. Kelly, editor, Walla Walla Bulletin.
 Psychology of Advertising—Prof. William A. Russell, School of Business Administration, University of Washington.
 Thursday Night
 Annual Smoker.
 Weekly Newspapers
 Friday Morning
 Business Office of the Country Weekly—Louis J. Ball, Managing Director Vernon (B. C.) News.
 High School News and Annuals—A. S. Hillier, editor, Sunnyside Sun.
 Shall We Accept Out-of-town Competitive Advertising?—Sol H. Lewis, editor, Lynden Tribune.
 Economic Fundamentals of Advertising—Dean Stephen I. Miller, School of Business Administration, University of Washington.
 Friday Afternoon
 Looking 'Em Over (Critical Review of State Newspapers).
 Editorial—Dr. M. L. Spencer, director, School of Journalism, University of Washington.
 Make-up—Prof. Fred W. Kennedy, School of Journalism.
 Advertising—Prof. Robert W. Jones, School of Journalism.
 Reception to Visiting Newspaper Women at the Home of President and Mrs. Henry Suzzallo.
 Friday Night
 Executive Session of the State Press Association.

Saturday Morning
 Publicity and News—George M. Allen, Toppenish Review and Tribune.
 One-Man Shop Problems—W. H. Murray, editor, Withrow Banner.
 Keeping Up Revenue in the Printing Department—N. Russell Hill, publisher, Davenport Times-Tribune.
 Newspapers and Our State Tax Problems—Prof. Frank J. Laube, School of Business Administration, University of Washington.

Saturday Afternoon
 State Press Association Problems.
 Saturday Night
 Alaska Banquet

U. P. OFFICERS ASSUME NEW DUTIES

(Continued from Page 12)

the Boxer uprising. Later he served as San Francisco and Washington bureau manager of the U. P. before being named New York manager in 1910. In 1911 he was sent to London as general European manager. Mr. Keen directed the foreign staff of the U. P. throughout the war and the Peace Conference.

Mr. Miller is an Indian by birth and was educated at Stanford University. He has been responsible for the successful administration and development of the U. P. in South America during the last four years. He first went to South America in 1911 and in 1918 was made Buenos Aires manager of the U. P. In 1920 he was made general manager of the U. P. in South America.

Mr. Miller recently completed a seven months' tour of Europe and the United States in the interest of the U. P. South American service.

PEW ON LEAVE OF ABSENCE

Shor and Faris in Charge of I. N. S. Headquarters

G. G. Shor, of the Hearst general management, is temporarily in charge of the International News Service. M. Koenigsberg, president of the I. N. S., informed EDITOR & PUBLISHER that Marlen E. Pew, who has been editor and general manager of the I. N. S. since July, 1919, has been given a two-months' leave of absence.

E. Barry Faris, who left the I. N. S. as news manager on December 27 to become news efficiency expert with the Hearst general management, has been associated with Mr. Shor at New York headquarters since Mr. Pew went on leave of absence. Mr. Pew, who has not been at his office since January 5 declined to discuss the matter with EDITOR & PUBLISHER.

Ervin Wardman Improved

Ervin Wardman, vice-president of the Sun-Herald Corporation, publishers of the New York Herald and the New York Sun, has been ill at his home in New Rochelle, N. Y., and is reported to be getting better.

Wheaton Held in \$20,000 Bail

Edward F. Wheaton, president of the Commerce Advertising Company, 1819 Broadway, New York, was held in \$20,000 bail by Magistrate H. Stanley Renaud on January 8 for action of the Grand Jury. Mr. Wheaton is charged with the theft of \$2,500 on September 1 last.

controls 585,440 acres of timber, said to contain approximately 4,250,000 cords of spruce pulpwood. It is understood that the bonds are to be marketed in Canada and the United States.

CIRCULATION NEWS

R. J. FORD, for the last year in charge of the circulation drive of the Springfield (Mass.) Republican, and formerly with the staffs of the Boston Herald and Springfield (Mass.) Union, is again in charge of the classified advertising department of the Springfield Republican.

Arthur E. Ball, formerly in charge of the classified department of the Springfield (Mass.) Republican, has been transferred to the Holyoke (Mass.) office of that paper.

More than 200 carriers of the Portland Oregon Journal were the guests of that newspaper at a dinner during the holidays. David H. Smith, circulation manager of the Journal, was toastmaster, and the chief address was delivered by George L. Baker, mayor of Portland.

Donna Cona Will Increase Output

The Donna Cona Paper Company, according to dispatches from Montreal dated January 8, has completed financial plans for increasing its newsprint output from 30,000 tons per annum to 60,000 tons. The estimated cost of the new construction is placed at close to \$900,000. In the Province of Quebec the company

WITH THE SPECIALS

JOHN J. McCONNELL, who has been manager of the Chicago office of J. P. McKinney & Son, newspaper representatives, for the last three years, was made a partner in the firm on January 1. He will continue to have charge of the Chicago office.

The Atlantic City (N. J.) Press-Union now is represented in the eastern and western national field by the Kelly-Smith Company, New York and Chicago.

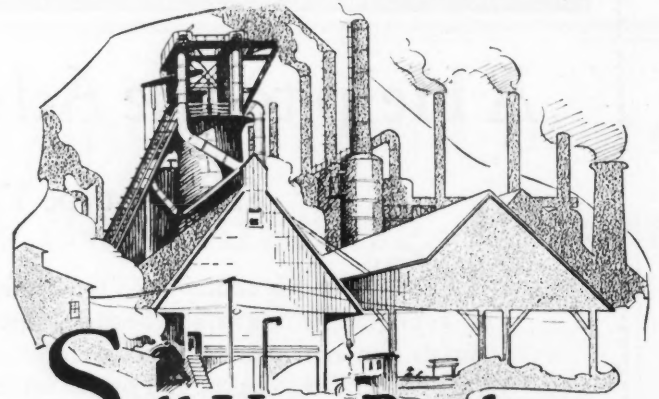
Frank A. Walty, western manager of the American Association of Foreign Language Newspapers for the last four years, has resigned to organize his own business as a representative for foreign language papers in Chicago.

W. C. Reick Getting Better

William C. Reick, publisher of the New York Journal of Commerce, who was taken ill about 10 days ago with an attack of indigestion, is reported to be making marked improvement at his home in New York.

Shifts to the Afternoon

The Hibbing (Minn.) Daily News has changed from a morning to an evening newspaper.



Sell Your Products to the Homes of YOUNGSTOWN'S 49,000 Prosperous Steel Workers

THEY earn large wages. They enjoy the most modern comforts. They'll buy any article of merit. They spend a large part of this territory's billion-dollar payroll. Are you getting your share of their business? The VINDICATOR blankets this entire territory and will put your story into their homes.

Cover, YOUNGSTOWN with

The Vindicator

Daily and Sunday

Youngstown, Ohio.

LACOSTE & MAXWELL,
 Representatives,
 Monolith Building, New York,
 Marquette Building,
 Chicago, Ill.



The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWS PRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

THE SEATTLE TIMES DOMINATES FIELD

Western City Supports Her Only Home-Owned and Home-Operated Paper

Here Is the Seattle Record for 1922 by Months:

JANUARY	
Column Inches	
SEATTLE TIMES	66,127
Morning Competitor:	
Locally handled business	48,150
Business in Hearst Weekly Supplement, circulated with morning paper	2,964
Evening Competitor:	51,114
	29,641

FEBRUARY	
Column Inches	
SEATTLE TIMES	59,497
Morning Competitor:	
Locally handled business	43,093
Business in Hearst Weekly Supplement, circulated with morning paper	3,549
Evening Competitor:	46,642
	26,965

MARCH	
Column Inches	
SEATTLE TIMES	78,912
Morning Competitor:	
locally handled business	54,526
Business in Hearst Weekly Supplement, circulated with morning paper	4,503
Evening Competitor:	59,029
	35,885

APRIL	
Column Inches	
SEATTLE TIMES	80,735
Morning Competitor:	
Locally handled business	57,009
Business in Hearst Weekly Supplement, circulated with morning paper	5,765
Evening Competitor:	63,374
	35,056

MAY	
Column Inches	
SEATTLE TIMES	77,303
Morning Competitor:	
Locally handled business	51,498
Business in Hearst Weekly Supplement, circulated with morning paper	3,814
Evening Competitor:	55,312
	33,837

JUNE	
Column Inches	
SEATTLE TIMES	71,641
Morning Competitor:	
Locally handled business	46,040
Business in Hearst Weekly Supplement, circulated with morning paper	3,524
Evening Competitor:	49,564
	31,206

JULY	
Column Inches	
SEATTLE TIMES	71,916
Morning Competitor:	
Locally handled business	48,999
Business in Hearst Weekly Supplement, circulated with morning paper	2,522
Evening Competitor:	51,521
	31,229

AUGUST	
Column Inches	
SEATTLE TIMES	69,945
Morning Competitor:	
Locally handled business	45,708
Business in Hearst Weekly Supplement, circulated with morning paper	2,007
Evening Competitor:	47,715
	30,830

SEPTEMBER	
Column Inches	
SEATTLE TIMES	72,920
Morning Competitor:	
Locally handled business	49,624
Business in Hearst Weekly Supplement, circulated with morning paper	2,941
Evening Competitor:	52,565
	32,530

OCTOBER	
Column Inches	
SEATTLE TIMES	82,987
Morning Competitor:	
Locally handled business	56,857
Business in Hearst Weekly Supplement, circulated with morning paper	3,569
Evening Competitor:	60,226
	34,135

NOVEMBER	
Column Inches	
SEATTLE TIMES	80,671
Morning Competitor:	
Locally handled business	54,161
Business in Hearst Weekly Supplement, circulated with morning paper	3,796
Evening Competitor:	57,957
	37,625

DECEMBER	
Column Inches	
SEATTLE TIMES	79,398
Morning Competitor:	
Locally handled business	56,927
Business in Hearst Weekly Supplement, circulated with morning paper	2,958
Evening Competitor:	59,885
	36,932

Totals for the Year 1922

	1921 Column Inches	1922 Column Inches	Gain Column Inches	Loss Column Inches
The Times	855,963	892,052	36,089	
Morning Competitor				
Locally Handled Business	671,851	612,992		
Business in Hearst Weekly Supplement, circulated with morning paper	20,164	41,912		
Evening Competitor	692,015	654,904		37,111
	416,052	395,871		20,181

PERSONAL APPEARANCE IS CLASSIFIED MAN'S SILENT ASSISTANT

Carelessness in Dress a Stone Around His Neck—Los Angeles Herald Issues Publication for Automobile Advertising Department and Increases Rate Twice

By C. L. PERKINS

Executive Secretary National Association Newspaper Classified Managers.

ONE of the truly important factors in superior classified salesmanship is personal appearance. The man who craves to argue the negative of that statement just doesn't realize how good he can be. Dress can be his silent assistant or a stone around his neck.

A salesman may be ever so concise in presentation, clever in discussion, logical in argument, forceful in closing, and still mire in the bog of careless appearance. He may even be the star salesman of his department—but he is only 75 per cent efficient if his manner of dress and habits of personal care are below the proper standard of his job.

Persons of a certain stubborn stamp are fond of saying, Clothes don't make the man. In a sense they are right, but a man's character determines the nature of his attire and conversely his dress indicates his character.

Careless appearance unflinching and positively indicates carelessness as a component characteristic. No confidence is placed where carelessness is known to be.

The carelessly groomed salesman is handicapped from the instant he enters his prospect's presence. His approach is poor, for the prospect has either tagged him as untrustworthy before the introduction, or gives him an attention divided between clothes and classified advertising.

Even when a sale is made in such a case the buyer retains a doubt of his own wisdom and will not remain sold.

He figures that a man who is careless of his own person is careless in his service, and also careless of the truth. The salesman who cannot win and retain the buyer's confidence cannot be good.

Careful appearance, well grooming, mean simply making up for the character played—dressing the part. To overdress—foppishly—is more offensive than careless shabbiness. The salesman's dress and grooming should be so naturally appropriate that they are inconspicuous. Otherwise they detract the prospect's attention from the salestalk.

Clothes may not make the man, but they publish his character for all to read, and they may break him.

* * *

THE Los Angeles Herald, C. B. Nissen, classified advertising manager, is now issuing a monthly publication from its classified department, called News of the Row. It is printed on good stock in newspaper style with four columns to a page. The page size is 10½x 14, and the number of pages four.

The first page of the first issue contains personal notes about people in the used car automobile business. Page two is devoted to a column of humor, a cartoon, and an article entitled Straight from the Shoulder, by the Want-ad Manager. This deals with the subject of classified automobile copy. This editorial contains

a reprint of an article recently published in EDITOR & PUBLISHER, describing the advertising of the Chicago Cadillac Co.

Page three and four contain reproductions of half a dozen promotion advertisements that are to appear in the Herald during the coming month. The value of this promotion is pointed out to the dealers.

Mr. Nissen says: "The object is to show the automobile advertiser the promotion matter that will run the coming month, and give him an idea of what the Evening Herald is doing to promote used car sales through Want-ads. I have tried setting our promotion ads in advance and sending used car dealers proofs of them, but find they simply lay them to one side and forget all about them.

"I thought possibly by getting up a little paper, having my salesmen in auto row pick up a few personal items about the men who place advertising and having it illustrated by a good artist, they would take enough interest in it to save it long enough to get my message.

"Since issuing this first copy I have had many favorable comments and think it will be a good investment."

* * *

IN order to prevent advertisers, having blind advertisements, from making needless telephone calls or trips to the office, the Passaic News prints daily at the beginning of its classified columns a list of the box numbers for which there is uncalled-for mail.

* * *

THE Los Angeles Herald has issued a new rate card effective January 1st. The new rate is 27 cents per line for one time and graduates down to 17 cents on 26-time insertions. This is the second increase put through by classified manager, C. B. Nissen, in the last seven or eight months, again proving that rates do not determine classified volume.

* * *

W. T. BUCK, for the past two years circulation manager of the Greenville (S. C.) News, has resigned to become the circulation manager of the Augusta (Ga.) Chronicle. A. F. Ballentine, for eight years circulation manager of the Greenville Piedmont, succeeds Mr. Buck on the News. Mr. Ballentine has been prominently identified with the Circulation Managers' Association of the Carolinas and has been successively a director, vice-president and president of the association.

* * *

THE Rockford (Ill.) Register-Gazette termed the week ending January 13 as Classified Week. In a page advertisement promoting it, they give the following as the reason for the special week: "During the year 1922 the Register-Gazette carried 57 per cent more classified advertising than during 1921, an

increase of over 325,000 lines. This tremendous growth in want advertising demonstrates the popularity and result-producing power of Register-Gazette dependable Want-ads. We have set aside next week to be known as classified week. And because want advertising is used by everyone, we are asking you to celebrate with us."

During this week the Register-Gazette offered to run all Want-ads placed for three days for six days. In addition to giving six insertions at the price of three a free theater ticket was given to each advertiser paying for his advertisement at the time of insertion or within six days.

Press Palace for Philadelphia Exhibit

The directors of the Sesqui-Centennial Exhibit to be held in Philadelphia in 1926, as recently announced, includes a Palace of the Press, which will not only pictorialize the growth of modern newspapers and periodicals, but also serve as a center for visiting correspondents. In this building the daily paper of the exhibit will have its offices and be published.

Tampa Tribune Cuts Sunday Price

The Tampa (Fla.) Tribune, which recently raised its Sunday edition price to 10 cents, returned to the former five-cent level, Sunday, January 7. Lowered cost of print paper is given as the cause for the reduction.

Add Weekly Auto Section

The Salt Lake Tribune, Utah, has added a weekly in the automobile section called the Sunday Motorist.

CONFERENCE WON'T GIVE UP

Notes Unanimously to Continue Fight for Postal Reduction

The American Publishers' Conference at a committee meeting held in New York, January 6, voted unanimously to continue to work for reduction of second-class postage rates. The meeting was called by A. C. Pearson, national chairman of the Conference, and those present included S. E. Thomason, Paul Patterson, P. S. Collins, Wallace Odell, L. B. Palmer, Jesse H. Neal and Frederick W. Hume.

Mr. Pearson reviewed the Conference's experiences of the past month and read a number of suggestions offered by organizations that are members of the Conference and others.

S. E. Thomason, chairman of the postal committee of the American Newspaper Publishers' Association, outlined a tangible plan for immediate action, which he will take under advisement and report at a later date. A similar activity as was employed through state chairmen on the chemical pulp question will be considered in applying any efforts in the future on the second-class problem. It was proposed that a meeting be held again within the next thirty days when this plan will be more clearly outlined.

Among the suggestions offered was the working out of a complete transportation proposition based strictly on existing rates as compared with postal rates. This work will go ahead, which in itself will prove the inconsistencies of the claims which have been made as to losses by the Post Office Department in handling second-class matter.

St. Louis is not dominated by any one newspaper

Eline's
Sweet Milk Chocolate
Rich and Delicious

Sold to St. Louis Lovers of Good Candy through two principal evening newspapers exclusively

One of them, necessarily—
THE ST. LOUIS STAR

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. See our full page next week.

INTERTYPE CORPORATION

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

National Advertising Representatives

STORY, BROOKS & FINLEY
New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

Again First in the World In Advertising

For the second consecutive year, the LOS ANGELES TIMES has printed more advertising than any other newspaper on earth, its volume for 1922 reaching the colossal figure, 26,795,244 agate lines.

1922 Honor Roll

—The newspapers carrying the most advertising in their respective cities for 1922, with volume in agate lines.*

LOS ANGELES TIMES	26,795,244
Chicago Tribune	26,213,757
Detroit News	25,701,255
New York Times	24,141,116
Baltimore Sun	22,985,326
Washington Star	21,659,650
St. Louis Post-Dispatch	19,881,120
Columbus Dispatch	19,582,553
Philadelphia Inquirer	18,211,200
San Francisco Examiner	16,906,694
Indianapolis News	16,400,198
Milwaukee Journal	16,266,970
New Orleans Times-Picayune	15,454,043
Oakland Tribune	14,650,650
Minneapolis Journal	14,264,769
Portland Oregonian	14,505,260
Cincinnati Times-Star	12,650,508
Seattle Times	12,488,728
Buffalo News	12,406,521
St. Paul Pioneer Press-Dispatch	12,327,364
Houston Chronicle	12,073,782
Omaha World-Herald	11,261,257
Louisville Courier-Journal	9,079,771

*—Where newspapers publish both morning and evening editions, they are credited with whichever edition carried the most advertising.

This achievement, significant of vast equipment, multitudes of workers and millions spent in wages and materials, is a tribute to the policy which THE TIMES has pursued for over two generations:

** That since Southern California is inherently a Zone by itself, with sharply-defined boundaries, special climate and many sectional interests and occupations, any Southern California newspaper can best serve both readers and advertisers by focusing its energies on this one wonderful region.*

Adherence to this policy has made the LOS ANGELES TIMES the compelling business force in the richest area on earth, winning the corresponding prize, World Leadership in Advertising.

Los Angeles Times

FIGHT FARMER CONTROL IN OKLAHOMA

State Press Association Condemns Arnett Plan as Socialistic—Will Also Make Effort to Revise Libel Laws

(By Telegraph to Editor & Publisher)

OKLAHOMA CITY, Okla., Jan. 10.—The Arnett plan of newspaper ownership, which is branded as a socialistic idea and not in keeping with good newspaper principles, was condemned and its use rejected by the Oklahoma Press Association at the association's mid-winter meeting here January 5 and 6. Seventy-five state newspaper publishers attended the two-day meeting.

The discussion of the Arnett plan occupied an entire morning session. J. C. Nance, editor of the Marlow Review, presented the plan, led the discussion and suggested the action of the association.

The Arnett plan is a proposal of cooperative newspaper ownership drawn up and sponsored by Eugene Arnett, an Oklahoma insurance man, to give farmers a part in the management of papers published in their communities. Another part of the plan is the publication of a column to be furnished by Arnett. The plan was rejected on the grounds that it smacked too strongly of Socialism.

The Association also condemned the request of former Governor J. B. A. Robertson, whose term expired January 8, that the ninth session of the Oklahoma legislature enact more stringent libel laws. The trend of the session was that the present libel laws already are too drastic as compared with those in other states and that any stricter laws would tend to limit the press in upholding public welfare.

E. S. Bronson, editor of the El Reno American and secretary of the Association; Bert Hodges and Jesse Kerd, were named as members of the legislative committee, with Hodges as chairman.

Elmer V. Jesse of Mangum, president of the Association, instructed the legislative committee to oppose any attempt to suppress free speech and to interfere with the freedom of the press.

W. D. Little, of the Ada News, addressed the Association on "Cut Price Competition." He said the greatest price cutters operated outside the large cities. "In the large cities printers and job work solicitors co-operate in keeping prices at a profitable level. But when the solicitors go into the country towns they apparently accept jobs at any price offered," he said.

The first day, Miss Grace E. Ray, instructor in the School of Journalism at the University of Oklahoma, addressed the editors on "Other Folks' Opinion of Us," in which she outlined the influence of the press in a community.

By a unanimous vote the delegates passed a resolution endorsing John A. Anderson, of Snyder, editor of the Kiowa County Democrat, and former president of the Press Association, for appointment as chairman of the State Board of Affairs under the new administration.

Some of the speakers were: E. M. Evans of the Durant News, Ed. A. Ingram of the Kingfisher Press, Marshall L. Smith of the Hominy Publishing Company, F. A. Garrett of McAlester and Bert Hodges.

Richard Elam of the Pawhuska Capital and the Ardmore Press, E. S. Bronson, E. K. Gaylord of the Daily Oklahoman, James C. Nance, and Elmer V. Jesse were initiated into Sigma Delta Chi honorary journalistic fraternity, after public pledging ceremonies.

The next meeting of the Association will be held in May, when officers will be elected.

State Journal Has \$20,000 Fire

The plant and building of the Reno, Nevada, State Journal were damaged by fire on January 4, causing a loss estimated at \$20,000. Several employees of the plant narrowly escaped injury due to the rapid spread of the fire. Pending repairs to the building and equipment, the

Journal will be published in the plant of the Reno Evening Gazette.

T. E. DAMM HEADS AD POST

T. T. Williams Made First Vice-Commander at Annual Meeting

Theodore E. Damm, of the Joseph Richards Company, New York advertising agency, was elected Commander of Advertising Men's Post 209 of the American Legion at the annual meeting January 9.

The other officers elected were first vice-commander, E. T. T. Williams, E. T. T. Williams & Associates; 2nd vice-commander, Milton M. Fisher, Redfield, Fisher & Wallace; 3rd vice-commander, Guy W. Bolte, Cheney Brothers; adjutant, Paul C. Hunter, Educational Advertising Company; treasurer, George A. Little, Joseph Richards Company; historian, Charles Ford, Sackheim & Scherman; chaplain, R. B. Alexander, Woman's Home Companion; sergeant-at-arms, Stanley I. Clark, Joseph Richards Company.

The following members were elected to serve on the Executive Committee with the newly elected officers: Herbert W. Moloney, San Francisco Call Post; Birge W. Kinne, American Agriculturist; Walter T. Leon, Cupples & Leon; N. C. Van Tassel, American Legion Weekly; William F. Barnaby, Worthington Pump & Machinery Corporation. The Post will hold its next meeting January 16th at Brown's Chop House, with W. D. M. Simmons, advertising manager of the Underwood Typewriter Company as the speaker. A. H. Deute, general sales manager of The Borden Company, will be the speaker January 23rd.

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N. Y. World Overseas Changes

John L. Balderston has been appointed chief British correspondent of the New York World, succeeding James M. Tuohy, who, while retiring from active work after more than a quarter-century of service, will continue to be a contributor to the World. Joseph W. Grigg has been made London manager of the World Bureau and will be associated with Mr. Balderston in the British capital.

Hyatt Consolidates Ad Department

The Hyatt Roller Bearing Company has consolidated its advertising department at its factory in Newark, N. J. Philip C. Gunion, who has been advertising manager of the Industrial Bearing Division of this company, is in charge of all advertising under this plan.

PRINTED COLOR COMICS

- Full of Color Life and Color Harmony.
- Perfect in Registry.
- We Print Better Colored Comic Sections for Publishers Everywhere.

Write for Details.

EMERGENCY MATS

Feature Pages That Save Time and Money.

7 or 8 COLUMNS 20" or 21"

ILLUSTRATED.

Write for Proofs Today.

WORLD COLOR PTG. CO.

Est. 1900 St. Louis R. S. Grable, Pres.

CANADA PAPERS DROP U. S. DIFFERENTIAL

Relic of Time When No U. S. National Advertising Went Across Border Discarded by 20 Ontario Dailies July 1

TORONTO, Ont., Jan. 6.—Twenty daily newspapers in Ontario, Canada, which had retained a differential in commissions paid to United States and Canadian agencies in favor of the latter have decided jointly to abolish that survival of early days when Canadian accounts were infrequent and United States business almost a total stranger. These papers are:

Brantford Expositor.
Brockville Recorder-Times.
Chatham News.
Chatham Planet.
Fort William Times-Journal.
Guelph Herald.
Guelph Mercury.
Kingston British Whig.
Kingston Standard.
Kitchener Record.
Niagara Falls Review.
Owen Sound Sun-Times.
Peterboro Examiner.
Port Arthur News-Chronicle.
St. Catharines Standard.
St. Thomas Times-Journal.
Sault Ste. Marie Star.
Stratford Beacon.
Stratford Herald.
Woodstock Sentinel-Review.

The Windsor Border Cities Star independently took similar action, making its reduced rates of commission and cash discount effective November 1, 1922.

The commission will not exceed 15 per cent and no publisher will give a cash discount to exceed 5 per cent on the net. The new rate will apply on and after July 1, 1923, on all contracts either new or renewal made after date of this notice. For example; a contract made in January shall earn the existing commission on all advertising inserted before July 1, 1923; after that date the commission shall be 15 per cent and the cash discount not more than 5 per cent on the net.

As a matter of policy, the executive committee of the Canadian Daily Newspapers Association has approved a recommendation of the advertising policy committee that the differential should be abolished and has endorsed the action of Ontario publishers in establishing a uniform rate of commission for all advertising agencies.

Using A. A. C. W. Church Ads

Twelve churches of various denominations of Elizabeth, N. J., are using in paid space, on Saturdays, Series No. 3 of advertisements issued by the Church Advertising Department of Associated Advertising Clubs of the World. The Council of Churches, Dayton, Ohio, also began to use this series the first of January.

Bend Bulletin in New Quarters

The Bend (Ore.) Bulletin recently moved into new quarters. The paper at the same time installed a new press and changed from six to seven columns to the page.

The Ludlow of Today Gives You All-Slug Make-up

ALL-SLUG forms have many advantages. The typefaces are all new for every job and there is no distribution to follow. By re-casting each line, multiple forms may be had without electro-types, and a trade shop can sell made up forms out of the shop.

Quick to Make Up—Quick to Make Ready

Bigger units to work with are faster and less subject to error. Slugs do not pi and are easy to justify. They handle like cuts.

All new typefaces make clean, bright forms that are a pleasure to work with. No second hand materials enter into the make-up.

The low quads of Ludlow forms are a striking advantage. They are 12 points lower than printing surface, and cannot smudge.

Quick make-ready on the press comes from all new faces. There are no low or broken letters and general accuracy in height to paper hastens the job.

No pull-outs of letters

can occur with an all-slug form—such as the figure 1 from a price of \$127 or even \$12. This saves embarrassment to advertiser and printer.

Standing forms may be kept a year or more without impoverishing the cases and they will not be found in a pied and picked condition when needed.

Changes for reprints are easily made without any patching of plates. New slugs may be cast and old ones thrown out.

Distribution of used forms is abolished for good. New type on slugs is quicker and cheaper than distribution of old worn types.

NO DISTRIBUTION

"Before the installation of the Ludlow machines I was compelled to employ extra men on Sunday to distribute display type for use on Monday. Since their installation I have done away with this non-productive work."—El Paso (Texas) Herald.

SAVES TROUBLE

"The foreman of our composing room said, the day after Christmas, 'If we had been obliged to use hand set type I guess we would have been in a lot of trouble.'"—Salem (Mass.) Daily News.



Ask us on your letterhead for illustrated literature

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

OHIO FIRST

The State of Ohio is one of the most fertile trade territories in the United States, 50% of the population is gathered in 21 cities of more than 25,000 each.

Each city has its own home daily newspaper, no other paper will do and no other paper can sell your merchandise in these cities.

Ohio's 1922 crops were the greatest in the history of the state.

Ohio's manufacturing output for 1922 was the greatest in its history.

Prices paid for Ohio's 1922 products were the highest in the history of the State.

Ohio people realize that Ohio-made money should be kept in Ohio as much as possible—and that by spending their own money in their own community they are helping to build their town.

Manufacturers wishing to increase distribution in Ohio find ready and willing co-operation locally, and find that it pays handsomely.

You can get a tremendous leverage for your goods by obtaining the co-operation of these daily newspapers together with the local merchants they serve.

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal.....(E)	35,785	.10	.10
**Akron Times.....(E)	21,416	.06	.06
**Akron Sunday Times.....(S)	21,439	.07	.07
†Bellefontaine Examiner.....(E)	4,536	.0179	.0179
†Cincinnati Enquirer.....(M&S)	72,270	.17-.35	.17-.35
†Columbus Dispatch.....(E)	75,116	.15	.14
Columbus Dispatch.....(S)	74,654	.15	.14
Columbus, Ohio, State Journal... (M)	50,124	.12	.13
Columbus, Ohio, State Journal... (S)	29,206	.12	.13
Conneaut News Herald.....(E)	3,094	.017	.0179
†Dover Daily Reporter.....(E)	4,537	.02	.02
†Ironton Irononian.....(M)	3,170	.0179	.0179
†Kenton Democrat.....(E)	2,400	.014	.014

	Circulation	2,500 lines	10,000 lines
*Lima News and Times-Democr't (E&S)	16,083	.07	.05
*Lima Republican-Gazette.....(M&S)	10,270	.035	.035
†Middletown Journal.....(E)	5,117	.025	.025
†Newark American-Tribune.....(E)	6,890	.025	.025
†Portsmouth Sun and Times....(M&E)	16,481	.06	.06
†Portsmouth Sun-Times.....(S)	11,140	.04	.04
Steubenville Gazette.....(E)	8,437	.04	.04
**Toledo Blade.....(E)	100,317	.27	.25
†Toronto Tribune.....(E)	1,096	.011	.011
**Youngstown Vindicator.....(E)	24,787	.07	.07
**Youngstown Vindicator.....(S)	24,351	.07	.07

Government Statement, April 1, 1922.

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

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

†Government Statement, October 1, 1922.

HOOKER OF SPOKANE DIES AT 75

Appendicitis Fatal to Chronicle President—E. T. W. Gillespie of Stamford Advocate and E. S. Crane of Elizabeth Dead

(By Telegraph to Editor & Publisher).

SPOKANE, Wash., Jan. 10.—On the eve of his 75th birthday anniversary, Thomas Hooker, business manager of the Spokane Chronicle, died last night from an appendicitis operation. He came to Spokane 34 years ago from New Haven, Conn. He had been business manager of the paper 30 years and president of the Spokane Chronicle Company for five years. He was a member of the Associated Press and a former president of the Washington State Press Association.

He was at his office until three days before his death and known as one of the most active business men for his age, an ardent golfer and a sport enthusiast.

Augustus S. Crane, editor and publisher of the Elizabeth (N. J.) Daily Journal, died January 9 at the Overlook Hospital, Summit, N. J., after an illness of seven weeks. He underwent an operation to relieve an inflammation of the liver on New Year's Day. Mr. Crane was born in Elizabeth in 1858. He started newspaper work as a boy, publishing the Jersey Boys' Companion, an amateur monthly.



AUGUSTUS S. CRANE

In 1875 Mr. Crane entered the employ of the then recently established Daily Journal as an office boy at \$2.50 a week. Before he was of age Frederick W. Foote, editor and owner of the paper, died, and Mr. Crane became the business manager. A few years later he became its publisher. In 1903 he became president and treasurer of the Journal corporation, which offices he continued to hold until the time of his death. Some years ago Mr. Crane purchased the controlling interest in the Journal. His son, Frederick Lea Crane, is the assistant business manager of the Journal.

Edward Thomas Wright Gillespie, president of Gillespie Brothers, Inc., publishers of the Stamford (Conn.) Daily Advocate and formerly for many years editor of the paper, died January 9. Mr. Gillespie, who was 81 years old, had had several attacks of angina pectoris and suffered an attack last Saturday. Pneumonia later developed. He was born in Ireland in 1841, and came to the United States and settled in Stamford in 1860. Mr. Gillespie began his connection with

the Advocate in 1862; when he assumed the editorial management of the paper. At the time of his death Mr. Gillespie was one of the oldest active newspaper men in Connecticut.

Obituary

WILLIAM H. WINTON, aged 76, friend of James Whitcomb Riley, the poet, and for 25 years connected with the business office of the Rochester (N. Y.) Post Express, died January 3. In 1877, while connected with the Indianapolis Journal, Mr. Winton gave James Whitcomb Riley the first money the poet ever received for his work, a check for \$15. He was at various times assistant editor of the Kingston Freeman, assistant editor of the Omaha Republican, and advertising manager for the Indianapolis Journal. His first work in Rochester was with the Evening Times.

HORACE F. HUBBARD, aged 73, formerly connected with the editorial staff of the Cincinnati Times-Star, died January 5 at the Ohio Masonic Home in Springfield after an illness of several months.

A. DAVID GILCHRIST, city hall reporter for the Fall River (Mass.) Evening News, died January 6 following being struck by an automobile.

CHARLES A. DIENER, aged 53, for 18 years foreman of the engraving department of the Reading (Pa.) Eagle, was found dead in his home on January 1. He had been in ill health for more than a year.

E. H. WOODWARD, editor and publisher of the Newberg (Ore.) Graphic from 1890 to 1921, died at Newberg December 26.

JAMES L. MCCOWN, an employe of the Portland (Ore.) Oregonian since 1860, died December 27.

ROBERT SCHILLING, aged 79, former newspaper publisher of Wisconsin, who retired from active business 10 years ago, died December 26.

FRANK Q. STUART, a former editor of the Des Moines (Ia.) Leader, also of the Homestead, a farm paper, died in San Francisco January 1.

REV. WILLIAM THEODORE JUNGK, aged 71, editor of Der Friedensbote, the national organ of the Evangelical Church for 27 years, died in St. Louis on January 2.

MRS. MARY DIANA WILLIAMS WEST, aged 79, mother of Frank West, member of the city staff of the Richmond (Va.) News Leader, and of Harold E. West, of the editorial staff of the Baltimore Sun, died January 3.

FREDERICK C. CRAWFORD, aged 61, formerly of the staff of the New York World and the Washington Post and for many years Washington correspondent for the World, died at his home at Hagerstown, Md., January 4, after a long illness.

W. E. ATKINSON, newspaper man of Gilman, Ill., committed suicide recently by throwing himself into a lake at Cler-

mont, Fla., after drinking iodine.

MRS. ALICE ADAMS RUSSELL, daughter of Oliver Optic, the famous author, died on January 2.

BOYD S. LEEDOM, a pioneer newspaper man of Nebraska, died January 6.

W. T. GRAVES, former editor of the Riverton (Iowa) Review, died recently at Red Cloud, Neb.

RICHARD HINES, JR., at various times city editor, marine editor and sports editor of the Mobile Register and later managing editor of the old Mobile Item, died January 4.

MISS CORA BELLE BICKFORD, aged 65, for 30 years a teacher in the public schools, society editor of the Biddeford (Me.) Journal, and correspondent for several other papers, died January 3.

J. M. MORRIS, aged 81, who had published newspapers at Boonville, Bunceon, Tipton, Sarcoux and Ash Grove, Mo., died at Tipton, Mo., December 29.

C. L. FELMLEY, aged 53, died January 4. He was former editor of the West Penn Press and the Tarentum Times.

JERRY F. CRONIN, manager of the Al Fresco Advertising Company, St. Louis, Mo., died December 31.

GEORGE W. MARTIN, aged 80, retired newspaper publisher and editor and father of Harry T. Martin, of staff of the San Diego Union, died at his home in San Diego, Cal., January 3. For more than 40 years he was in newspaper work in various cities, including Marysville, Mo., St. Joseph, Mo., Fort Scott, Kan., Jackson, Tenn., and Urbana, Ill. The late Charles H. Martin, who was city editor of the Chicago Record-Herald at the time of his death in 1909, was his son.

JAY O'BRIEN, aged 17, reporter for the Kenmore (N. Y.) Record, and correspondent of Buffalo newspapers, was killed instantly on January 7 when he was struck by an automobile while crossing a street near his home. Police who investigated the accident said the driver of the car was on the wrong side of the street. Two persons who were in the car were held for the grand jury under \$5,000 bail. Mr. O'Brien was the son of Morris O'Brien of the Rochester Telegram. The young journalist was to have moved to Rochester Wednesday.

WILLIAM H. MATHER, for 21 years telegraph editor of the Chicago Tribune, died in Chicago January 10. Mr. Mather, who was born in Madison,

Mich., on August 27, 1857, began his newspaper career as a printer's apprentice.

FREDERICK MARTIN, aged 56, a member of the New York World advertising staff for 24 years, and for many ears in charge of public utilities advertising, died January 6.

LON V. STEPHENS, 64 years old, former Governor and State Treasurer of Missouri, died January 10 in St. Louis. Born at Boonville, Mo., December 21, 1858, he was educated at Washington and Lee University, and on leaving college learned the printer's trade. Later he became editor of the Boonville Advertiser.

GERRIT VISCHERS, aged 70, for more than 30 years editor of De Standard, Grand Rapids, Mich., and more recently connected with Holland (Mich.) De Groudwet, both publications in the Dutch language, died January 7. He came to the United States 45 years ago.

JOHN JOSEPH BARRETO, formerly with the advertising department of the Saturday Evening Post and president of Cecil Barreto & Cecil, Inc., advertising agency, New York and Richmond, Va., died in Richmond January 7. His death will not interrupt the operation of the agency. The majority stock is held by John H. Cecil and James M. Cecil.

JAMES DUNN, aged pioneer Utah newspaper man and a publisher at Tooele many years, died recently.

EDWARD M. MCGOWAN, aged 69, a stereotyper on the New York American for 25 years, died January 4.

Memorial to Sam Foss

A campaign is being made for funds with which to build a "friendly center" building to be connected with a new church edifice of the Park Avenue M. E. Church, West Somerville, Mass., as a memorial to the late Sam Walter Foss, poet and newspaperman. The "center" will be known as "The House by the Side of the Road," the title of his best known poem. He was editor of the Yankee Blade and for seven years an editorial writer on the Boston Globe.

Drops Afternoon Edition

The afternoon edition of the Havana (Cuba) Diara de la Marina has been discontinued.

LEDGER SYNDICATE NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

NEWS SERVICES:

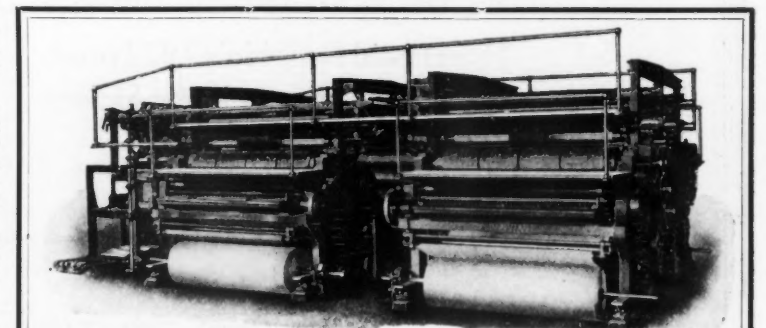
(Via leased wire or laid down in New York, Washington, Chicago, Dallas, Seattle or San Francisco)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:

FEATURE PAGES IN MAT: Daily—Human Interest Page, Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page, Fashion Page. DAILY HOME PAGE FEATURES: "The Dorothy Dix Talks," "The Eternal Question," by Felice Davis; "Broadcasts," by Lora Kelly; "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook; "As Woman to Woman," "Dreamland Adventures." DAILY PERSONALITY FEATURE: "Three Minutes with a Headliner," by Frederick L. Collins. COMICS: "Somebody's Seneog" (Hayward), Daily Strip and Weekly Page; "Eufus McGootus" (Cunningham), Daily Strip; "The Sassyety Kollum" (Bach), "That's Different" (Bach), "Dumb-Bells," "The Crossing Cop" (John). CARTOONS: Sykes' Daily; "The Human Zoo" (C. D. Batchelor), Daily; "Follies of the Passing Show" (Hanson), Weekly. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Devo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Milady Beautiful," "Love Notes," "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Fam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Daily Fun Hour," "Can You Tell?" "Correct English." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.



This Scott Double Quadruple "MULTI-UNIT" PRESS

is used by

The Sacramento Bee

The Fresno Bee

and

The Los Angeles Express

CALIFORNIA

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

SCOTT PRESSES NEVER FAIL YOU

WALTER SCOTT & CO. Plainfield, New Jersey
NEW YORK CHICAGO
1457 Broadway 1441 Monadnock Block

PENNSYLVANIA

The buying power and responsiveness of the Pennsylvania market is second to that of no other state.

Pennsylvania ranks second in population, second in wealth, and second in value of manufactured products.

Eight and two-tenths per cent of the population of the United States is in Pennsylvania.

Total Population	8,720,017	Urban population	64.3%
Native Whites	7,044,876	Rural population	35.7%
Foreign Whites	1,387,850	Number Dwellings	1,726,224
Colored	284,568	Number Families	1,922,114

Pennsylvania has 1,137,100 wage earners who are paid annually \$1,741,508,000.

Number Establishments	27,977	Cost of Materials	\$4,212,347,000
Capital	\$6,277,268,000	Value of Products	\$7,312,333,000

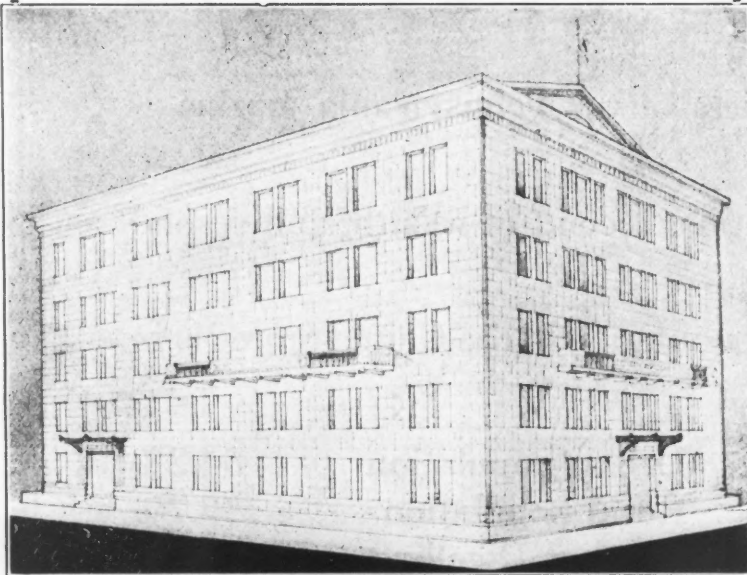
This great commonwealth offers the aggressive advertiser a wealthy responsive market. Its dense population, great buying power, and well developed transportation make it possible to market merchandise at a minimum advertising rate.

===== THESE LISTED DAILIES WILL GIVE YOU LEADERSHIP =====

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

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

新聞新報



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates

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

The Hochi Shimbun
TOKYO, JAPAN

NEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

GARDNER E. CAMPBELL, of the Wakefield Daily Item, January 8 was elected president of the Massachusetts Press Association. The Association met for its annual session at the Hotel Vendome, Boston, in the afternoon and, following a dinner there, attended the theatre. Other officers chosen were: Vice-presidents, Walter D. Allen, Brookline Chronicle; L. E. Chandler, Palmer Journal; W. J. Hefferman, Spencer Leader; secretary, Carl F. Prescott, Weymouth Gazette; auditor, Ralph C. Metcalf, Belmont Citizen; treasurer, Robert S. Osterhout, Hudson News; historian, Alexander Starbuck, Waltham Free Press-Tribune.

Frank C. Bowker, city editor of the Boston Transcript, was recently elected editor-in-chief of the Boston Newspaper Club at its thirty-eighth annual election. Joseph C. Smith, of the Boston Globe, was the retiring officer. Lawrence L. Winship, of the Globe, was elected managing editor; William U. Swan, of the Transcript, reporter, and William H. Randall, of the New York World, perpetual devil. William D. Sullivan, city editor of the Boston Globe, was the only charter member present.

The National Conference of Business Papers Editors will hold a meeting in Washington, D. C., January 15. The members will be the guests of the technical staff of the Bureau of Standards at luncheon and will visit the bureau divisions to see them in operation. At 4:30 P. M. they will be addressed by Director Durgin of the Division of Simplified practice and at 6:30 o'clock will be hosts to Secretary of Commerce Hoover at dinner in the Cabinet Room of the New Willard Hotel. R. H. Condit, of the American Machinist, New York, is in charge of arrangements.

Viscount Burnham, proprietor of the London Daily Telegraph and president of the Empire Press Union; Dr. Wroblewski, the new Polish Minister to the United States; and Albert Thomas, twice French Minister of Munitions, are announced as the speakers at the next dinner of the Association of Foreign Press Correspondents in the United States which will be held at the Hotel Brevoort, New York, January 19.

John T. Bourke, writer on the Cleveland News-Leader, was re-elected president of the Ohio Legislative Correspondents' Association at its meeting in the State House, Columbus, January 1. Other officers elected were: Vice-presidents, J. H. Galbraith, Columbus Dispatch; W. C. Howells, Cleveland Plain Dealer; and treasurer, W. C. Confrey, Scripps-Howard league.

The annual meeting of the Connecticut Editorial Association will be held at the Stratfield Hotel, Bridgeport, Conn., January 20.

E. B. Clark was chosen commander of the National Press Club Post of the American Legion at the annual election held this week. Other officers elected, most of them active or former Washington newspaper men were: Capt. J. J. Craig, U. S. M. C., senior vice-commander; Brig. Gen. Amos K. Fries, junior vice-commander; Paul J. McGahan, adjutant; Earle Godwin, finance officer; Frank Connolly and John Connolly, color bearers, and Col. J. M. Heller, sergeant-at-arms.

Miss Martha Coman, president of the New York Newspaper Women's Club, and for a number of years on the city staff of the New York Herald, has resigned to become editor of the Scarsdale (N. Y.) Inquirer, a weekly newspaper, succeeding Miss Alma Earl Olsen. On leaving the Herald, Miss Coman was presented by her associates with a handsome gold vanity case. In addition to her work as editor of the Scarsdale Inquirer, Miss Coman will contribute a weekly Sunday

story to the New York Morning Telegraph. A surprise dinner was tendered Miss Coman by the New York Newspaper Women's Club on January 13. She continues as president of the club.

The Minnesota Editorial Association will hold a meeting at St. Paul February 16 and 17.

The Des Moines (Iowa) Press Club was organized at a meeting held at Des Moines December 28. Headquarters have been established in the "Dutch Room" of the Wellington hotel. W. C. Jarnagin, managing editor of the Des Moines Capital, was elected president. Other officers of the club elected were William Burke, Des Moines Register, first vice-president; Norbert Gainey, Des Moines Register, second vice-president; Warren L. Bassett, Associated Press, secretary, and Charles Grahll, treasurer.

The mid-winter meeting of the Virginia Press Association will be held at the Virginian Hotel, Lynchburg, January 22 and 23.

Friends of American Writers held a good-fellowship dinner at the Auditorium Hotel, Chicago, January 11. Wallace Bruce Amsbary, poet of the Kankakee; Bessie Williams Boynton, interpreter of poems, and Helen Webb Clippert, coloratura soprano, furnished the program of entertainment.

Charles F. Flynt, president of the Kennebec Journal Publishing Company, was recently chosen president of the Maine Daily Newspaper Publishing Association at their annual meeting held in Augusta. Other officers are: vice-president, Arthur G. Staples, editor, Lewiston Journal; treasurer, W. B. Read, Bangor News; and secretary, W. H. Dow, Portland Express-Advertiser.

The Iowa Press Association will hold a meeting at Des Moines February 8, 9 and 10.

The annual meeting of the Oregon Editorial Association will be held at Hood River next July. Among other features of the proposed entertainment on that occasion will be a climb up Mount Hood.

The Northwest Missouri Press Association will hold its meeting slated for December 15 and 16 on January 12 and 13.

Correspondents and staff press representatives who are attending the 18th legislative assembly at Pierre, S. D., have organized a press association headed by Walter Travis of the Yankton Press and Dakotan as president and Garrett Breckenridge, secretary of the state university alumni and formerly staff man for the Sioux Falls Argus-Leader as secretary.

George C. Lucas has joined the staff of the National Publishers' Association and organized a traffic bureau as a service to members in matters of transportation and distribution. Mr. Lucas served with various railroads throughout the west for 20 years and in 1912 came to New York as director of traffic for the Southern Pacific, where he remained until 1917. For the past five years he has worked on the shippers' side of the problem and has been with the National Industrial Traffic League and Shippers' Conference of Greater New York.

The Newspaper Club of New York has accepted the resignations of William A. Thayer, Arthur C. Clarke, Andrew W. Ford as directors, Stanley W. Prenosil as recording secretary, and Wood Cowan as chairman of the art committee. All withdrawals were caused by pressure of other duties. Elections to fill the vacancies will be held this month.

The Newspaper Mens' Benevolent League, Inc., of New York, has elected the following officers: John J. O'Connell, Times, president; Forrest R. Trafford, Commercial, first vice-president; John J. Lindley, Herald, second vice-president; Joseph A. Butler, World, third vice-president; Miles Bath, City News Associa-

tion, secretary-treasurer; C. E. Seelig, Tribune, assistant secretary-treasurer. Organized eight years ago with the object of providing social intercourse among the active working newspaper men of New York and at the same time providing death benefit insurance at a nominal cost, the league desires to extend its membership to active newspaper or trade paper workers. The dues of fifty cents a month provide a death benefit of \$250, covered by a blanket policy in the Metropolitan Life Insurance Company.

ADVERTISING

ROBERT ARMSTRONG, advertising manager of the Armstrong Clothing Company, was elected president of the Cedar Rapids Advertising Club January 5. Frank French was made vice-president; H. J. Rowe, secretary, and John Burianek, treasurer.

The League of Advertising Women, New York, will hold their regular monthly dinner at the Advertising Club January 16. The League's annual dinner-dance is to be held March 20 at the Hotel Pennsylvania.

The Technical Publicity Association of New York held a dinner meeting at the Machinery Club January 12. Louis Balsam, former secretary of the Direct Mail Association, spoke.

The Detroit Adcraft Club is to carry on a membership campaign during January, two thousand sales promotion and advertising men of the city acting as soliciting members.

The Advertising Club of Los Angeles has recently purchased a \$25,000 site for a clubhouse for which building plans are being made.

The Pilgrim Publicity Association of Boston is offering \$100 in prizes for the best posters advertising at the Boston Automobile Show.

A course of study in advertising is now being planned for the younger men of Sioux City by the Sioux City Advertising Club. An open meeting will be held by the club January 17 in observance of the birthday of Benjamin Franklin.

SCHOOL NOTES

To commemorate its 50th anniversary as the college daily paper at Harvard, The Crimson is going to publish a cloth bound, 250-page book which will trace the history and development of the university daily. Plans are being made to hold a banquet and general celebration in addition. The paper was founded on January 24, 1873, under the name of The Magenta, magenta being the Harvard color at that time. When the college color was changed to crimson in 1891, the college daily's title was altered also.

The Department of Journalism, University of Kansas, has just issued a news letter which it is sending to all former students in the department.

Two issues of the Prairie du Chien (Wis.) Courier were recently edited by students who are taking the course in journalism at the University of Wisconsin.

The Medill Journalists, a student organization to promote the professional interests of its members in the Medill School of Journalism of Northwestern University, held its initial dinner at King's Restaurant, Chicago, recently.

The bulletin of the American Association of Teachers of Journalism will be published in Minneapolis, Minn., throughout the coming year, according to R. R. Barlow, head of the department of journalism at the University of Minnesota, who was elected secretary and treasurer of the association at its annual meeting held a short time ago at Evanston, Ill.

Mosher Files Bankruptcy Schedule

E. R. Mosher Company, Inc., dealers in newsprint paper at 51 East 42nd

street, New York, filed schedules in bankruptcy January 11, listing liabilities of \$148,431 and assets of \$116,014, main items of which are: Accounts, \$51,367; notes, \$33,386; cash, \$17,777; unliquidated claims, \$7,202. Principal creditors are G. B. Hewitt & Brothers, Inc., \$16,439, partly secured; Bedford Pulp and Paper Company, \$20,899; Dennison-Pratt Paper Company, \$17,572; Northern Paper Mills, \$17,130; Oswego Falls Corporation, \$13,435; Scroon River Pulp and Paper Company, \$18,211; and Flambeau Paper Company, \$9,782.

NOTES OF THE NEWS SERVICE AND SYNDICATES

J. BART CAMPBELL has resigned as chief of the Capitol staff of the International News Service to become news manager of the Washington Press Service, a recently organized syndicate designed to supply small newspapers unable to maintain their own correspondents in Washington, with local news. Campbell, who has been with the International News Service for six years, came to Washington from Philadelphia, where he was connected with the Inquirer and the old Evening Telegraph.

C. T. Gheen is the newly appointed Pacific coast traffic chief for the Consolidated Press, and has established himself in San Francisco. He was formerly southern division chief in Washington, D. C.

Bruce Boreham, of the editorial staff of the Winnipeg Tribune, has joined the Ottawa bureau of the Canadian Press, Ltd.

J. F. B. Livesay, manager of the Canadian Press, Ltd., with headquarters at Toronto, has been visiting the western offices of the C. P. He recently spent a week in Winnipeg.

Charles E. Kloeber, Associated Press correspondent at Vienna, has been transferred to Constantinople, succeeding James Mills, who has returned to the London staff.

Allan Quinn, of the Omaha bureau staff, the Associated Press, has been transferred to Kansas City.

Hiram K. Moderwell of the Chicago Daily News foreign staff of correspondents, has cut short his visit in the United States to return to Europe.

C. Colton Bingham, for the past several months sales director of the C-V Newspaper Service, has been appointed general manager of the service.

Millard H. Cannon has taken charge of the Associated Press wires for the El Dorado (Ark.) Daily News, succeeding Mark Hanna Moon, resigned.

John A. Cejnar, night editor of the Omaha (Neb.) bureau of the Associated Press, was injured January 1 when the automobile he was driving overturned. His injuries were not serious.

FIRE PROVES A BOON

Two-Day Lay-Off in Gary Brings Circulation Increase

The recent fire which swept the plant of Gary (Ind.) Post-Tribune caused no other inconvenience than the loss of about two days' business. Everything is again running along as before. In fact the publishers report: "The two days' partial lay-off demonstrated to a large number of Gary people that it is almost impossible for them to get along without a daily newspaper. Our circulation was higher after the blaze than it was before. Our loss was about \$25,000, all of which was covered by insurance."

The Post-Tribune has purchased the Calumet Press, a large commercial printing plant in Gary. However, the two institutions will be run separately with H. Ray Snyder, formerly of the Post-Tribune, as manager. The new owners plan to develop one of the largest printing plants in Northern Indiana.

VOLUME LXI. NO. 3. THURSDAY - 1923

CITY'S BUILDING COSTS FOR 1922 SHATTER ALL RECORDS

Amount Spent on New Buildings and Repairs Totals \$17,462,100, or More Than 25 Per Cent. Over Aggregate for Previous Year. Dwelling Houses Built During Year Valued at \$6,649,500, Jump of More Than 100 Per Cent.

From The Evening Bulletin, Providence, R. I., January 3, 1923

This figure breaks all records for a single year's building since the city was incorporated, and represents an increase of more than 25 per cent. over the combined value of construction work for the previous year. On new building alone the increase was much greater.

Dwelling houses head the list of 1922 construction values. The value of dwellings for which permits were issued during the year is placed at \$6,649,500, whereas the value of dwellings erected in 1921 was less than one-half that amount.

The 1923 Outlook

for building in Rhode Island is equally promising. With hundreds of new homes constantly being erected and old ones modernized, this market offers excellent opportunities to manufacturers and distributors of building materials, hardware supplies, furniture, electrical, gas and all kinds of household appliances.

This rich field is completely covered by Rhode Island's great newspapers,

The Providence Journal (Morning and Sunday) and The Evening Bulletin

For many years the people of this State have read them as "their" newspapers. The news columns have been their source of information—the advertising columns, their guide to reliable merchandise.

Providence Journal Co.

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York

Boston

Chicago

R. J. BIDWELL CO.

San Francisco

Los Angeles

LEADING THE LIST

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

THE JIJI SHIMPO

時事新報

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

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

New York Office:
JAPAN ADVERTISER SUITE
Equitable Bldg., 120 Broadway

THE JIJI SHIMPO

Cables:
"Jiji Tokyo"
Bentley Code

TOKYO, JAPAN

Morning
and Evening
Editions

"In Japan, the Buyers Read the Jiji"

TIPS FOR AD MANAGERS

Alexander Agency, Webster Bldg., Chicago. Sending out contracts for Johnson Mantel Company.

Anfenger-Jacobson Company, Board of Education Bldg., St. Louis. Using 136 lines, 8 and 9 times and 63 lines, 8 and 9 times in farm papers for E. Myers Lye Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the Scranton Lace Company, Scranton, Pa. Placing orders with some Canadian newspapers for Carters Ink Company, Cambridge, Mass. Making 3,500 line contracts for Nu-Shine Company.

Baker-Robinson Company, Campeau Bldg., Detroit. Placing account for American Electrical Heater Company, Detroit.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Sending out contracts for the Kibbe Company, candy manufacturers, Springfield.

George Batten Company, 381 4th avenue, New York. Placing account for Esmond Mills, Esmond, R. I.

Wilbur Beach & Associates, 25 Broad street, Chicago. Sending out orders and contracts for Puritan Mortgage Company.

Dave Block, Inc., 110 East 42nd street, New York. Placing account for Art Metal Construction Company, Jamestown, N. Y., steel office furniture.

A. T. Bond, 20 Central street, Boston. Placing additional contracts for Whitehouse Coffee.

Boston News Bureau, Kilby street, Boston. Placing a large amount of financial and industrial advertising in newspapers.

Brandt Advertising Agency, Tribune Bldg., 7 South Dearborn street, Chicago. Sending out contracts for additional space on Boncilla Laboratories. Planning bathing suit campaign in Chicago and vicinity for Delson Knitting Mills. Getting out new schedules for a campaign in Chicago and vicinity for the Cadet Bluing Company.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Sending out contracts and orders for the New York Daily News. Issuing orders and contracts on Chicago Tribune.

Cammeyer Shoe Company, 47 West 34th street, New York. Making 5,000 line yearly contracts direct.

Campbell-Ewald Company, General Motors Bldg., Detroit. Placing account for Hyatt Roller Bearing Company.

Churchill-Hall, 59 Union square, New York. Placing orders with some Middle West newspapers for Boston Woven Hose & Rubber Company, Cambridge, Mass.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Placing account for Kerney Manufacturing Company, Chicago.

Collins-Kirk, 400 North Michigan avenue, Chicago. Making 2,800-line contracts for James S. Kirk & Company.

Constructive Advertising Company, State street, Springfield, Mass. Placing advertising in a list of radio magazines for the Alden-Napier Corporation, Springfield, manufacturers of radio parts.

Coolidge Advertising Company, 1216 Grand avenue, Des Moines, Iowa. Planning newspaper campaigns for H. & H. Cleaner Company, Des Moines, and Beaver Valley Milling Company, Des Moines. Preparing farm paper campaign for Erick Bowman Remedy Company, Owatonna, Minn.

Critchfield & Co., 337 West Madison street, Chicago. Issuing schedules on Fitzpatrick Brothers, cleansers. General contracts and orders issuing on Holland Furnace Company.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing account for U. S. Industrial Alcohol Company, 27 William street, New York.

Hoops Advertising Company, 9 East Huron street, Chicago. Placing account for Paige-Detroit Motor Car Company.

Arthur M. Crumrine Company, 43 West Long street, Columbus, Ohio. Again placing copy with newspapers in selected sections for Pure Oil Company, 74 Broadway, New York, Toluene motor oil and Puroil gasoline, Columbus.

Dake-Johannet Advertising Agency, 251 Kearny street, San Francisco. Renewing their newspaper contracts for Bealman Tablets.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 5,000-line contracts for the Coca Cola Company.

George S. DeRouville, Albany County Savings Bank Bldg., Albany, N. Y. Making 2,500-line contracts for Jacques Capsule Company.

Dillard-Jacobs Company, Candler Bldg., Atlanta. Making yearly contracts for the Georgia Farms Company.

George L. Dyer Company, 42 Broadway, New York. Making yearly contracts for National Newark & Essex Bank Company. Making 1,400-line contracts for the Products of Standard Milling Company.

Erwin Wasey & Co., 58 East Washington street, Chicago. Have issued contracts to some Pennsylvania papers on Mohawk Condensed Milk.

R. A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Placing new schedule with newspapers for Liggett & Myers Tobacco Company, New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 3,000-line contracts for Charles H. Fuller Mail Order Customers.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis, Mo. Placing advertising for B. Lilienfeld Brothers Company, Corina cigars, Chicago.

Goode-Berrien Company, 19 West 44th street, New York. Renewing some newspaper contracts for George P. Idle Company, collars and shirts, Troy, New York.

Grandin, Dorrance, Sullivan, 130 West 42nd street, New York. Placing orders with newspapers in selected sections for Studebaker Company, Automobiles, South Bend, Ind. Preparing large newspaper list for the Harrisburg Shoe Manufacturing Company, Harrisburg, Pa. Planning campaign for the Kellogg Manufacturing Company, Rochester, N. Y. Manufacturers of Kellogg engine driven tire pumps.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Making trade deals with newspapers for Hotel Astor, Broadway and 44th street, New York. Placing accounts for M. Honer, Harmonica, 114 East 16th street, New York; Uncan Safety Hair Cutter Corporation, 300 Madison avenue, New York, and Wizard Company, electrical goods, 85 5th avenue, New York.

Green, Fulton, Cunningham, Free Press Bldg., Detroit. Handling the accounts of Auto Specialties Manufacturing Company, Dreadnaut shock absorber, St. Joseph, Mich.; and Hawthorne Paper Company, Kalamazoo, Mich.

Groesbeck, Hearn & Hindle, 350 Madison avenue, New York. Have secured accounts of The Connecticut Instrument Company, Stamford, Conn., manufacturers of radio head phones; Alexander Microscope Company, Port Chester, N. Y., manufacturers of automobile accessories, and Wm. Gardner & Co., 1 Broadway, New York, naval architects.

Stanley E. Gunnison, Inc., 30 Church street, New York. Placing account for United Retail Candy Stores, Happiness in Every Box, New York.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 10,000-line contracts for McKesson & Robbins.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for Le Blume Import Company, New York, importers of toilet requisites.

Hoops Advertising Company, 9 East Huron street, Chicago. Placing account for Paige-Detroit Motor Car Company.

Hopper Advertising Agency, 110 West 40th street, New York. Reported to be placing account for Cereal Meal Corporation, breakfast foods, St. Louis.

H. E. James Agency, 120 West 42nd street, New York. Again placing schedules with newspapers for Dr. Earl S. Sloan Company, Sloan's Liniment, New York.

Wylie B. Jones Agency, 107 Chenango street, Binghamton. Making 3,000-line contracts for S. C. Clark Enterprises.

Lord & Thomas, Wrigley Bldg., Chicago. Making 1,000-line contracts for Brunswick, Balke, Collender Company. Using some rotogravure sections on California Fruit Growers.

F. J. Low Company, Inc., 15 West 44th street, New York. Placing orders with newspapers in various sections for Fruit Auction Company, 205 Franklin street, New York.

Theodore F. MacManus, 82 Hancock avenue, east, Detroit. Making 1,000-line contracts for the Hupp Motor Car Corporation.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Orders and contracts issuing on A. Stein & Co.

Robert M. McMullen, 522 5th avenue, New York. Renewing contracts for Standard Milling Company.

Morse International Agency, 449 4th avenue, New York. Making some additional newspaper contracts for Booths Ilyomei Company, Ithaca, N. Y.

C. F. W. Nichols Co., 20 East Jackson bld., Chicago. Issuing contracts and orders on Canadian Pacific Railways.

Osten Advertising Agency, 25 East Jackson bld., Chicago. Using Eastern metropolitan papers on Berlitz School of Languages.

Daniel E. Paris, Inc., 80 Boylston street, Boston. Placing account for W. F. Young, Inc., Springfield, Mass.

Paris Medicine Company, St. Louis. Placing direct 1,000 lines of reading matter and 5,000 lines display.

Patterson-Andrews Company, 1 Madison avenue, New York. Placing account for Lehigh Portland Cement Company.

Porter Eastman Byrne Company, 22 East Monroe street, Chicago. Have secured account of the Burlington Basket Company.

Prather-Allen Advertising Company, 104 West 4th street, Cincinnati. Making 2,000-line contracts for the Kenton Pharmaceutical Company.

John W. Queen, Franklin Savings Bank bldg., Boston. Preparing to place newspaper advertising of the various shows to be held this season in Mechanics Building, Boston. Among them are Home Beautiful and the Automobile Show.

H. E. Remington Advertising Company, 225 East Erie street, Chicago. Making yearly contracts for Remington Typewriter.

Roberts & Melvinche, 30 North Dearborn street, Chicago. Preparing a list on Cluett Peabody & Co., Troy, N. Y., for daily newspapers for 1923. Also getting out copy for Bernard Hewitt Company.

Ruthrauff & Ryan, 404 4th avenue, New York and Chicago. Placing orders with newspapers in various sections for Street & Smith, pub-

lishers, Seventh avenue and 15th street, New York. Placing 56 lines, 12 times with some Southern newspapers for United States Company, Burton, Ravenswood, West Virginia.

Ruthrauff & Ryan, 225 North Michigan Blvd., Chicago. Making 2,000-line contracts for the Paris Toilette Company.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making yearly contracts for Juniper Tar.

J. Wm. Sheets, Ind., Central Bldg., Seattle. Placing account for J. W. Kobi Company, Seattle, Golden Glint Shampoo.

Sherman & Lehair, 120 West 32nd street, New York. Placing orders with some Western newspapers for Sternau Corporation, Sternu Canned Meat, 9 East 37th street, New York.

C. Brewer Smith, Advertising Agency, 43 Tremont street, Boston, Mass. Sending out orders for new newspaper campaigns for T. Noonan & Sons Company, makers of Slikum, Noonan's Lemon Cream, and Noonan's Hair Petrole.

Southwestern Advertising Company, Continental Bldg., Oklahoma City. Making 4,300-line contracts for Hofstra Manufacturing Company.

Spafford Company, 10 Arlington street, Boston. Placing orders with some New York newspapers for Cambridge Rubber Company, Camco radio boots, Cambridge, Mass., and 127 Duane street, New York.

Stack Advertising Company, 29 East Madison street, Chicago. General orders and contracts issuing on Santa Fe Railway.

Stavrum & Shafer, 14 East Jackson Blvd., Chicago. Reported to be placing orders with newspapers in Central and Middle Western States for McMahon & Wood, Plantation Pancake Flour, Valparaiso, Ind.

Sterling Products Company, have purchased the Phillips Magnesia Company, and will place advertising in the near future.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Making 4,200-line contracts for Wrigley's.

J. Walter Thompson Company, 242 Madison avenue, New York and Chicago. Placing accounts for the Chicago, Burlington & Quincy, Northern Pacific and Great Northern railroads. Newspapers in the Northwest will be used in March. Placing orders with some Canadian newspapers for Lamont, Corliss & Co., Pond's extracts, 131 Hudson street, New York. Again making contracts with newspapers in selected sections for Thermoid Rubber Company, brake lining, Trenton, N. J. Renewing some newspapers' contracts for Horlick's Malted Milk, Racine, Wis. Making 2,910-line contracts for Scholl Manufacturing Company.

Tracy-Parry Company, LaFayette Bldg., Philadelphia. Making 5,000-line contracts for International Proprietaries.

United Medical Company, 224 North 10th street, Philadelphia. Will hereafter place account direct.

Vanderhoof & Co., Ontario & St. Clair streets, Chicago. Planning national campaign for the Nachman Springfield Company, Chicago, manufacturers of automobile and furniture springs. Orders and contracts going out on Fortune Macaroni.

Van Patten, Inc., 50 East 42nd street, New York. Again placing orders with newspapers for American Tobacco Company, 111 Cigarettes, 111 5th avenue, New York.

V-C Advertisers Service Corporation, 220 West 42nd street, New York. Handling advertising of United Hotels Company of America, Charles Marchand Perfume, American Stove Polish, Tarpon in Florida, Takamine Tooth Brush, Review of Reviews, Scribner's, Harper's and McKinley Stone.

Vick Chemical Company, Greensboro, N. C. Extending list for Vick.

Vredenzurgh-Kennedy, 171 Madison avenue. Sending out twice a week orders for H. Planten & Sons.

Wade Advertising Agency, Peoples Life Bldg., Chicago. Reported to have secured the following accounts: American Hominy Company, Chicago; Peerless Wire & Fence Company; Motor Utilities Company; Ivo San Laboratories, Cleveland, Ohio, Cyphers incubator Company, Buffalo, N. Y.; Interstate Sales Company, Hoopers, Tipton, Ind., and DeLuxe Silver Black Fox Ranch, Muskegon, Mich.

Wales Advertising Company, 141 West 46th street, New York. Has released extensive newspaper campaign for Southern newspapers, including newspaper in six cities in the East and West for the Anderson Motor Company, Rock Hill, S. C.

Williams & Cunyngnam, 111 5th avenue, New York. Again placing orders with newspapers for the American Tobacco Company, Lucky Strike cigarettes, 111 Fifth avenue, New York.

Williams & Cunyngnam, 6 North Michigan avenue, Chicago. Taking over contracts for the Sun Oil Company.

Wood, Putnam & Wood, Oliver Ditson Bldg., Boston. Placing account for L. M. Garity Company, hair wavers, Boston. Placing orders with Southern newspapers for McCormick & Co., Banquet tea, Baltimore, Md.

First Newspaper Day Jan. 18

The first newspaper day to be held at the University of Southern California is scheduled for January 18, when newspaper writers and publishers from various parts of Southern California will meet. Among those scheduled to speak are: James B. Gibson, editor, Anaheim Herald; Justus Craemer, editor, Orange

News; Cromble Allen, Ontario Report; J. J. Penny, publisher, Long Beach Telegram; L. O. Hammond, circulation manager, Redlands Facts; E. Harbison, San Bernardino Sun, and E. P. Clark, editor, Riverside Sun. Among the subjects which the visiting newspaper men will discuss are the mechanics of a newspaper, getting the news and how to write it, the business side of the newspaper, a talk on advertising, and editorial policies.

HAGERSTOWN HERALD-MAIL SOLD

Whipple, Baylor and Hager Retire— Take Control January 17

The Hagerstown (Md.) Morning Herald and Daily Mail have been sold by the trustees of the estate of the late Lewis T. Byron to Lewis T. Byron, Jr., J. Frank Ridenour, J. Vincent Jamison, Jr., Joseph W. Byron, 2nd., William P. Lane, Jr., and Max Von Schlegel. The new owners, who will constitute the new board of directors, will take possession of the papers January 17. All of them are of Hagerstown, except Mr. Von Schlegel, who is publisher of the Martinsburg (W. Va.) Journal.

Major C. E. Whipple, general manager of the papers; C. Neill Baylor, editor of the Herald, and J. Garvin Hager, associate editor of the Mail, have sold their stock to the new owners. It is understood the new board will sell \$75,000 worth of preferred stock in the company and acquire the real estate in which the newspaper plants are housed. W. P. Lane, Jr., will be the new president of the company.

This is the second time in the past few years these papers have changed hands. Vernon N. Simmons, former owner of the Herald, sold out to the company headed by Lewis T. Byron, with Messrs. Whipple, Baylor and Hager as shareholders, and about two years ago that company purchased the Daily Mail from the William T. Hamilton estate.

BAN RESIDENCE ADDRESSES

St. Louis Ordinance Hits Dealers Who Use Them in Advertising

ST. LOUIS, Jan. 8.—A new ordinance with respect to advertising now in effect in St. Louis makes it unlawful for dealers to use private residences as a blind in offering merchandise. The practice among certain dealers in St. Louis in the sale of pianos, phonographs, and automobiles especially has been to advertise by giving the address of a residence and declaring that the article is on a forced sale. Many people imagine that such sales provide bargains. The ordinance follows:

ORDINANCE 32093.

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

"Section One. It shall be unlawful for any person, firm, partnership, corporation, association, trust, or any employee thereof, engaged in the business of selling goods, wares, merchandise, securities, service or real estate to advertise the sale of the same unless it shall be stated in the advertisement of such sale, clearly and unequivocally, that said person advertising such sale of goods, wares, merchandise, securities, or real estate is a dealer in the same; provided, however, that the advertisement of the sale of any goods, wares, merchandise, securities, service or real estate in such form as to make it plainly apparent therefrom that the person so advertising is actually engaged in the business of selling such goods, wares, merchandise, securities, service or real estate as a business, shall be deemed a sufficient compliance with the terms of this ordinance. Any person violating the provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not less than twenty dollars nor more than five hundred dollars for each offense.

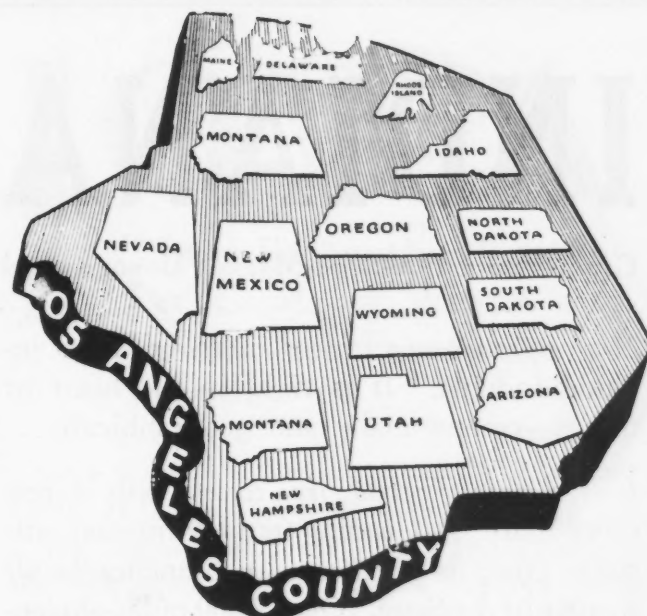
"Approved December 4, 1922."

Book Workers to Exhibit

The fourteenth annual exhibition of the Guild of Book Workers will be held January 10-13 at the Art Center, 65 East 56th street, New York. It will consist of the work of members, such as paper, illuminations, bindings, tools, book plates, etc.

Norfolk's Runschau Suspends

Die Westliche Runschau, Norfolk, Neb., a German newspaper published there since 1908, has suspended publication.



1920 Population

Arizona	334,162	New Hampshire	443,083
Delaware	223,003	Oregon	783,389
Idaho	431,866	Rhode Island	604,397
Maine	768,014	South Dakota	636,547
Montana	548,889	Utah	449,396
North Dakota	646,872	Vermont	352,028
New Mexico	360,350	Wyoming	194,402
Nevada	77,407	LOS ANGELES COUNTY	936,438

Your Responsive Audience

Los Angeles County and the immediate back country has nearly a million and a half population and an audience peculiarly responsive to advertising

This audience has \$789,886,000 deposits in the banks It has \$272,080,258 income from agricultural production

It has \$179,011,185 income from mineral production It has property assessed at \$1,687,174,848

It owns its own homes in larger proportion than any other section of the United States More of its homes are electrically lighted and equipped with electrical labor-saving conveniences than elsewhere

Los Angeles is a trade center supplying an empire which is rapidly expanding in population and productivity Here is an unequaled market rich in resources and vigorous in its activities

Los Angeles has the Sunday Examiner with 300,000 circulation 1,000,000 readers reaching one out of every two persons in this city and its rich back country

This great circulation is an educational force a compelling energy carrying the message of manufacturers to nearly a million persons fifty-two times a year

The popularity of The Examiner is evidenced by its rapidly increasing circulation

The Los Angeles Sunday Examiner now has over 300,000 circulation

Los Angeles Examiner

Broadway at Eleventh—Los Angeles

Offices: New York, 1819 Broadway. Tel. Col. 8342. Chicago, 915 Hearst Bldg. Tel. Main 5000. San Francisco, 571 Monadnock Bldg. Tel. Garfield 3853.

INDIANA

Gives You a Potential Market Unsurpassed

Any national advertising campaign must include Indiana. It is right in the heart of things—commercially and geographically.

It is a state of good, live towns, only a few miles apart. All leading transcontinental railroads cross its borders with branches to all corners of the State. Over 2,000 miles of electric railroads cover the State.

It offers you the best means of reaching that market—the newspapers of Indiana, all of them substantial, enterprising papers, highly thought of by their readers and advertisers.

This State is productive territory for every National Advertiser and many are depending more and more upon these daily newspapers.

When you buy advertising in the Dailies mentioned below, you deal in known quality and quantity—they are the undisputed leaders in business getting.

Use Them to Tell Your Message to Indiana

	Circulation	Rate for 5,000 lines
†Decatur Democrat (E)	3,165	.025
**Evansville Courier (M)	24,668	.06
**Evansville Courier (S)	22,571	.06
††Fort Wayne Journal-Gazette (M)	23,490	.07
†Fort Wayne Journal-Gazette (S)	26,080	.07
†Fort Wayne News-Sentinel (E)	32,492	.08
†Gary Evening Post and Tribune (E)	9,125	.05
*Indianapolis News (E)	115,634	.20
†LaPorte Herald (E)	3,768	.025
***South Bend News-Times (M)	9,702	.06
(E)	10,669	
***South Bend News-Times (S)	18,464	.06
††South Bend Tribune (S)	19,500	.055
**Terre Haute Tribune (E&S)	22,818	.06
**Vincennes Commercial (M&S)	5,453	.03

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

NEW YORK LINEAGE A 6 PER CENT GAIN FOR 1922 OVER 1921

Corrected Figures for 1920 Put That Year a Shade Ahead of Last Year's Record of 160,628,884 Lines—December Set New Mark—Total Pages 13 Per Cent Ahead of 1921

TOTAL advertising in New York City newspapers—160,628,884 lines—during the year 1922 set a higher total than any which had previously been recorded, but corrected figures compiled by the New York Evening Post statistical department for the year 1920 place that period's volume at 161,759,369 lines, or seven-tenths of one per cent ahead of last year's record. The gain of 1922 over 1921 was 8,946,119 lines, or approximately 6 per cent. Eleven newspapers showed gains over their 1921 totals, the other six running behind. Eight newspapers finished 1922 ahead of their 1920 totals and nine ran ahead of their 1919 volume.

As expected, December's lineage set another new mark for the month, as did October and November. The December increase of 1,060,288 lines is accounted for in part by five Sundays in 1922 against four in 1921. The month's total was 14,471,986 lines, all but four of the seventeen papers listed showing gains over the previous December.

With a gain of 6 per cent in lineage, the total pages used during the year increased from 144,556 to 164,098, an advance of 13 per cent, slightly below the rate of increase during the early months.

Comparative totals for each newspaper for December and for the year follow:

DECEMBER, 1922-1921									
Pages, 1922	Pages, 1921		Percentage of total space	1922	1921	Gain	Loss		
1,272	1,034	American	6.7	974,750	845,940	128,810			
1,214	1,022	Brooklyn Eagle	9.2	1,335,418	1,160,280	175,138			
560	484	Brooklyn Times	2.3	326,856	301,120	25,736			
372	412	*Commercial	1.4	199,842	233,898		34,056		
1,166	874	*Evening Journal	8.2	1,187,612	1,099,744	87,868			
324	500	*Evening Mail	3.9	571,170	575,916		4,746		
540	594	*Evening Post	2.6	369,668	460,792		91,124		
664	620	*Sun	6.2	892,912	755,706	137,206			
546	558	Evening Telegram	3.9	566,228	548,868	17,360			
820	664	*Evening World	5.9	848,998	833,038	15,960			
586	552	*Globe	4.9	713,038	679,988	33,050			
1,052	968	Herald	7.3	1,062,096	1,005,230	56,866			
944	912	News (Tabloid)	2.3	329,784	345,448		15,664		
696	622	Standard Union	5.0	729,390	626,752	102,638			
1,542	1,380	Times	14.2	2,888,834	1,853,932	204,902			
1,004	904	Tribune	2.2	891,426	861,068	30,358			
1,236	1,040	World	9.8	1,413,964	1,204,238	209,726			
14,738	13,140	Totals		14,471,986	13,411,958	1,060,028			

DECEMBER, 1922-1916									
	1922	1921	1920	1919	1918	1917	1916		
American	974,750	845,940	837,856	972,416	750,514	862,133	792,464		
Brooklyn Eagle	1,335,418	1,160,280	1,018,576	969,024	743,529	706,412	775,737		
Brooklyn Times	326,856	301,120	308,904	†	†	†	†		
*Commercial	199,842	233,898	283,288	310,640	117,576	150,190	143,525		
Eve. Journal	1,187,612	1,099,744	1,043,290	956,528	785,960	713,164	747,097		
Eve. Mail	571,170	575,916	586,434	559,788	334,635	461,524	450,856		
Eve. Post	369,668	460,792	659,726	460,554	369,602	372,181	415,516		
Eve. Telegram	892,912	755,706	817,382	890,070	566,192	456,333	569,069		
Eve. World	848,998	833,038	901,688	879,558	509,347	520,092	506,345		
Globe	713,038	679,988	728,834	775,034	535,203	482,635	513,851		
Herald	1,062,096	1,005,230	1,047,030	703,748	571,862	549,697	671,599		
News (Tabloid)	329,784	345,448	210,408	†	†	†	†		
Standard Union	729,390	626,752	734,444	687,852	489,623	475,392	482,337		
Sun	892,912	755,706	817,382	962,816	702,386	344,900	332,646		
Times	2,888,834	1,853,932	1,177,524	1,887,110	1,285,516	1,127,009	1,090,965		
Tribune	891,426	861,068	906,200	893,114	434,446	396,258	467,487		
World	1,413,964	1,204,238	1,153,542	1,476,001	1,186,265	1,041,648	1,065,191		
Totals	14,471,986	13,411,958	13,596,048	13,915,425	9,712,562	9,294,511	9,713,838		

YEARS, 1922-1921									
Pages, 1922	Pages, 1921		Percentage of total space	1922	1921	Gain	Loss		
13,926	11,172	American	7.0	11,211,662	10,355,214	856,448			
13,528	12,048	Brooklyn Eagle	9.6	15,382,124	13,687,818	1,694,306			
6,280	4,942	Brooklyn Times	2.2	3,474,612	3,441,258	33,354			
4,656	4,598	*Commercial	1.6	2,627,136	3,003,364		376,228		
11,204	8,394	*Evening Journal	7.3	11,789,500	10,885,820	903,680			
5,930	5,638	*Evening Mail	3.7	5,938,340	6,263,922		325,582		
5,980	6,554	*Evening Post	2.4	3,878,888	5,574,897		1,696,009		
7,666	6,648	*Sun	6.0	9,620,816	8,200,724	1,420,092			
6,844	6,598	Evening Telegram	4.3	6,862,302	6,648,488	213,814			
8,056	7,098	*Evening World	5.4	8,673,406	8,927,348		253,942		
6,676	5,898	*Globe	4.6	7,306,734	7,220,590	86,144			
12,282	11,206	Herald	7.4	11,947,256	12,100,740		153,484		
10,316	8,422	News (Tabloid)	2.1	3,348,350	2,761,148	587,202			
7,896	7,344	Standard Union	4.8	7,785,230	6,915,482	869,748			
17,506	15,340	Times	15.0	24,142,222	21,652,613	2,489,609			
11,004	10,424	Tribune	5.9	9,396,416	9,522,745		126,329		
14,348	12,032	World	10.7	17,244,090	14,520,594	2,723,496			
164,098	144,556	Totals		160,628,884	151,682,765	8,946,119			

*No Sunday edition.
 †248,628 lines American Weekly, July 1 to December 31, 1922, not included.
 ‡Classified Advertising Department: Evening Post discontinued during the year.

YEARS, 1922-1916									
	1922	1921	1920	1919	1918	1917	1916		
American	11,211,662	10,355,214	10,869,294	10,820,642	8,954,915	9,300,672	9,330,895		
Bklyn. Eagle	15,382,124	13,687,818	13,403,456	11,445,058	9,542,714	9,088,947	9,376,572		
Bklyn. Times	3,474,612	3,441,258	3,067,986	†	†	†	†		
*Commercial	2,627,136	3,003,364	3,461,694	2,862,008	1,841,547	1,861,185	†		
Eve. Journal	11,789,500	10,885,820	9,985,090	9,379,660	7,183,506	7,236,696	7,085,606		
Eve. Mail	5,938,340	6,263,922	6,441,770	6,324,119	4,174,098	4,888,576	4,949,645		
Eve. Post	3,878,888	5,574,897	5,628,471	4,490,629	3,783,959	3,847,922	3,790,898		
Evening Sun	9,620,816	8,200,724	8,958,858	8,421,293	5,427,009	5,416,317	5,271,399		
Eve. Telegram	6,862,302	6,648,488	7,506,530	9,192,795	7,775,630	7,775,630	7,122,720		
Eve. World	8,673,406	8,927,348	9,789,770	7,907,884	4,922,253	5,318,622	4,923,310		
Globe	7,306,734	7,220,590	8,056,835	8,395,112	5,267,659	5,470,140	5,921,522		
Herald	11,947,256	12,100,740	11,421,037	†	†	†	†		
News (tabloid)	3,348,350	2,761,148	†	†	†	†	†		
Stand. Union	7,785,230	6,915,482	8,596,922	7,141,268	5,528,955	5,549,711	5,595,997		
*Sun	9,620,816	8,200,724	8,958,858	9,192,795	7,775,630	7,775,630	7,122,720		
Times	24,142,222	21,652,613	23,447,395	19,533,642	13,947,525	12,509,587	11,552,496		
Tribune	9,396,416	9,522,745	10,197,262	8,138,022	4,170,812	4,644,931	4,424,553		
World	17,244,090	14,520,594	18,152,009	17,819,269	14,754,242	13,741,045	12,767,920		
Totals	160,628,884	151,682,765	161,759,369	145,879,319	106,655,622	108,090,978	104,411,585		

News started Sunday edition May 1, 1921.
 †Figures not recorded.
 ‡Sun and Herald combined into Sun-Herald, Feb. 1, 1920.
 †January 1 to January 31, inclusive. ††February 1 to December 31, inclusive.
 ††March 1 to December 31, inclusive. **May 1 to December 31, inclusive.

ALL THEIR ACTS LEGAL ENGRAVERS AVER

Employers and Union Answer Charges by Trade Commission in New York Case, Denying That Body Has Jurisdiction

WASHINGTON, D. C., Jan. 10.—Allegations contained in the complaint of the Federal Trade Commission against the photo-engraving industry of New York, citing the Commission's intention of investigating an agreement of employers and employees to maintain a uniform scale of prices for photo-engraving products, are denied in answers filed with the Commission by the Photo-Engravers' Board of Trade of New York, Inc., and the New York Photo-Engravers' Union No. 1.

Both the organizations assert they are engaged in no practice in violation of the law which the Commission has been called upon to administer and contend that no agreement has been made between them which in any sense is illegal.

Specifically the Photo-Engravers' Board of Trade denies that the work of photo-engravers constitute "products" in the sense used by the Trade Commission or that a substantial portion of the work is transported in interstate commerce and subject to consideration by the Trade Commission.

"It is denied," says the answer of the employing group, "that the officers, directors or members of the said Photo-Engravers' Board of Trade of New York, Inc., adopted or maintained a standard scale or uniform price for any purpose in conflict with law; said respondents further state that the so-called standard scale was adopted solely and exclusively as a basis for computing the cost of value of the services rendered by the members of the Board of Trade to their respective customers and as means of promoting fair dealing between the members of the said Board of Trade and their respective customers; and that the scale does not constitute a uniform price agreement in fact or in effect, but is simply and solely a basis from which the members of the Board of Trade are accustomed to quote to their respective customers discounts varying with the conditions surrounding each order."

It is further stated that the sole purpose of the agreements entered into from time to time by the Board of Trade and the New York Photo-Engravers' Union No. 1 of the International Photo-Engravers' Union of North American "has been and is solely to insure proper working conditions, fair working competition, harmonious relations between employer and employee * * * that said agreements have not been designed or intended for any ulterior or illegal purpose whatsoever, and they have not in any way and have never been used for the purpose of stifling competition in interstate commerce.

"The agreement between the Board of Trade and the said union has not resulted in the withdrawal of members of the Union from the shops or plants of the employers who are not members of the said Board of Trade. In fact a large number of photo-engraving plants have been and are in actual operation in the City of New York, the owners of which plants are not members of the Board of Trade, and at which plants there are engaged members of the said Union."

Each of the organizations in its individual answer acknowledges that a certain selling base was in operation at one time, but did not result from any agreement or conspiracy. This so-called base has not been operative, however, since March 15, 1921. Discussing the so-called selling base from its standpoint the answer of the Photo-Engravers' Union says:

"The said selling base was adopted only after a most careful and scientific study of all the conditions in the trade, based upon actual experience of the employers and employees engaged in the photo-engraving industry, and such a selling base for photo-engravings was de-

clared valid and legal by Mr. Justice Mulqueen of the Court of General Sessions of the City of New York, in criminal prosecution instituted by the District Attorney of the County of New York against the Photo-Engravers' Board of Trade, and it was only after said decision that the union adopted its selling base."

Both organizations maintain that engravings are products of "an agreement for work, labor and services and more in the nature of an art or process," than "an article or commodity of common use."

No date has been fixed by the Trade Commission for a hearing.

SUPREME COURT AGAIN BANS PRICE FIXING

(Continued from page 10)

tem went "far beyond the simple refusal to sell goods to persons who will not sell at stated prices," which in the Colgate case was held to be within the legal right of the producer, the system disclosed "necessarily constituting a scheme which restrains the natural flow of commerce and the freedom of competition in the channels of interstate trade, which it has been the purpose of all the anti-trust acts to maintain."

The Beechnut decision reversed the judgment of Federal Circuit Court of Appeals in New York, which had set aside an order of the Federal Trade Commission requiring the Beechnut Company to desist from its methods of reselling its products. The Trade Commission condemned the plans as an unfair method of competition.

Referring to the powers of the Trade Commission the court, in the Beechnut decision said: "If the Beechnut system of merchandising is against public policy because of its dangerous tendency unduly to hinder competition or to create monopoly, it is within the power of the commission to make an order forbidding its continuation."

The Supreme Court in the Beechnut case, also, modified, on the ground that it was "too broad," the original order of the Trade Commission, which provided that "the Beechnut company, its officers, directors, agents, servants and employees cease and desist from directly or indirectly recommending, requiring or by any means bringing about the resale of Beechnut products by distributors, whether at wholesale or retail, according to any system of prices fixed or established by respondent and more particularly by any or all of the following means:

"1. Refusing to sell to any such distributors because of their failure to adhere to any such system of resale prices.

"2. Refusing to sell to any such distributors because of their having resold respondents' said products to other distributors who have failed to adhere to any such system of resale prices.

"3. Securing or seeking to secure the co-operation of its distributors in maintaining or enforcing any such system of resale prices.

"4. Carrying out, or causing others to carry out, a resale price maintenance policy by any other means."

The justices dissenting from the majority of the court in the Beechnut decision were Holmes, McReynolds, McKenna and Brandeis. Opposing views were read by Justices Holmes and McReynolds, in which the practices of the Beechnut Packing Company were defended and held to be entirely legal. Justice Day delivered the court's opinion in the Beechnut case.

Chief Justice Taft, in announcing the action of the court in the Mishawaka Company's case, said the Solicitor General in his brief conceded that the order of the commission, affirmed by the 7th Circuit Court of Appeals, was broader than the decision in the Beechnut Packing Company case, which the Circuit Court of Appeals followed in dismissing the woolen company's case.

The Mishawaka case has attracted wide attention in the national advertising field during the year as offering another hope that the Supreme Court might legalize in some form the rights of manufacturers to set and maintain the resale and retail prices of their products.

IOWA

Iowa Enjoys the Highest Per Capita of Wealth and the Lowest Percentage of Illiteracy

This condition is permanent because her wealth is based on agriculture.

The approximate value of farm products and live stock produced last year in Iowa amounts to the enormous sum of

\$1,750,000,000

Iowa's progressive people are mainly engaged in intensive agricultural pursuits.

The average value per acre of plowed lands is \$205.00 There are no congested districts. There are no good sections and ordinary sections. It is all good.

Iowa has never known a crop failure.

This means that money pours into Iowa banks and her people's pockets.

An advertising appropriation, judiciously divided among Iowa's dominating newspapers listed below, can be made to pay a substantial dividend.

The Time to Prove IOWA'S Responsiveness is NOW

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

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

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

†Government Statement, October 1, 1922.

EDITORIAL

OUR SECRETARY OF SECRECY

THE United States Government is a going concern doing business with other nations on a stupendous scale never before reached in the history of the world and this business is being carried on in a manner that is keeping more than a hundred million people—each personally involved, each personally endangered—in complete ignorance of its operations.

Never before has the Department of State shown such contempt for the rights of the people in matters of international intercourse that endanger the future peace and prosperity of this nation and the world. Secret diplomacy—plaything of the devil and agency of war, rapine and greed—rules supreme.

This is not a partisan issue. It is an American issue in which more than a hundred million people are being led around the edge of a volcano as completely uncertain of their steps as if they were blindfolded.

Certainly Secretary Hughes scored the biggest beat of this young year when he recalled the correspondents after they had been dismissed empty-handed from the regular State Department conference to tell them that the Administration had found it expedient to recall American troops from Germany. Only 48 hours before, "high authority" had informed the correspondents that such action was not contemplated, not to be thought of. Yet there is evidence that it had been determined several days before either announcement was made. The newspapers beat the country on the news only by the fact that they had the first chance to be bewildered.

Nor has the corps of correspondents any reason to thank "high authority" for the news it had given the country on America's intention to take a greater interest in world affairs.

The press has told the country what "high authority" has permitted to become known, after days in which endless guesses and hot air stories under Washington date lines had thoroughly confused the people as to the Administration's intentions in foreign affairs.

The press has done its best with the equivocal, double-edged information that has been vouchsafed and it has seen itself denying under banner headlines the very facts that it asseverated the day before. It had been a thoroughly humiliating period for editors and correspondents and the time has come to call for a new deal.

A good way to begin would be by discontinuing the present useless so-called weekly question-and-answer conferences that Secretary Hughes holds with the Washington newspaper corps. They are a waste of busy newspaper men's time and seem to have developed the country's leading false rumor factory. Even the Secretary made this charge at a recent meeting.

America's hands have been kept too clean in international dealing in the past to use them now merely as a screen to whisper behind; the American people are too proud of their principles and ideals to have them whispered—they want them shouted from the house-tops so the whole world can hear.

It might be a high road that Secretary Hughes is traveling, but somewhere on it he is going to need the other hundred million and if he cannot see the necessity of preparing them now with a few facts, then the press of the nation should train the guns of public opinion on him and force the issue.

If necessary, Secretary Hughes must be given to understand that this is a government of all the people even in international affairs.

BUSINESS will applaud the Supreme Court's decision this week that the Curtis magazines violated no law by keeping their sales agents exclusively engaged in their own service. That part of the decision reflected plain common sense applied to a statute whose application has long been in dispute. The decision can be usefully applied by comparatively few commercial organizations, but it served a good purpose in establishing that a firm's relations with its agents, so long as they do not aim at monopoly or restraint of trade, are the concern of nobody but the parties to the contract.



AN AMERICAN'S CREED

COMPILED BY CHAS. W. MILLER
Vicksburg News

IN the days of the Prophets, of the Savior, His Disciples, even to this day, the people have been admonished to give thanks to God for His manifold blessings. In all these years man has known that "every good and every perfect gift comes from the Father of all." Each and every man and woman has a God-given talent; whatever talent we have, is a gift from God. He gives us a brain which is capable of reproducing in our mind's eye a review of all we have passed through from the days of childhood to old age; a brain to conceive the manufacture of divers things; some to cure the physical ailments of man, surgeons who can perform wonderful operations on the human body and every invention that has been made. Then, why not give thanks to Him daily, and exemplify His teachings, to Love thy neighbor as thyself, and show practical kindness in every form of need?

OFF TO A FLYING START

1922 LIVED up to its promise. It set new marks in advertising for the newspaper fighters of 1923, marks that a few years ago would have seemed beyond the wildest dreams of the most optimistic believer in newspaper advertising. Its successor in the procession of the years starts with prospects of equalling, perhaps bettering, the record made during the past twelve months. Business has forgotten the old joke about the necessity of a Hades as a refuge for departed commerce. The uncertainty that marked January of a year ago is totally absent as trade floats along on the crest of a wave of industrial activity that has never been equalled.

Automobile men at the first of the national shows in New York this week look forward to a year in which more cars will be made and sold than was considered possible only a year ago. They also see new makes entering the field for a taste of its prosperity and the severest kind of competition. That bodes well for the newspapers. Competition creates new advertisers, some of whom are bound to prosper and continue using the newspaper to spread their message. Lineage in New York newspapers is far above that during previous exhibitions and there is promise that the regular campaigns to start in the Spring will continue the flood of selling copy in the daily press.

At the take-off, then, 1923 looks like a year which will be marked by general prosperity throughout the nation, free spending, increasing wages and higher prices for the necessities of life. When the peak of this activity will come it would be rash to guess. Normally it might be expected to run through most of the year and to precede a period in which post-war deflation could continue its interrupted course. But with Europe a powder magazine in the vicinity of a bonfire, it is futile to talk of normal business conditions anywhere in the world. American business is putting its best foot forward, hoping for the best and preparing for it and not crossing any bridges of trouble until they appear dead ahead. Probably that is the best way to travel in a world enveloped in fog.

BENJAMIN FRANKLIN entered on his newspaper career just 200 years ago, through a printer's apprenticeship. He left the craft half a century later, died a printer, and the craft was much the richer for his association with it. His feet were always on solid ground, his eyes sometimes above the clouds, but his philosophy is rooted deep in the eternal life of the race.

WHO'S SINISTER NOW?

PITY Mr. Steenerson! He shouldn't have stirred up the newspaper and periodical publishers by allusions to sinister propaganda in their fight for relief from war-time postal burdens. He shouldn't have trusted to memory alone when he said that Uncle Sam was losing more than \$30,000,000 a year on handling second class matter. Rather should his mind have projected itself back to the Spring of 1917 than to the dour jobless Spring of 1922. If it had, Mr. Steenerson might not now be called a "sinister propagandist" and convicted by his own words.

Mr. Steenerson should have recalled the old war days when Messrs. Burleson and Kitchin vented their spleen against the press by putting the present outrageous scheme of rates on the statute books under cover of a host of war tax measures. In those days Mr. Steenerson did NOT believe that the Government was losing millions on carrying newspapers and magazines. He DID believe that the Burleson clique was using obsolete and lying figures to establish that postal charges fell far short of paying costs on carrying publications. Mr. Steenerson didn't hesitate to declare that the Post Office officials didn't know what they were talking about. And he clinched all his points.

Mr. Steenerson—in 1917, mind you—took 4,000,000 pounds of mail as the total carried in the previous year. He declared that the Post Office paid the railways \$60,000,000 for carrying this total—roughly, a cent and a half a pound. With that he placed the 1917 statement of Mr. Burleson that the Department was making a profit of 20 per cent on the parcels post, the transport of which cost 3 cents a pound. Then he took the figure advanced by Burleson, Kitchin et al. of 5½ cents a pound as the average cost of handling second-class matter, and showed that it was taken from a report of an investigation 10 years before 1917. He pointed to the immense reductions in the pay to the railways for transporting mail, the blue-tag freight shipment of magazines, the new mail bags, half as heavy as the 1907 vintage, the gigantic increase in the volume of mail between 1907 and 1917—from 1,200,000,000 pounds to 4,000,000,000 pounds—and the transfer of much of the handling of periodicals from the Post Office to the publisher.

His conclusion was that it cost no more to transport periodicals than the parcels post and that it certainly cost less than 2 cents a pound in 1917. His comments were that "those gentlemen who for years and years advertised to the world that the Government was being robbed of \$80,000,000 should reflect that it is unfair," and that "statements made here as to a graft of \$80,000,000 or \$90,000,000 are gross exaggerations, unworthy of anybody who makes the statement."

That was Mr. Steenerson in 1917. He talked common sense—in vain—to politicians whose thoughts on postal matters were befuddled by general ignorance and ingrained hatred for the press which saw and proclaimed that ignorance. Most of them have since been retired from Congress. Unhappily, Mr. Steenerson has fallen into disfavor at home, and it would appear, into the habits of thought that marked his opponents of six years ago.

Today Mr. Steenerson condemns as "sinister propaganda" the very thoughts, almost the very words, he uttered when the present postal charges were conceived in hate and brought forth in prejudice.

He was right in 1917. He is not right today. He is not thinking of the United States now, but of Mr. Steenerson, out of a job after March 4 unless the gods find him another desk in Washington. Mr. Steenerson can stay in Washington if his postal commission can get a million dollars to investigate second class mail until 1924. They've spent two years and \$300,000 already and reported "progress."

But the million can't be had if the papers get what they want first and a jobless Congressman won't let little trifles like pre-election promises or six-year-old statements bar him from changing his mind if the new opinion adds a chance of life to the postal commission. The people and the publications can go hang. They will, too, unless they convince the Steenersons that triple pre-war postal rates can't be used to provide million-dollar do-nothing commissions for Congressional cripples and that when the newspapers speak for themselves and their readers, politicians and parties which don't listen are in for trouble.

PERSONALS

FRANK P. GLASS, who recently purchased a half interest in the St. Louis Star from John C. Roberts and his son, Elzey Roberts, was formally welcomed to St. Louis, January 5, at a luncheon held jointly by the St. Louis Convention, Publicity and Tourist Bureau; the St. Louis Hotel and Restaurant Men's Association; and the Downtown Improvement Association at the Hotel Jefferson.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, and Miss Barbara Buxton of St. Paul and Providence, R. I., announced their engagement January 11. No date has been set for the wedding.

William Barnes, president of the Albany Evening Journal and former chairman of the Republican State Committee, and Mrs. Maud Fiero Battershall will be married at Greenwich, Conn., January 17.

G. M. Peterson, assistant publisher of the Springfield (Mass.) Union, recently spent three weeks in California, combining business with pleasure.

Charles H. Hastings, publisher of the Lynn (Mass.) Daily Item, recently was re-elected clerk and director of the Essex Trust Company, of that city.

W. L. McTavish, formerly assistant to W. F. Herman, publisher of the Saskatoon Star, the Regina Post and the Windsor (Ont.) Border Cities Star, was appointed editor-in-chief of the Winnipeg Evening Tribune January 1. Mr. McTavish started newspaper work on the Ottawa Journal 12 years ago, and for the past 10 years has been connected with Herman publications.

J. S. Boyd, manager of the Moncton (N. B.) Daily Times, recently celebrated his 40th year in newspaper work.

IN THE EDITORIAL ROOMS

HOWELL J. LEYSHON, for a number of years city editor of the Knoxville (Tenn.) Journal and Tribune, is now city editor of the Knoxville Sentinel. Stuart Towe succeeds him on the Journal and Tribune.

W. C. Smith, formerly on the Atlantic Journal, is now on the Detroit Times copy desk.

A. C. Forrey has recently joined the Detroit Times copy desk staff.

Raymond Priest, formerly Detroit bureau manager for the United Press Associations, is now on the Detroit Times copy desk.

William A. Curley, managing editor of the Chicago Evening American and member of the advertising staff, left this week for a pleasure trip to Pinehurst, N. C.

Henry G. Spaulding, telegraph editor of the Chicago Daily News, returned to his desk after a long illness.

George P. Stone, special writer on the Chicago Daily News, and Mrs. Stone have a new son born January 5.

E. C. Norlander, assistant city editor of the Chicago Journal, returned to work this past week after undergoing an operation on his throat.

Maurice S. Harman, of the news staff of the Hagerstown (Md.) Herald, and Mrs. Harman are the parents of a daughter born recently.

Lou M. Kennedy, sports editor of the Portland (Ore.) Telegram, is recovering from the effects of a major operation that has confined him to a Portland hospital for several weeks.

Eva Mahoney, of the editorial department of the Omaha World-Herald has been elected president of the Omaha Women's Press club.

Harvey Deuell, former day city editor for the Chicago Tribune, who has been in New York, returned to the Tribune.

H. P. Mountain, an English newspaper man, has recently become a copy reader on the telegraph desk of the Cleveland Plain Dealer.

Robert Snad, Jr., for several years connected with the Cleveland Plain Dealer, has returned to that paper as a special writer in the Sunday department after several months spent in Pasadena, Cal.

Bruce Cotton, of Boston, is now local copy reader for the Cleveland Plain Dealer.

Ellis Hilton, formerly a copy reader on Cleveland newspapers, has returned to Cincinnati to go with the editorial department of the Commercial Tribune.

D. B. Johnson, until a few days ago connected with the editorial department of the Cleveland Plain Dealer, has resigned to do magazine writing.

Albert E. Harris, night police reporter for the Sioux City (Iowa) Tribune, has been made day police reporter.

Roscoe Taylor, formerly of the Rochester (N. Y.) Post Express, and recently of the Los Angeles Times, has been appointed editor of the Petroleum World, oil trade magazine. Mrs. Taylor was formerly Miss Louise Cunningham of the editorial staff of the Rochester Times-Union.

J. Roy Elliott, financial editor of the Rochester (N. Y.) Times-Union, has returned to his desk from a week's inspection trip of the Porcupine gold mine district of northern Ontario, Canada.

Richard De Courcey, sport editor of the Providence News, has resigned.

Ralph H. Wagner, formerly of the reportorial staff of the Hagerstown (Md.) Globe, and Miss Ethel Hafner are to be married shortly.

George C. Condon, Jr., formerly on the court beat of the Springfield (Ohio) Daily News, is now director of the radio broadcasting station of the Atlanta (Ga.) Constitution.

Harold Hadley, formerly of Denver, is now writing sports for the Omaha World-Herald.

William C. Winder, Jr. has been appointed literary editor of the Salt Lake City Citizen.

F. H. Foster, colored writer of Salt Lake City, has just gotten out a book of fairy tales for children.

Floyd A. Timmerman, member of the Ogden (Utah) Standard-Examiner editorial department, is recovering from an operation for appendicitis at the Dee Hospital of that city.

C. C. McGill, reporter on the Detroit News, has been named a deputy sheriff by George A. Walters, new sheriff of Wayne county, and placed in charge of an accident investigation bureau.

Felix Holt and Charles Drummond have joined the staff of the Detroit Times, going from the Detroit News, where they had been since the purchase of the Journal.

William Dodson, formerly of the news staff of the Baltimore Sun, has joined the Baltimore American.

Harlan Allen has been transferred from telegraph editor of the Jamestown (N. Y.) Morning Post to the western New York desk succeeding Martin Knight who goes to the city staff. Leon F. Roberts, formerly police and court reporter, is now in charge of the telegraph.

George L. Stuckey, formerly on the news staff of the Marion (Ind.) Chronicle, was recently chosen secretary of the Marion Junior Association of Commerce.

William G. Hallberg has returned from Daytona, Fla., where he has been managing editor of a newspaper for several months past, and is now sports editor on the Marion (Ind.) Chronicle.

Frank E. Redmond, formerly a Syracuse (N. Y.) newspaperman, has resigned as associate editor of the Na-

FOLKS WORTH KNOWING

JOHN T. FLYNN, managing editor of the New York Globe, was unanimously elected president of the New York Press Club, January 8. Mr. Flynn started newspaper work on the New Haven (Conn.) Register, after which he was connected with various other New England papers, including the Hartford Courant and the Worcester Gazette. Then he returned to the New Haven Register as city editor, which post he left in 1919 to go with the New York Globe as real estate editor. Late in 1921 Mr. Flynn was made city editor of the Globe and next appointed managing editor of the paper in January, 1922, succeeding Bruce Bliven. As president of the Press Club, Mr. Flynn succeeds E. Percy Howard, who held the office for eight years.



JOHN T. FLYNN

The other officers elected are: First vice-president, Elias B. Dunn; second vice-president, S. Jay Kaufman, New York Globe; third vice-president, Gayin D. High, the New York Sun. Channing H. Leidy was re-elected treasurer and Caleb H. Redfern was again chosen corresponding secretary.

Sidney W. Dean and John A. Hennessy were elected trustees for three years and Edward E. Pidgeon and Porter Caruthers were elected trustees for two years.

Alfred M. Green and S. T. Milliken of the Albany (N. Y.) Evening News have joined the editorial staff of the Syracuse (N. Y.) Post-Standard.

Milford E. Wesp, formerly of the Buffalo (N. Y.) Evening News, is now assistant to the sports editor of the Syracuse (N. Y.) Telegram.

Joseph Adams, for some time correspondent for the Syracuse (N. Y.) Post Standard at Saranac Lake, has joined the local editorial staff.

C. W. Hayes, formerly of the Detroit News, is now on the copy desk of the Syracuse (N. Y.) Telegram.

Ross H. Garrigus, for a year city editor of the St. Petersburg (Fla.) Times, has been appointed assistant advertising manager of the Haines Automobile Company, Kokomo, Ind.

Guy W. Seem, who has been writing labor and industrial news for the New York Times during the last year and a half, has resigned from the Times to become Western publicity director for the S. W. Straus & Co., bonds and mortgages. Louis Stark, of the Times staff, has been assigned to take over the labor and industrial news department work.

F. W. Rowse, a reporter on the Montreal Star, is the editor of the Eastern Messenger, a weekly, the first number of which appeared during the past week.

Tip O'Neill, formerly editor of the Lansing (Mich.) Capital News, and later with the Lansing State Journal business department, is now managing editor of the Wausau (Wis.) Record-Herald.

Mrs. Rita Howe Larkin has resigned from the Lynn (Mass.) Telegram-News staff.

Henry F. Duggan, district man for the Lynn (Mass.) Telegram-News, was presented a fountain pen by his political associates when he retired recently after six years' service in the Peabody city council.

Clifford F. Carroll, formerly on the Albany (N. Y.) Knickerbocker Press, is now on the night desk of the Springfield (Mass.) Union.

A. Davis Gilchrist and Miss Fannie B. Durfee, of the Fall River Evening News staff, are in the hospital seriously injured as the result of being struck by an automobile Jan. 1. Gilchrist suffered a compound fracture of the right leg, several broken ribs on the right side, a serious cut on the head and injuries to his back. Miss Durfee has a broken right thigh and a bad wound on the forehead.

Dwight Moody, formerly on the New Bedford (Mass.) Standard, is now on the city staff of the Springfield (Mass.) Republican.

(Continued on Page 36)

VISITORS TO NEW YORK

B. H. PEACE, Greenville (S. C.) News.

J. Archie Willis, Greenville (S. C.) News.

George T. Witmarsh, S. C. Beckwith Agency, Chicago.

Keene Abbott, Omaha World-Herald.

Henry Suydam, Washington correspondent Brooklyn Daily Eagle.

The following papers have signed contracts for the Haskin Service for one year:

- The Harrisburg Patriot and Evening News**
- The Knoxville Journal and Tribune**
- The Bristol Herald Courier**
- The Lynchburg Daily Advance**
- The Hagerstown Herald and Mail**
- The Johnson City Staff**

E. A. Davidson, formerly on the Bennington (Vt.) Banner, is now a member of the city staff of the Springfield (Mass.) Republican.

E. A. McFee, formerly city editor of the Springfield (Mass.) Union, has recently become a member of the Springfield (Mass.) Republican city staff.

Lawrence M. Benedict has resigned from the Washington staff of the United Press to become correspondent for the Akron Beacon-Journal and Springfield Sun.

Henry Vance, formerly sports editor of the Birmingham Age-Herald, is now conducting a column on the Birmingham News.

Henry Schaeffer is the new city editor of the Birmingham Age-Herald.

Matthew J. Sweeney, for many years on the news staff of the Albany Knickerbocker Press, has resigned to join the Albany Times-Union.

Elliot Tarbell, who has been with the Spokane (Wash.) Spokesman-Review, has returned to the St. Paul Daily News as general assignment man.

Miss Angela Stoms has returned to the St. Paul Daily News as assistant society editor.

Miss Florentine Michaud, society editor of the St. Paul Daily News, is in a hospital suffering from a nervous breakdown.

Dale Wilson, assistant city editor of the St. Paul Daily News, has left to go on the Milwaukee (Wisconsin,) Journal.

Miles DeV. Stettenbenz, who resigned as night managing editor of the New York World last July to become managing editor of the Philadelphia Public Ledger, has returned to the World as assistant managing editor of the Evening World.

John Ward, a former newspaper man and now of the staff of the Grain Growers Guide, Winnipeg, Man., has been appointed secretary of the Canadian Council of Agriculture with headquarters at Winnipeg, succeeding Norman P. Lambert, also a former newspaperman. Mr. Ward is secretary of the Winnipeg Press Club.

Floyd Timmerman, of the editorial department, Ogden Standard-Examiner, has been removed to his home from the Dee Hospital, following an operation for appendicitis.

Cecil Lamont has returned to the staff of the Winnipeg (Man.) Free Press after six months on the St. Paul Pioneer-Press.

IN THE BUSINESS OFFICE

F. R. DAVIT, formerly advertising manager of the Minneapolis Star, had been made advertising manager of the Milwaukee Sentinel taking the place left vacant when A. B. Cargill was made general manager of the paper succeeding John Poppendieck, Jr., who retired from the Sentinel.

C. N. Butler, general manager of the Salt Lake City Tribune circulation department, has retired and will settle in San Francisco after 33 years with the paper.

Charles H. Albrecht, who has been on the local advertising staff of the Brooklyn Citizen for the past five years, on January 8 became a member of the advertising department of the New York Herald.

James J. Austin, formerly of the advertising staff of the Omaha Bee, has been made head of the advertising service department established the first of the year by the Omaha World-Herald and will give his entire time to promoting better advertising and business development.

F. W. Allsop, business manager of the Little Rock (Ark.) Gazette, recently published a history of newspaper work in Arkansas entitled Arkansas Press for 100 Years and More.

Thomas D. Potwin, who has been for three years editor of the Albany (Ore.) Daily Herald, is now with the advertis-

ing department of the Salem (Ore.) Morning Statesman.

William Murray is the new cashier of the Kingston (N. Y.) Daily Freeman, succeeding Miss Marguerite E. Sweeney who was married January 2.

George Rulray is a new member of the Chicago Tribune business survey department in charge of the display windows.

Arthur Olson and Harold McCarthy, formerly of the survey department of the Chicago Tribune, have been transferred to the merchandising bureau of the national advertising section.

Chester McKittrick, formerly of the local advertising department of the Chicago Tribune, has been transferred to the business survey division.

Roger Ferger has been made advertising manager of the Cincinnati Enquirer, succeeding George W. Preston, who has been in charge for the past four years. Mr. Ferger joined the Enquirer staff about a year ago and was placed in charge of classified. Later he assumed charge of the Rotogravure section.

Ed. Aurora who has been on the advertising staff of the Cincinnati Times-Star for the past 18 years has resigned to enter business with his brother in Covington, Ky.

Patrick F. Buckley, for 10 years with the Leslie Judge Company, during seven of which he was western manager, has moved to Cleveland, and will join the Cleveland Plain Dealer advertising department.

A. M. Best, formerly advertising solicitor for the Arkansas Countryman, is now advertising manager of the El Dorado (Ark.) Daily News.

L. J. Conant, who has been manager of the merchandising department of the St. Louis Post-Dispatch for the past year, has resigned.

F. R. Jones has been appointed Middle Western representative of the Jiji Shimpo, Tokyo, Japan, the Japan Advertiser and the Trans-Pacific Magazine, with headquarters at 1032 South La Salle street, Chicago.

WITH THE AD FOLKS

GEORGE L. BROWN has joined the J. C. Penney Company, national organization of department stores at New York, as assistant to the vice-president in charge of sales, George G. Hoag. Mr. Brown was secretary for a year of the Advertising Club of New York, resigning from that position in April, 1922.

Theodore B. Metzger has been appointed advertising manager of the Buffalo (N. Y.) Chamber of Commerce. Mr. Metzger was formerly with the advertising department of the Buffalo Times.

Mrs. Mary Marston Kinsey, at one time on the Omaha Bee advertising staff, has been appointed advertising manager of the Burgess-Nash Company, Omaha.

MARRIED

MISS LISETTE H. STIEL, daughter of George Steil, vice-president of the Magill-Weinsheimer Advertising Company, Chicago, and Richard Moenus were married last week.

Miss Dew Flanery, formerly society reporter for the Hagerstown (Md.) Daily Mail, and Wayne Wilson Haffler were married recently.

Benson K. Pratt, reporter on the Chicago Evening American, and Miss Florence Murdock were married recently.

Vaughn Gaddis, of the credit department of the Omaha World-Herald, and Miss Glades Smith were married December 31.

Miss Juanita Brooks, daughter of Robert Lee Brooks, controller of the South Chicago (Ill.) Daily Calumet, and Keith O'Brien were married recently.

NOTES OF THE AD AGENCIES

WILLIAM JENKINS of the Economist group publications, and Aylwin Lee Martin, account executive of the Eugene McGuckin Company, have form-

ed the firm of Jenkins-Martin Philadelphia Advertising Agency, with offices at 1713 Sansom street.

The Manternach Company, advertising agency, Hartford, Conn., has increased its capitalization from \$50,000 to \$100,000.

E. T. Howard Company, Inc., New York advertising agency, moved January 1 to 33 West 42nd street.

The Chicago office of Albert Frank & Co., advertising agents, has started the publication of a semi-monthly Business Review, the first issue of which appeared December 16. It covers the field of business conditions in this country and abroad.

H. C. Lenington, formerly secretary of the Dallas Trade League and more recently publicity director for the L. H. Lewis Company, Dallas, Texas, has formed, in association with E. W. S. Shaw, a printing and advertising service at Dallas. Mr. Lenington was at one time manager and editor of the Progressive Merchant, a trade journal of the Dallas market.

The Fred H. Randall Company, Chicago, advertising and sales plans, have moved to the Tower Building, 6 North Michigan avenue.

James T. Wetherall, president of the Jowett Advertising Agency of Boston, is taking a trip through the West, and will spend part of the winter at his estate in California.

W. H. Trump, for more than seven years advertising and associate sales manager of Alexander Brothers, Philadelphia, manufacturers of leather belting, has opened an advertising service of-

ice in Philadelphia under his own name.

F. M. Alley, who has been with the Hahan-Rodenberg Company, Springfield, Ill., has become a partner in the John F. Delaney Advertising Service, Chicago. He will direct sales promotion.

W. J. Brons, who has been with the Associated Press and the International News Service at Chicago, has taken charge of the research department of the John F. Delaney Advertising Service, Chicago.

Carl Reimers, recently with Hoyt's Service, New York, has joined the New York staff of Grandin-Dorrance-Sullivan, Inc. He was formerly general sales manager of the Stewart Phonograph Corporation, New York and Toronto.

Allan R. O'Meara has joined the staff of Earl Uhl, Inc., advertising, Chicago. He was formerly with the Osgood Company.

Cornelius H. Underwood, formerly space buyer for Siegmund Kahn, advertising agent, New York, has established own agency in New York under the name of C. H. Underwood, Inc.

Edward H. Smith, recently with the Franklin Automobile Company, Syracuse, N. Y., has joined the Powers-House Company, Cleveland, advertising agency. Mr. Smith was at one time with Walter B. Snow and staff, Boston advertising agency.

Robert W. Orr has been appointed manager of J. T. H. Mitchel, Inc., New York advertising agency. He was previously with the advertising department of the Philadelphia Evening Bulletin and the Dorland Agency, Inc., New York.

Seven Traveling Men

The other Sunday night there were seven traveling men in the Episcopal church of Alpena, Mich., who admitted they had come because of the church's advertisement in the Alpena News.

The publisher obtained the 52 ads offered by the Church Advertising Department and tried to get all the churches to unite in using them. He failed to get them all in line. The Episcopal Church decided to use the series alone.

Now that results are coming, the other churches are "murmuring together."

Every week additional papers engage these ads. Churches Advertisements, Series No. 3. There are 52 pieces of copy about 250 words each. They provide the basis for concrete discussion of an adequate advertising campaign by churches in a town. One London, Eng., paper is using only parts of the ads at the top of its column of religious notices. The St. Cloud, Minn., Times uses the ads in three column eight inch space in good position, space being paid for in turn by local merchants, a different one each week.

Get the ads. Price for use is very low. You can find a way to use them. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

AACW

Editor & Publisher believes it is putting this space to good use by donating it for this series of announcements. Help your local churches.

The Atlanta Journal

ATLANTA, GA.

Over a Million Lines a Month

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

Advertising in The Journal Sells the Goods

KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence. Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

THE KNICKERBOCKER PRESS

(Morning and Sunday)

ALBANY EVENING NEWS

COVERS ONE BIG MARKET Albany, Troy, Schenectady

AND The Capitol District

NATIONAL REPRESENTATIVE John M. Branham Co.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

NEWSPAPER REPRESENTATIVES AT THE AUTO SHOW

FOLLOWING is the registration of newspaper and trade journal representatives at the New York Automobile Show, compiled on Thursday:

American Motorist—Horace F. Pomeroy, C. H. Hiles.

Automobile Journal Publishing Co.—L. S. Fisher, C. A. Eldredge, F. G. Macomber, P. J. Hipes, Jack Carpenter, S. M. Kerr.

Automobile Topics—F. W. Roche, C. D. Wight H. M. Porter, Niran Bates Pope, Charles H. Gabriel, Jr., R. P. Sloan, L. D. Horton, Paul L. Roche, W. L. Cook.

Automobile Trade Directory—Floyd A. Noe, Frank S. Zahner, W. R. Cotton, Walter S. Reynolds, Louis Marcus, M. M. Whitfield, Robert E. Baldwin, Walter E. Dexter, E. A. Phelps, J. S. Cortelyou, Robert Wolfers.

Baltimore News and Baltimore American—Frank D. Webb, Dan A. Carroll J. J. Reese, E. D. Free, J. E. Lutz.

Baltimore Sun—W. F. Schmick, H. L. Carpenter, H. H. Willis, B. Kowalewski.

Boston Globe—James T. Sullivan, Lawrence M. Barry, Roger P. Sylvia, V. P. Maloney, Dave Boland.

Rochester Herald—Donald Craigie.

Boston Herald—E. W. Preston, John Dempsey, Robert M. Garland, J. Herbert Dodge, Clifford McIntyre.

Boston News Bureau—F. O. Price.

Boston Post—J. J. McNamara, Louis A. Marchant.

Boston Transcript—Charles F. Marden, H. H. Martin, Ralph Sadler.

Brooklyn Citizen—Wm. E. Schepp.

Brooklyn Daily Eagle—C. H. Karseboom.

Buffalo Courier & Enquirer—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Buffalo Express—W. C. Bates.

Chicago Daily Journal—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Chicago Daily News—H. A. Fletcher, H. G. Schuster, George S. Robbins.

Chicago Evening American—Allen C. Rankin.

Chicago Herald-Examiner—J. D. Galbraith, M. G. Goss, Wilbur L. Arthur.

Chicago Post—Walter Bermingham.

Chicago Tribune—A. L. Jenkins.

Chilton Company—James Artman, Geo. H. Buzby, C. A. Musselman, Geo. D. Roberts, Raymond E. Clark, C. Monroe Smith, Henry L. Hornberger, Horatio Page, Geo. H. Duck, C. K. Brauns, Merle V. Cox, G. Carroll Buzby, Arthur N. Goding, E. H. Croll, L. E. McConnell, W. S. Dietrich, W. S. Young, T. F. Cullen, Albert G. Metz, A. V. Comings.

Christian Science Monitor, Boston—Walter H. Prentiss, George Ira Everett.

Class Journal Co.—H. M. Sweetland, W. I. Ralph, A. B. Sweetland, E. E. Haight, Clyde Jennings, B. M. Ikert, Neal G. Adair, James Dalton, C. B. O'Neill, F. J. Robinson, W. W. Sheppard, John T. Hoole, R. E. Tuttle, L. P. Sale, H. H. Burke, J. L. Ashbaugh, F. G. Lee, J. S. Hildreth, L. F. Stoll, W. C. Henning, L. G. Wilcox, E. H. Miller, Louis Brookman, R. F. MacVeigh, W. E. Tagney, H. Sonneborn, J. L. Gilbert, E. P. Day, J. Ward Grummon, C. H. Moulton, Geo. E. Quisenberry.

Cincinnati Enquirer—Robert C. Belsler.

Cincinnati Post—Stuart Schuyler.

Commercial Vehicle—Louis Brookman.

Denver Post—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Detroit Free Press—Otis Morse, W. R. MacDonald.

Detroit News—R. H. Burlingame.

Detroit Times—William E. Anderman, George H. Payne, Franklin Payne.

Farm and Home—J. Lewis Draper, W. A. Whitney, J. W. Hastie, D. R. Osborne.

Ferguson Pub. Co.—A. D. Ferguson, H. S. D. Ferguson.

Ford Dealer News—V. J. Farley, L. J. Buckland, E. T. Bailey.

Montreal Gazette—T. H. Frazier.

Indianapolis Star—Carl Weaver.

Los Angeles Evening Express—Frederick Wagner.

Louisville Courier-Journal—Charles C. Swearingen.

Michigan Manufacturer & Financial Record—J. P. Fitzgerald.

Minneapolis Tribune—Wm. McK. Barbour, Kingsley H. Murphy, John B. Woodward.

Motor West Pub. Co.—F. Ed Spooner.

Newark Sunday Call—Joseph P. Kennedy, John Beer.

New York American—Duncan Curry, E. C. Wright, A. F. Arthur, R. G. MacMillen, F. H. Gillespie, E. W. Cornman, William H. Wilson.

New York Commercial—G. A. Annable.

New York Globe—A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Omaha Bee—H. W. King, D. J. Doody.

Omaha Daily News—C. D. Bertolet, E. E. Wolcott, A. K. Hammond.

Philadelphia Evening Bulletin—John M. Ellis, Howard T. Hoode, Dan A. Carroll.

Philadelphia Public Ledger—M. H. Greenwald, S. T. Steen, J. C. Campbell, A. J. Rosenfeld.

Philadelphia Record—C. H. Fehling.

Pittsburgh Gazette-Times and Chronicle-Telegraph—Frank E. Grunagle.

Pittsburgh Post & Sun—W. M. Manning, A. F. Lorenzen, H. G. Schryver, M. R. Thompson, E. C. Ferguson.

Pittsburgh Press—L. Herbert Smith.

Prarie Farmer Publishing Co.—C. P. Dickson.

Providence Journal and Evening Bulletin—J. Cliffe Duncan, Arthur L. Poorman, James P. Hanley.

Providence Tribune—Horace G. Belcher.

Rochester Democrat & Chronicle—Clarence A. Rycraft.

St. Louis Globe-Democrat—F. St. J. Richards, Clyde Fisher, Stephen F. Needham, Grey Sullivan, Joseph R. Sclafaro.

St. Louis Post-Dispatch—Gus. U. Klemme.

Scranton Republican—G. A. Somarindyck.

Standard Farm Papers, Inc.—James J. McMahon, W. C. Richardson.

Syracuse Journal—W. Howard Burdill, Jess Fleck.

Tire Rate Book—A. K. Murray, Harry Webster.

Washington Post—S. Grogan.

Washington Times—G. Logan Payne, J. H. Yeoman.

1923 PROMISES NEW RECORD IN AUTO ADVERTISING

(Continued from page 7)

month throughout the year all over the country, which is one of the big schedules.

Auburn has been one of the most persistent advertisers, its dealers running repeated first-page advertising, and it will continue.

Reo will be doing more this year than it has for some previous years, and its dealers have been running small copy at their own expense in many cities.

Lexington has decided on a policy of aiding its dealers to a larger extent this year, and its first campaign will follow the show season.

Harry C. Stutz, with a new six, will do a lot more this year than a year ago. Cole, with its new prices, has inaugurated a campaign now to run through until spring.

Stephens was one of the most consistent advertisers last year, and the results were so good it will be followed by a consistent campaign this year.

Haynes is now working out its spring schedule for dealer co-operation, and it will run for some months.

Paige-Detroit did a lot of advertising due to the new Jewett. And the latter has gone over big. So it will mean larger appropriations for both cars this year.

Velie ended up the year with one of the largest campaigns for a short period 1922 saw. This year the company will spend a lot more money in the newspapers.

R. & V. Knight is going to tell the story of the sleeve valve motor more consistently this year.

Stutz began a campaign early in the year, but it was cut short. This year it will start in again, but continue it along for a lengthy period.

Henry Ford has spent more money in the papers this year, with both the Ford and Lincoln than ever before. And there is another large campaign in the making.

Earl is straightening away with good prospects, and has mapped out a new campaign to be ready shortly.

C. Harold Wills is also getting under way again, and the familiar Grey Goose will reappear in the papers as often as before. Gray was a newcomer with good copy, and now it is going to swing into larger company.

There are a number of new companies coming along that will be added to the list during the year.

And the big tire companies are now ready to break into print because it is inevitable that prices will go up. These, together with the battery advertising, will run the total up more than 25 per cent above 1922.

Annerson, Davis Westcott, Moon and Dorris are also going to join the column of those advertising more than a few times annually.

\$150,000 Home for Press-Gazette

The Green Bay (Wis.) Press-Gazette will begin the construction of a \$150,000 building about May 1.

In Washington
ONE COMBINATION
Two Newspapers
Morning HERALD
Evening TIMES
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald
G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles
Payne, Burns & Smith
New York and Boston

DRAW READERS
WITH FEATURES
by
Cornelius Vanderbilt, Jr.
Charles Hanson Towne
William Leslie French
MILLICENT'S DIARY
Written by a New York Debutant
THE COMING GENERATION
A page cartoon on Young Americans
By H. C. North and A. H. Palmer
C-V Newspaper Service
350 Madison Avenue, New York City
Washington, D. C. Seattle, Wash.

NEA
News Pictures
News Feature Stories
Sports
Editorial Page
Woman's Page
Comics
Fiction
These features are part of
NEA Full Service.
Write for Samples and Rates
NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO

Features by

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

and others

The McNaught Syndicate, Inc.
Times Building, New York

THE NEW ORLEANS STATES

In two years has increased
Daily over 17,000
Sunday over 41,000

Present averages are
Daily over 54,000
Sunday over 77,000

Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922
1,025,432—Greatest in the South

Represented by

THE S. C. BECKWITH
SPECIAL AGENCY
NEW YORK

JOHN M. BRANHAM CO.
CHICAGO

An Accounting and Federal Tax Service for Publishers

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

THE BOSTON AMERICAN

Is showing two gratifying re-
sults of its three-cent price:

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

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

QUALITY and QUANTITY
Go Hand in Hand.

BOSTON AMERICAN

WHAT OUR READERS SAY

Canada to Entice Our Farmers Away!

TULSA, Okla., January 2, 1923.

TO EDITOR & PUBLISHER: I note, from a story sent to American newspapers last Friday night by the Consolidated Press Association, that the Dominion of Canada proposes to initiate at once an extensive advertising and publicity campaign in the United States to induce settlers with some capital to go to Canada.

I suppose this means that American newspapers will be flooded with stories of Canada. These will be written interestingly and a great many newspapers will publish them. I can think of no greater harm that might arise to a number of our western states than by the publication in any considerable number of newspapers of such publicity.

The American farmer is discontended now. It will not take much to cause him to pack up and move to Canada. We don't want to encourage that. American newspapers, particularly those in the western states, and all newspapers in farming communities, should see that their news departments are aware of the danger that lurks in these Canadian stories and should see that the proper orders are passed all down the line.

If this Canadian campaign is like a great many similar ones, most of the money will be spent to pay press agents who will guarantee publication in the news columns of news which is favorable to Canada, and these press agents will make good too, unless American editors are on the alert. Canada has something to sell. She should ADVERTISE.

VICTOR F. BARNETT,
Managing Editor, Tulsa Tribune.

Who Can Verify Origin of These Excerpts?

PITTSBURGH, Pa., January 6, 1923.

TO EDITOR & PUBLISHER: When one sees a notable quotation, attributed to some person of distinction, he is usually inclined to verify its accuracy. Here are three quotations of great interest to the newspaper profession:

"I would rather live in a country with newspapers and without government than in a country with a government but without newspapers."—THOMAS JEFFERSON.

"Four hostile newspapers are more to be dreaded than a hundred thousand bayonets."—NAPOLEON BONAPARTE.

"The newspaper is parent, school, college, pulpit, theater, example, counsellor, all in one. Every drop of our blood is colored by it. Let me make the newspaper and I care not who makes the religion or the laws."—WENDELL PHILLIPS.

I asked one of the public libraries of Pittsburgh if it would take the trouble to verify these excerpts, if possible. In but one instance, that of Jefferson, was the library successful. In a letter to Edward Carrington, written in Paris, January 16, 1787, Jefferson said:

"The basis of our government being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter."

Maybe EDITOR & PUBLISHER itself, or some of its readers or writers, could verify and place the other two quotations, and would print the facts. It would be of real sentimental value to the profession of journalism if this were done. These paragraphs, especially that of Phillips, embody the loftiest idealism as to the sphere and service of newspapers.

J. S. RITENOUR.

The "Country Editor"

MAPLETON, IA., January 6, 1923.

TO EDITOR & PUBLISHER: I was induced to write the article "Keeping History Straight," by Teasdale Randolph, of the Country Editor, with the understanding the magazine was wholly free from all entangling alliances and was not to be an open forum. I am certain after reading EDITOR & PUBLISHER that this cannot be so.

Check in payment of the article was signed by Thomas Geisweit, secretary, and Clarence N. Cook, treasurer.

EDITOR & PUBLISHER is deserving of much credit for giving publishers the interesting story of the Country Editor.

THE MAPLETON PRESS,
F. M. O'FURRY, Publisher.

Howard Railsback, Author

MOLINE, Ill., January 5, 1923.

TO EDITOR & PUBLISHER: Many of the great men in this country are seldom heard of or from. All men do not acquire greatness by having their lives laid bare in an efficiency publication; in fact, a number of men who have had their lives bared got only a free hair-cut and life.

So we are not trying to heap any greatness or undeserved honor on Howard M. Railsback, director of advertising for Deere & Company; we just want to let you know that he has had published in book form a few of the poems he has written. They are called Songs of the Soil. The book is decorated in good taste, is copyrighted and is in big demand. Mr. Railsback, however, has no intention now of marketing the book. He has received so many calls for certain of the poems which have appeared in-

dividually in many publications, that he decided to assemble them under one cover to keep them in order. He has had a few of the books distributed among appreciative friends.

Some of the poems won for the author the praise of Secretary Houston and Secretary Baker during the war, and 100,000 copies of one of the set were circulated by the Vermont Experimental station.

Mr. Railsback, besides directing the writing of copy that sells Deere & Company implements all over the world, is editor of The Furrow, a quarterly agricultural magazine which goes to 2,000,000 farmers, and of Hustling for Business which goes to agents and salesmen.

Mr. Railsback, in his Songs of the Soil, comes close to rivaling the works of James Whitcomb Riley. His songs have the same ring and they make the reader feel just as good.

Thank you.

R. C. BIMSON.

SPECIAL EDITIONS

THE Sandusky Register published its centennial edition of 80 pages in eight sections, including a comic and two rotogravure sections, on December 31.

The Worcester (Mass.) Telegram issued a January Re-Investment number of 12 pages as part of its issue of Jan. 4.

The Cape Girardeau Southeast Missouriian December 30 printed a New Year edition of 36 pages in three sections.

The Santa Ana (Cal.) Daily News published its Christmas edition of 12 pages in two sections with the first and last pages printed in two colors.

The Muncie (Ind.) Press December 30 published an Elks special number of 24 pages in three sections.

The Milwaukee Sentinel published its 85th anniversary number in conjunction with its annual Trade Review on January 1.

The Campbellton (N. B.) Graphic commemorated the new year with a special edition of 42 pages, including a double cover in colors.

The Marion (Ind.) Chronicle issued an 8-page Agricultural Section January 3 and the Marion Leader-Tribune also issued a similar edition January 4. Both of these supplementary editions were put on in the interest of the Grant County Agricultural Association.

A Cotton and Silk number was issued on January 2 by the Boston Transcript.

The Springfield (Mass.) Republican included a financial and industrial section in its issue of January 7.

The Waukegan (Ill.) recently issued a New Year Pictorial Review of 114 pages, 15½ by 11 inches, gotten up in magazine style.

The Pomona (Cal.) Progress, December 30, published a 1923 New Year's edition of 46 pages, in six sections.

The Halifax (N. S.) Morning Chronicle issued its New Year's edition of 40 pages, in two sections, on January 1.

Central New York Press Meets

The Central New York Press Association meet today at the Department of Journalism, Syracuse University. Prior to the meeting luncheon was served by the home economics students. The program included an address of welcome by George C. Wilson, head of the Department of Journalism; response by J. C. Peck, the Cazenovia Republican, and an address by John O. Simmons, of the Department of Journalism, as well as 11 five-minute talks.

Express Increase Hearing April 7

The Interstate Commerce Commission has set April 7 for final hearing on the application of the American Railway Express Company for an increase in rates for all commodities. The hearing will be held in Washington. The express company is seeking an increase sufficient to overcome the \$13,000,000 deficit which it states was incurred during 1922. Before the final hearing local ones will be held in New England and Pacific Coast cities.

State Journal Plant Burned

The Reno (Nev.) State Journal had its plant destroyed by fire January 4, with a loss of \$25,000.

Westchester County's
Greatest Advertising
Medium

THE DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

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

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher

KELLY-SMITH COMPANY

Representatives

Marbridge Bldg.
New York, N. Y.

Lytton Bldg.
Chicago, Ill.

The Pittsburgh Press

Daily and Sunday

Has the Largest

CIRCULATION
IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives:

I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago

A. J. MORRIS HILL, Hearst Bldg., San Francisco

EVENING HERALD

LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN
TOTAL PAID CIRCULATION

Government statement for six
months ended September 30, 1922

average 145,953 daily

New York
H. W. MOLONEY
604 Times Bldg.

Chicago
G. LOGAN PAYNE CO.
Suite 401, Tower Bldg.
6 No. Michigan Ave.

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

Published every Saturday in
London.

FIRST IN PUBLIC SERVICE

The **Evening World**

The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The **Evening World**

Pulitzer Building, New York
Maller's Building, Chicago Ford Building, Detroit

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER Editor. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

THE San Antonio Express ran a classified section devoted to merchants' suggestions for Christmas presents that could be purchased from them. The "classifieds" were so popular as to create the suggestion that a column or so of such notices for birthday presents might prove profitable to a newspaper and popular with advertisers and readers.—W. H. M.

An Omaha tailor allows a credit of \$7.50 for a limited time each year on any old suit or overcoat a patron may bring to his store when he buys a new suit or overcoat. These old clothes he gives to the newspapers to distribute to the poor of the city. It's a good advertising stunt for the tailor and the newspapers get liberal advertising copy.—H. J. W.

Each day, the picture of some school child is printed by the Toledo News Bee. The subject, upon calling at the office, gets theatre tickets for the entire family for a local theatre performance. The lucky ones then write criticisms of the plays they see and monthly cash prizes are awarded to those whose criticism are adjudged the best.—B. A. T.

When "Josephine," who is the most fashionable milliner of Austin, Tex., made arrangements to move her store at the beginning of the New Year, she announced the fact in a way somewhat different from the ordinary. She had herself photographed with her arms full of hat boxes. The picture was made into a two-column cut which was run under the head: "Josephine Is Moving to 912 Congress Avenue." In smaller type below the cut was printed: "The phenomenal values in Millinery and Art Objects which have moved you to buy freely, have moved us to secure new quarters, which are larger than those we moved from. We've moved and are now ready to show you a complete array of the newest in spring hats. It's Your Move Now."—J. T.

Games and plays are essential to the health and livelihood of our children. And children appreciate new games and plays very highly. In order to accommodate the little fellow, why not devote a part of a column to the new plays and games. These games and plays could be sent in by the public, and the newest and best ones selected and published.—B. F. C.

"One of Topeka's finest photographers inserted in one of his advertisements, 'How much you cherish and preserve that old daguerrotype, which is the only likeness in your family of your great-great-grandfather. Your posterity will be more than pleased to be the possessor of a photograph taken of you today. Make appointments now.' This brought in a great amount of trade and incidentally many of those who called brought with them their 'tin plates' to see if a copy could not be made from them on paper. The idea worked fine."—J. W. H.

Many high schools have classes in advertising and selling. It ought not to be a difficult matter to arrange to have the students in these classes sell classified advertising space in your paper. The school authorities will be glad of the opportunity to secure for the students practical applications of the theories taught in the classroom; you will secure a corps of enthusiastic solicitors at your usual commission basis of payment; and the students will go into the project with zest because of the novelty as well as the money to be earned.—D. R.

We are running twice a week an automobile directory of seven full columns. Six of these columns are occupied by small display advertisements none smaller than two columns by two inches, and none larger than two columns by eight inches. The copy can be changed but once a month. Nothing new is claimed for this idea, but the kick is in the seventh column. Instead of a long winded story, it is full of small personal news items written along the country paper style: In the current page there were thirty-six items, no two about the same person. This material is gathered and written by the salesman who handles the advertising on the page. After the feature was started a number of advertisers called in by phone without solicitation and reserved space.—G. C. C.

A Texas shoe firm advertises: "We believe no shoe on earth can outlast ours—for the money. And just to prove this we make the following offer." Then follows the announcement

that they will award a pair of shoes to the person who has worn a pair of their shoes the longest period of time, and a pair of silk hose to the person bringing in the pair of shoes that have been worn second to the longest. This is a little contest that has some point to it. Any shoe dealer would certainly be glad to consider this idea.—J. T.

Instead of paying employees' salaries in the form of cash or check, the New York Times began, recently paying all salaries with a special form of identification check. The check, drawn on the 42d Street branch of the Corn Exchange Bank, has, in addition to the usual wording, a dotted line in the lower left hand corner. The person, to whom the check is payable, signs his name on this line when he is presented with the check. When he presents it for payment, he identifies himself by indorsing it.—J. A.

Give envelopes and blanks for bills with the name of the paper on them to your carriers. Encourage them to send these in to their customers on the first of the month. The business-like methods of your carriers will reflect favorably on the paper.—D. R.

In conjunction with a story about the convenience of the installment plan in purchasing articles that require too large a lump sum for many people, secure advertisements from the various stores in town selling on the credit plan.—D. R.

One of the Ford agents of Austin, Tex., is planning a "Ford Day" to be held some time during the early spring. In co-operation with twelve or fifteen other business firms of the city this company is going to offer fourteen prizes for those coming to the city in a Ford on that day. The first prize will be awarded the Ford owner bringing the largest load of people and coming the longest distance. The second goes to the oldest couple driving a Ford to town. The third will be awarded to the two flappiest flappers, bobbed hair and knickers, driving a Ford. The other awards are similar, and altogether, they should bring an array of contestants that will afford a mirthful festivity. The newspapers will no doubt share in the benefits of this stunt as it will take considerable publicity to make it a success.—J. T.

The New York World during the recent holidays mailed a penholder and pencil to each one of its thousands of newsdealers and distributors. Each penholder and pencil with the imprint, "Compliments of the New York World," was dispatched in a specially prepared envelope with an appropriate imprint of holly, commemorative of the Christmas spirit. The hundreds of letters of thanks received and words of commendation from dealers who spoke of it in person, attested to the interest the enterprise evoked.—H.

Almost invariably an Automobile Advertisement quotes the price of the car advertised as F. O. B. Factory. We have found it easy to sell an "Automobile Directory" which does nothing but list the different cars with the "Delivered" price. The space used in this directory by each firm is necessarily small, but the aggregate amounts to considerable; and its advertising value is great because it does what most automobile advertising does not, and that is quote a definite and total price.—G. C. C.

The Fort Worth Star Telegram has sold the slogan "A HOME OF YOUR OWN IN 1923" to the real estate advertisers of Fort Worth who have agreed to feature this slogan in every piece of copy carried by them during 1923. This slogan is more definite than merely the suggestion that everyone own their own home as is featured by some real estate men. Almost everyone plans some day to own their own home but the constant repetition of this slogan "A HOME OF YOUR OWN IN 1923" in every piece of copy carried in the real estate columns of the daily papers will greatly increase the lineage carried by each individual advertiser, benefiting the newspapers, and the slogan itself benefits the advertisers by suggesting that the prospect buy his home in 1923 instead of at some future time, thereby insuring that he will buy while the advertiser may still have an opportunity of selling him and so increase the advertiser's business during the coming year.—L. V.

CIRCULATION BUILDING SUPREMACY

Start 1923 with a Big Gain

1922 CAMPAIGNS
Los Angeles Times 3rd
San Francisco Chronicle
Indianapolis News
Baltimore American
Louisville Herald
Now Conducting
Washington Post
2nd Campaign



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

BY every test of daily circulation The News leads—by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

The **NEW YORK EVENING JOURNAL** has the largest circulation of any daily newspaper in America.

FIRST

The New York Times prints a greater volume of advertising than any other New York newspaper. In 1922 The Times led the second newspaper by 6,898,132 agate lines.

Record for 1922

	Agate Lines
The New York Times	24,142,222
Second newspaper	17,244,090
Third newspaper	11,947,256
Fourth newspaper	10,209,140
Fifth newspaper	9,396,416

The great TRI-STATE DISTRICT

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

The Pittsburgh Dispatch

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

Wallace G. Brooks
Brunswick Bldg., New York
The Ford-Parsons Co.
Marquette Bldg., Chicago

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

Speedomatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-823 WASHINGTON BLVD.
CHICAGO

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,000 Average Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

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

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.
Marbridge Bldg. New York Lytton Bldg. Chicago

In New Orleans it's **THE ITEM**

THE MECHANICAL SIDE

O. C. STADDEN is now superintendent of the Bismarck (N. D.) Daily Tribune.

Clark Hollabaugh, an old time machine operator of the Cedar Rapids (Ia.) Gazette, was given a farewell party and presented with a gold pencil by the employees of the plant on January 3. He is leaving to make his home in California.

Henry Munch, stereotyper of the Kingston (N. Y.) Daily Freeman, who was hit December 9 by a skidding automobile and had his leg injured, has resumed his position.

Stephen H. Horgan, dean among photo-engravers, is now associated with the Powers Brothers, New York, in their numerous photo-engraving and kindred enterprises. Their newest enterprise is the manufacture and sale of Xactone Dry Plates, which are sensitive to all colors to a degree heretofore considered impossible.

William Brash, 24 years as head of the Salt Lake City Tribune stereotype department, retired recently. He had been engaged in stereotype work since the earliest 80s.

The Intertype Corporation has recently installed Intertype slug casting machines in the following New York state daily newspaper composing rooms: Gloversville Leader-Republican; Mechanicsville Hudson Valley Times; Amsterdam Recorder and Democrat; Troy Times; and Albany Knickerbocker Press and Evening News.

The Miami (Fla.) Metropolis recently installed a second 16-page Duplex tubular press.

The Albuquerque (N. M.) Herald building on South Third street will be completed on or about March 1.

The Springfield (Mass.) Union has installed eight Model C Intertype machines.

The Moberly (Mo.) Monitor-Index recently purchased the building at 218 and 220 North William street, Moberly, for a permanent home for the paper.

NEW CORPORATIONS

The following new corporations have been chartered to do business in New York State:

Bedford Advertising Agency, Inc., Brooklyn, N. Y., capital stock, \$30,000; directors, Abraham Lillienthal, S. Forscher and A. Morris.

The Carhart Advertising Company, Inc., Watervliet, N. Y., capital stock, \$25,000; directors, S. J. Carhart, 1285 First avenue, Watervliet, N. Y.; W. K. Lurie, 198 Ontario street, Albany, N. Y., and L. L. Coffey, 1364 Broadway, Watervliet, N. Y.

Carhart & Kingston, Inc., Kingston, N. Y., capital stock, \$5,000; directors, S. J. Carhart, 1285 First avenue, Watervliet, N. Y.; E. M. Lester, Rhinecliff, N. Y., and C. L. Carr, 883 River street, Troy, N. Y.

Bailey-Templeton Press, Inc., New York, capital stock, \$10,000; directors, M. Butler, J. G. Fruin, J. M. Hanley, 27 Cedar street, New York.

The T. F. Moore Company, Inc., New York, capital stock \$1,000; directors, T. F. Moore, 4 West 53rd street; C. D. Reohr, 228 West 71st street, and H. A. Coleman, 651 West 169th street.

Gravure Newspaper Syndicate, Inc., capital stock, \$5,000; directors, D. W. Bowles and R. E. Sparrell, 54 Lafayette street, and D. A. Murphy, 630 East 15th street, Brooklyn, N. Y.

The Rayton Press, Inc., New York, capital stock, \$10,000; directors, L. A. Wilkinson, D. N. Fields and W. H. Ramsey, 121 Fulton street.

The Kenmore Record Company, Inc., has been incorporated for \$15,000 at Buffalo to publish the Kenmore Record. The incorporators are Alson L. Brainard of the Buffalo Evening News, William H. Hyke and Mabel C. Brainard. The Record is now appearing as a weekly.

D. S. Holding Corporation, capital stock, \$10,000; directors, L. R. Conklin, 59 Wall street, New York; H. C. Cannon, 1021 Ocean avenue, Brooklyn, N. Y.; and Alyse Powers, Clifton, Staten Island, N. Y.

John P. Fernsler, Inc., capital stock, \$600; directors, J. P. Fernsler, 233 Broadway, New York; T. M. Reddy, Montclair, N. J.; and G. C. Williams, 656 West 160th street, New York.

The Malden (Mass.) Evening News has incorporated as the Malden Evening News, Inc., capitalization \$15,000. The incorporators are Frank A. Bayrd, Blanche S. Bayrd and Adelaide B. Bayrd, all of Malden.

The Provo (Utah) Daily Herald, which became a daily paper last year, was recently incorporated with a capital of \$25,000 in \$1 shares. E. C. Rogers is named as president and N. Gunnar Rasmussen as secretary.

Exponent Building New Home

The Clarksburg (W. Va.) Exponent is building a new home, 62 by 150 feet, on Hewes street, between 3rd and 4th streets, with light and air on three sides. The paper will move in within a few months and at that time among the new equipment which will be installed will be a 36-page Goss press of four decks and a color deck.

Miss Roberts Heads Telegram

Miss Belle McCord Roberts, daughter of the late Frank C. Roberts, has become the editor and publisher of the Long Beach (Cal.) Daily Telegram, and is also president of the company. J. K. Penny, business manager of the Telegram since 1904, has sold his interests and is succeeded by S. S. Conklin, who will also be secretary-treasurer of the company.

2ND HD. PRESSES FOR SALE

HOE—OCTUPLE PRESS
22 $\frac{3}{4}$ " column.

HOE—SEXTUPLE PRESS
With Extra color—21 $\frac{3}{4}$ " column.

HOE—SEXTUPLE PRESS
Black only—21 $\frac{3}{4}$ " column.

HOE—SEXTUPLE PRESS
Black only—21 $\frac{3}{4}$ " column.

HOE—4-DECK PRESS
20" column.

HOE—20-PAGE PRESS
21" column.

POTTER—3-DECK 24-PAGE
PRESS—20 to 22"
column.

We also have a number of Goss Presses
of various sizes available

LET US KNOW YOUR WANTS

THE GOSS PRINTING PRESS COMPANY

1535 SO. PAULINA ST.
CHICAGO, ILL.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale

24 page Hoe Rotary Press with modern stereotyping equipment. Steady producer, excellent printer, rendered surplus by amalgamation. Also models D.S.M. and A. Intertype and Model 5 Linotype and full automatic Cutler-Hammer Control with 30 KW and 3 h.p. motors. D. A. Bean, Kitchener, Ont.

For Sale

Hoe 12-page web press, printing papers six or seven columns wide, 22 $\frac{3}{4}$ inches long, either 4, 6, 8, 10 or 12 pages, with stereotype outfit. Good machine at low price. Can be changed to take pages 8 columns wide, 12 $\frac{3}{4}$ ems if desired. Baker Sales Co., 200 Fifth Ave., New York City.

For Sale

Hoe 16 page press with complete stereotyping equipment. Four linotypes, Model 18, 2 linotypes, Model 8, 1 linotype, Model 20, 1 linotype, Model 5. This and other newspaper equipment was obtained in the purchase of the Norristown Times. Each piece is in excellent condition and was used to get out the Times until January 1, 1923. Will be sold for cash only. Norristown Daily Herald, Norristown, Pa.

Newspaper Plant Equipments

Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation\$12,500.00
64-page multi-color, 22 in. cut off, erected\$17,500.00
2-16 page Tabloid size webs \$3,000.00

Get our List No. 27—16 pages.

NEWSPAPER PRESSES For Sale

Goss Straight-line Octuple with double folder Page length 23 9/16 inches.
Goss Straight-line Sextuple with double folder. Page length 23 9/16 inches.
Goss Straight-line Sextuple with double folder. Page length 22 $\frac{3}{4}$ inches.
Goss Four-Deck Single-width Straight-line Quadruple with single folder. Page length 22 $\frac{3}{4}$ inches.
Goss Four-Deck Two-Plate Wide Press with Color Cylinder. Page length 21.60 inches.
Goss High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 9/16 inches.
For particulars apply to

R. HOE & CO.

504-520 Grand Street
New York, N. Y.

7 Water St. 827 Tribune Bldg.
Boston, Mass. Chicago, Ill.

Huber's ROTOGRAVURE INKS

Are now made in our new Rotogravure factory. A better ink at the same price.

HUBER'S Colors in use since 1780

J. M. Huber

Main Office
65 W. HOUSTON ST., NEW YORK

It Pays to Huber-ize

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.

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

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.
New York City

FLEXIDEAL

A Dependable, Uniform

DRYMAT

Better in performance than any other, and at a LOWER price.

A trial will convince you.

Unlimited Stock on Hand at all Times

The Flexideal Company
15 William Street
NEW YORK CITY

Newsprint

DOMESTIC—

CANADIAN—

ROLLS and SHEETS

CONTRACT and SPOT

Direct Mill Connection

Beaver Pulp and Paper Co.

8 West 40th Street
NEW YORK

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

Extensive experience. Salary start \$85.00 week. Box A-758, Editor & Publisher.

Advertising or Business Manager

Somewhere in the United States is a publisher who needs my services either as an advertising manager or business manager or both. I am looking for a permanent connection in a city of 50,000 to 100,000 population where hard work, initiative and a thorough knowledge of all branches of newspaper work will be effective. I have had long experience with some of the best papers and have a record for accomplishing what I go after. At present advertising manager in one of the largest cities. Married. Young. Let me convince you that I can produce. Address Box A-776, care Editor & Publisher.

Advertising Solicitor—Service Man

Ten years of newspaper sales and service work. In present place in 1922 handled 100,000 inches. Can write good copy. Sell contracts. Some experience in building classified. Have handled foreign accounts. Not a "hit and run artist," but have been successful in getting and holding the confidence of business men by intelligent advertising assistance. Looking for an opening which will afford the opportunity of developing into something really worthwhile.

At present employed. Will come on reasonable notice. Address A-744, Editor & Publisher.

A Young Man

with country and metropolitan journalistic experience as reporter and editor will be open for position after February 1. Worked own way through college and not afraid of long hours or hard work. Start at \$30—let results decide future salary. A-770, Editor & Publisher.

Circulation Manager

Thoroughly experienced, resourceful in handling circulation problems. Services available on short notice. A-757, Editor & Publisher.

Circulation Manager,

now in active charge of a metropolitan paper, wants position demanding real ability. Analytical mind, persistent and thoroughly reliable. Excellent references from present employer and others. Address Box A-755, Editor & Publisher.

Do You Need

an aggressive Business Manager or General Manager? Have made advertising and circulation records in more than one field. Experience embraces work on dailies in cities of 150,000 to 600,000. Would consider buying interest. A-768, Editor & Publisher.

Do You Need a Circulation Director,

for six weeks or longer, to build your circulation thru your own organization, re-organize the department, work out some of your ideas, cut the overhead, and make department pay its way? Services available on salary and expense basis. For further information address A-761, care Editor & Publisher.

Editor-Manager

Owing to failure of newspaper project, because company was unable to float stock issue, experienced editor-manager is immediately available. Ten years managing editor papers up to 60,000 circulation. Eleven years editor and manager towns up to 50,000. Publisher big city paper calls him best executive he has known. Finest references. A-760, Editor & Publisher.

Experienced Man

desires opportunity on good daily paper. Can fill any position from editor to reporter, except advertising solicitor. A-759, Editor & Publisher.

Manager,

advertising or business. Ten years' successful record. Puts things over; works harmoniously; organizes and operates efficiently; produces accordingly. He is 31 years old, married, moderate in all things except responsibility; wants more of it. Credentials and details gladly. Box A-773, Editor & Publisher.

Managing Editor—News Editor

Man, 12 years small city, metropolitan experience reporting, news editing and managing desires job in city 40,000. Married, splendid references. Address A-756, Editor & Publisher.

Newspaper Business Executive

Seeks connection in New York City, but would consider opening in other fields. Wide experience of over twenty years in all departments, including one of the largest metropolitan dailies. Best of references. Inquiries confidential. Immediately available. Box A-777 Editor & Publisher.

SITUATIONS WANTED

Somewhere, Someone requires the services of an efficient circulation manager. The applicant is 38 years of age; has had 15 years' experience, chiefly on metropolitan papers; knows the game from every angle; good organizer and producer. Is at present employed on large eastern daily but available for right proposition. Unquestionable references. Any inquiries, strictly confidential. Address A-752, Editor & Publisher.

Special Edition Service

Successful, high-powered special edition advertising man, now making contracts for 1923 with limited number progressive newspapers in cities of 25,000 to 200,000 in all parts of America and U. S. Possessions. Takes full charge of special edition advertising—making complete plans for quick and successful campaign, makes striking lay-outs, sells the space and writes copy. A complete and highly profitable service on per cent basis only. Highest references as to ability, honesty and integrity. Address for 60 days, Carlock Service, P. O. Box 1443, El Paso, Tex.

Superior Ad Solicitor

Unusual ability, high voltage man, thoroughly experienced, capable of meeting best business men and lining up difficult non-advertisers. Has genuine creative ability, forceful, convincing style of writing copy, capable of planning and writing advertising and sales campaigns, increasing present accounts, establishing new ones. Will go anywhere for the right opportunity. Has wonderful record, best references, 31 years old, married and college education. Box A-772, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager Wanted

Evening paper in 16,000 town and 45,000 field. Strictly first class paper with newest modern equipment. Must be first class, a good solicitor, developer and copy writer. State particulars in first letter. Ironwood Daily Globe, Ironwood, Mich.

Advertising Solicitor

To create new business and develop good field. Must prepare own copy and be able and willing to follow instructions. Straight salary. State fully qualifications, experience and salary expected. No "copy chasers" wanted. Address Mr. Norton, Gazette, Niagara Falls, N. Y.

Advertising Manager Wanted

by leading newspaper in city of 35,000 in Southwest. This is a real opportunity for man with executive ability who can plan campaigns, write attractive copy and sell it. This is a Man's Job, and, if you are not a producer and willing to work hard, don't waste postage. Salary commensurate with ability. State age, references and experience with application. Address Box A-741, care Editor & Publisher.

Classified Advertising Solicitor

wanted on leading classified medium in city of 100,000. Give full information in first letter, as to experience, past performances, age, references, salary requirements, date available, etc. Send picture, if convenient. Box A-767, Editor & Publisher.

Manager

Southern California job printing plant, who can also supervise mechanical end of daily newspaper. Must be master printer, capable of promoting growth of business. State wages desired, when could come, qualifications and references. Address Box A-764, Editor & Publisher.

Special Edition Men

A Boston newspaper has installed a permanent promotional department. Can use six high-grade men on 25% basis, who will stick. No floaters need apply. Box A-763, Editor & Publisher.

Wanted.

All round news reporter. Must be experienced, capable, healthy. Wages \$170 a month. Apply, giving detailed statement of previous experience, Arizona Republican Phoenix, Arizona.

Wanted

Young man with experience to take charge of classified department on leading newspaper in town of 35,000. Good opportunity for one who is assistant to manager on large city paper. State age and salary expected in first letter. Southwest American, Fort Smith, Arkansas.

MOXIE TIES UP STUNTS WITH DAILY SPACE

(Continued from page 11)

Let others keep trying, you're so satisfying. There's nothing like Moxie for mine."

This in sheet music form has been distributed widely as well as in music

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Capable Man Wants to Buy, lease or take interest in daily. A-769, Editor & Publisher.

For Sale

The Herald-Democrat of Trenton, Tennessee, one of the South's best equipped country newspaper and job printing plants. Now in thirty-ninth year, going good and making money. Owner must turn loose on account of conflicting interests and health. Building can be leased for a period of years on reasonable terms. Deal can be handled by responsible parties for one-third cash and balance on terms to suit. Priced right for a quick deal. Address Chas. E. Smith, Trenton, Tenn.

Business or Advertising Manager Desires change of position

Employed as Business Manager at the present time, but wishes to get in field providing wider scope and chance for advancement.

Always on the job and a hard worker seven days a week if necessary. Write Box A-774, Editor & Publisher.

G. W. Preston

Advertising Manager of Demonstrated Ability Seeks Connection My School of Experience

The Detroit Journal (Evening), 9 years as Salesman, Asst. Advertising Manager and Manager of Advertising. The Duluth News Tribune (Morning and Sunday) 7 years, Manager of Advertising Department.

The Omaha Bee (Morning, Evening and Sunday), Manager of Advertising and Merchandising Departments.

The Cincinnati Enquirer (Morning and Sunday), 4½ years, Manager of advertising specifically handling local display with the particular purpose of building up volume of advertising published daily.

A diplomatic executive with ability to successfully handle local and foreign accounts, to originate and execute ideas which result in increased earnings. Particularly capable in the selection of assistants and in keeping them keyed to maximum of efficiency.

References if desired.

Publisher or Business Manager in need of the services of a man such as I describe myself to be, please address G. W. Preston, 811 Elberon Ave., P. H. Cincinnati, Ohio.

roll and phonograph record form. It appears once in a while in newspaper copy.

Mr. Archer has collated much of the evidence in approximately 50 trials which have been brought against firms which have attempted to market imitations of Moxie or against dealers who have substituted. All decisions have been given wide publicity in newspaper space.

During the Jewish New Year, it took the opportunity to wish all of its Jewish friends a happy New Year through the Jewish press—something most advertisers did not think of.

It is not uncommon for the company to feature up some particularly meritorious salesman or wholesaler. It may readily be appreciated what good-will a piece of copy like this about Davies-Strauss-Stauffer Company, distributors at Bethlehem, Allentown, Easton and Bangor, Pa., fostered:

"The Moxie Company is very proud of this firm.

"The value of the Moxie they have distributed has mounted up into the hundreds of thousands of dollars.

"The weight of the Moxie handled by them and the empties returned to our laboratories had reached on June 30th, 1921, the tremendous total of ten million, seven hundred and sixty-seven thousand, six hundred pounds.

"To move the total amount of Moxie and empty Moxie bottles handled, sold and delivered by Davies-Strauss-Stauffer Company would require a procession of five thousand, three hundred and eighty three fully loaded one-ton trucks.

"The business represented by the dealings

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DEWITT & PALMER

Sales and Appraisals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

"AS MANAGING EDITOR he was the best executive I ever had," writes the publisher of a 25,000 daily about our No. 5373. Knows every department, builds circulation, increases advertising rates and lineage. "A man you can thoroughly trust, has a faculty of gaining good-will and cooperation." Best of reasons—some owner's opportunity!

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS UPBUILDERS OF NEWSPAPERS BROKAW BLDG.—42nd and BROADWAY NEW YORK

of the Moxie Company with this concern alone has given employment to thousands of people, directly and indirectly.

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Managing editor and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

"OUR Most Unreasonable Customer" would make a good series. Interviews with merchants and clerks will provide the material.—C. W. V. B.

Here is a suggestion for a post-Christmas story. What was the effect of Christmas upon the savings departments of your local banks? You will probably find that more accounts are opened in the week intervening between Christmas and New Year's Day than in any other week of the year, but the total amount of money involved in the new accounts will probably not equal the sum that the savings department handed out to its depositors in order that they might purchase Christmas gifts. And yet, the bank's eye is concentrated particularly upon new accounts. What local firms gave Christmas gifts in the form of bank accounts as a start on the road to thrift?—D. R.

What do the men and women who patronize the employment agencies in your city have to say about local people as employers? How do they compare local employers with the employers in other cities? Some striking, unusual, and very interesting human interest stuff could be secured by getting interviews with such men and women.—F. H. W.

One day recently our woman reporter chanced in conversation with a stalwart suffragette to find that her interest in the ballot had evaporated almost immediately the fight was won. Politics had ceased to have for her the slightest allurements and she was now devoting herself to some other crusade. Have you noticed that after the ballot was conferred on women the more conscientious users of it often turned out to be the anti-suffragists, who didn't want this added duty, but who promptly shouldered it when it was finally imposed? Is this universally true? Are there many women who have not even bothered to register? Are the suffragettes in your city taking up another line of resistance, merely for the fight and not for the prize? This should prove an interesting article, coming as it does just a couple of years after the granting of the franchise to women, this has been the "testing period."—R. M. C.

What man in your city has held the greatest number of jobs? It would make a striking and unusual feature to run a contest to find the most "jobbed" man. A prize of \$10 or so could be offered for the man who has held down the greatest number of jobs in his life and all of the contestants should be required to tell about their experiences in letters. The letters could then be published. Such personal, intimate stuff would be sure to interest all the paper's readers.—F. H. W.

Where is the "timber line" of your city? How close to the main business section do trees grow? If there happens to be one or two, maybe half a dozen in the business district, why has it or have they been left or why originally planted?—J. W. H.

There was a time when the young man was advised to "get into business for himself even though it were only as proprietor of a peanut stand." Since many of the lines of lesser business have been pre-empted by immigrants, since there has been a loud hue and cry about too many retailers, and since the development of corporations and the creation of many salaried positions and the old advice is not as frequently given. What advice have the bankers, the mayor, and big business men of today to offer?—C. W. V. B.

"Impressions of a teller" makes a good feature. Have some local bank teller recite some of the things persons do when they visit a bank. Work in advice on proper handling of accounts, making out deposit slips, etc., as well as how bankers identify counterfeiters, signatures, and how a foreign check is routed before it reaches the issuing bank for cancellation.—B. A. T.

Veterinary surgery has made great progress of recent years and some of the men in the profession are doing some very unusual things. One surgeon recently operated on a toy Boston terrier puppy for appendicitis and also mended a broken jaw for an Airedale, using silver wire and doing the job just the way it would be done for a human. A chance for either a serious writer or humorist!—C. W. V. B.

In an Iowa city negroes are the greatest users of special delivery stamps. Saturday is the big day as far as the sale of these stamps

are concerned. Sunday is the big special delivery day. Personal, business and love letters with the last name far exceeding the others are sent by special delivery. In one month 8,900 special delivery stamps were sold at this particular postoffice. Who are the largest users of these stamps in your city? What day and what month has the largest sales of these stamps?—G. S. Jr.

A suggestion box hangs in each department of one newspaper. Monthly awards of \$5 each are made for the best suggestions received from each department (decided by the person in charge) while \$1 to \$5 each are paid for all other suggestions found practical and worthy of adoption. Suggestions may be on policy, economies, etc.—B. A. T.

Mrs. C. W. Miller, Jr., formerly a New York newspaper woman, is now writing features for the Syracuse (N. Y.) Telegram. City editor John F. Cullen assigns her to the Hunches' suggestions printed in the Editor & Publisher each week, along with her other local stories.—S.

The Albuquerque Morning Journal published letters written by some of the local firemen showing and explaining how most of the fires in the city were started. According to the observation of these firemen the majority of fires were started through ignorance or thoughtlessness of the occupants of homes. These articles also explained how to get in touch with the Fire Department without delay and confusion. As a great deal of fires everywhere are preventable such articles as these should be sought after by more city papers.—B. F. C.

Some of the people in your city have kept diaries for years and some of them would not be averse to letting you publish edited copies of their diaries for former years. Such diaries, if published, would be a very personal, intimate and interesting revelation of local conditions in by-gone years and so would be sure to get a lot of attention from the readers of the paper. A prize of \$10 or so might be offered for the most interesting one-year old-time diary and in this way you could get a number of diaries to choose from.—F. H. W.

Have you any bear stories in your section? In Rochester, N. Y., a driver had to bump a black bear several times with his auto to keep him from climbing in. Short collection of these stories, told with an "old-timer's" drawl will go well with your public.—P. E. M.

Right in line with the Ku Klux Klan stuff now running one of our reporters with a historical bent hunted through the old files of the early 70's and found what local residents had gone South after the Civil War and during the reconstruction period. He studied local histories and was surprised that many old-timers from the city had gone on carpet-bagging and various other expeditions to Dixie, and some of them returned. From them he gathered corking material for a corking feature. Most of their stories differed widely from the conception of the old Klan given the public by the book "The Clansman," and Griffith's film "The Birth of a Nation."—C. A. G.

Do the police in your city maintain an information booth? If so, a good feature story can be made out of the experiences of the officer in charge, for he sees much of humor and much of tragedy in the course of the day's work. Some of the questions asked seem almost too ridiculous to be true. For instance, a man walked up to the information booth in Detroit and asked where he could take "the boat for San Francisco." A woman wanted the officer to give her some information on how to cut seed potatoes. If your police do not maintain an information booth the traffic officers on the busiest corners are usually good for a story which will play up the human interest side of the work.—C. E. L.

"As a good summer story, get your photographer to snap the license numbers of a large number of out-of-state cars and if possible get data on where the occupants are going and why they stopped in your town. A good feature story could be obtained this way by running a large cut of all these numbers arranged to suit."—J. W. H.

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