

CITY

THIS ISSUE—GRIGGS—"GOV. AMEN OF SOUTH CAROLINA"

SEP 11 1922



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

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

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Vol. 55. No. 15

NEW YORK, SATURDAY, SEPTEMBER 9, 1922

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

As a Bulldog Leaps at a Pussy Cat

THE READER WHO BUYS is consciously or unconsciously on the alert for advertising information. He has wants and his "watchdog of the mind" leaps to the advertisement that lists his want as a bulldog leaps at a pussy cat. That is "reader interest" in advertising.

Reader interest in advertising is fired and sustained by reader interest in news and features, and that is why the best advertising medium in the world is a well rounded home and family newspaper. It supplies ALL the requirements of the consumer for news and information concerning the daily needs of life—and its advertising news is, to the prospective

buyer, the most important news of the day.

In this service to the home and the consumer The Chicago Daily News has maintained a sharply defined position of leadership for many years. In news, editorials, features and advertising it enjoys reader interest and reader confidence to an exceptional degree.

And this with a yearly daily-average circulation of 401,698—approximately 1,200,000 daily readers—concentrated 94 per cent in Chicago and its immediate suburbs—(the world's richest and most compact single market) makes

THE CHICAGO DAILY NEWS

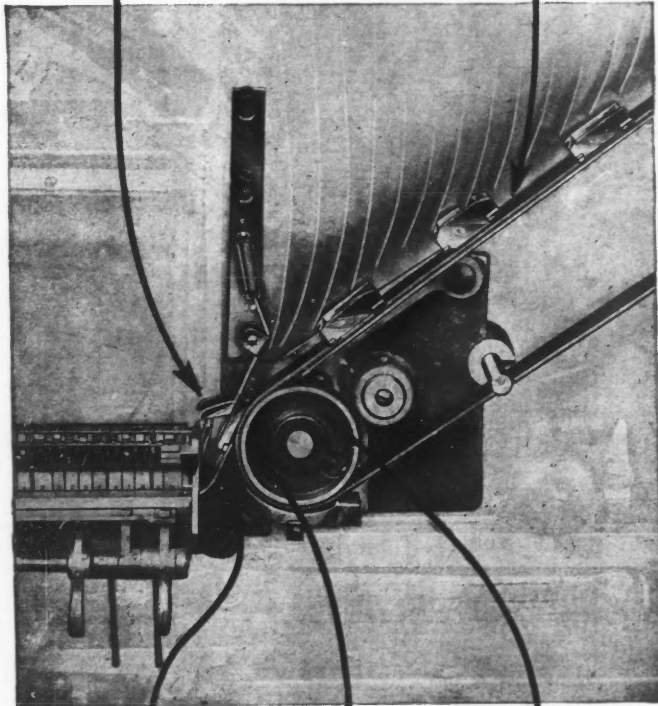
FIRST in Chicago

10th Reason WHY the INTERTYPE IS "The Better Machine"

This is the tenth of a series of practical talks on Intertype Features. More will follow. Watch for them!

Matrix is forced past chute spring by the belt—not by momentum and gravity.

Belt is 3/16" wider than formerly, insuring more positive delivery of matrices.



Bridge prevents matrices from getting back to star. Ample space for rapid assembly without clogging.

Small pulley in low position makes delivery belt steeper and increases speed of delivery.

Position of belt near assembling elevator, eliminating chute rails, provides positive delivery from belt to elevator, without dependence upon momentum and gravity.

New Positive Assembler

Another Exclusively Intertype Feature

Line composing machine operators will find in the Intertype Positive Assembler an improvement they have wanted for years.

By bringing the delivery belt close to the assembling elevator, the new design eliminates chute rails. The chute spring is placed at the curve of the belt where it goes around the pulley and directs the matrices straight to the star wheel. Since the belt carries the matrices past the chute spring, delivery to the star wheel is positive.

The distance between the bridge and the assembling elevator is much greater than in the old design, so that all matrices, including the larger sizes, can be assembled at much greater speed without clogging. The positive and reduced diameter of the pulley increases the angle of the matrix delivery belt and thus accelerates the speed of the matrices. Large matrices are pushed past the chute spring by the delivery belt as readily as small matrices.

Past operators who have tested the Intertype Positive Assembler for several months state that it completely eliminates transpositions.

INTERTYPE CORPORATION

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

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They Say—

It's Dull In August—But

The Birmingham News

The South's Greatest Newspaper

Created a New

High-Water Mark

In Circulation During the Past Month

The Net Paid Circulation For August, 1922, Was:

DAILY

66,215

DAILY

SUNDAY

72,687

SUNDAY

Newspaper circulation figures are always low in Summer. Almost without exception, records in circulation are achieved in Fall or Spring. However, for the first time in the history of The Birmingham News, July circulation showed a gain over June this year, and August went still further ahead, creating a new high-water mark for any month in the history of The News. This is attributable to just two things: first, the constantly improving quality of The Birmingham News as a newspaper; second, the increasing prosperity of the Birmingham District.

*The Previous High-Water Mark Was Established in April, 1922
When the Net Paid Circulation Reached*

DAILY: 65,746

Sunday: 72,261

Marbridge Bldg.
New York

Kelly-Smith Co.

Lytton Building
Chicago

NATIONAL ADVERTISING REPRESENTATIVE

How many people in

PHILADELPHIA

*will buy your make of garments
this fall and winter?*

There is a potential buying power of unusual strength now reflected in Philadelphia—the third largest market in the United States.

It is certain that within the next few months most of the more than two million residents of Philadelphia and its suburbs will buy articles of fall and winter clothing, or shoes, sweaters, gloves, hose or other garments.

If you tell these prospective buyers to ask for your make of clothing, your underwear, hats or other goods by name or trademark, you can share in the big business of fitting out Philadelphians for colder weather.

Dominate Philadelphia

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

The Bulletin

*Net paid daily average circulation for six months ending
March 31, 1922*

494,499 copies



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

NEW YORK

Dan A. Carroll,
150 Nassau Street.

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Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

C. L. Weaver,
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631 Market Street

LONDON

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

PARIS

J. J. E. Hessey,
5 Rue Lamartine (9).

Total Circulation of This Issue: 6,300



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, SEPTEMBER 9, 1922

No. 15

GRIGGS — "GOV. AMEN OF SOUTH CAROLINA"

Under the Spell of a Prince Albert and W. J. Bryan Fedora and—Well, the State Was Dry—It Was a Great Night, and It Elected the State's First Democratic Governor in 35 Years.

By DAN W. GALLAGHER

EDITORIAL NOTE—Mr. Gallagher is a member of the staff of the Cleveland News and has contributed a number of newspaper fact stories to EDITOR & PUBLISHER, including the prize winning Christmas story in 1920.

GRIGGS, reporter, was once "Governor Amen, of South Carolina," from dusk until midnight. The "Your Excellency" stunt came in the height of a political campaign. It proved so realistic that the newspaper man, entering upon his October six-hour gubernatorial career with zest, finally became imbued that spectacular night with the idea he was an honest-to-goodness Governor Amen, of South Carolina. "Concentration—the workings of the subconscious mind"—would be the explanation offered in these times by "practical psychologists" regarding it. The only regret Griggs now entertains in connection with it is that he couldn't cling to the job of being "Governor Amen" indefinitely.

This "notable-figure-of-Dixie" take-off took place at a time when "Bob" Norton, now Washington correspondent of the Boston Post, along with the then mayor of Boston, John F. Fitzgerald, and other prominent Democrats, became saturated with the view that Griggs, reporter, was the right sort of chap to tag for the job of handling the sagging campaign of, let us say, John David Jones, Democratic candidate for the governorship of a certain New England state other than Massachusetts. The Democratic leaders of that state had sent out an "S. O. S." to Norton—then writing "politics" for the Post—and to Fitzgerald, master campaigner, to send 'em someone who could deliver the goods.

Griggs now recalls that the day of his departure Norton, filled with solicitude for Griggs' material well-being, recommended he should "hold out" for \$125 a week as remuneration. Consequently it may prove a shock to Norton, even at this late day, to discover that the man he picked to get a Democrat elected governor of a hidebound, rock-ribbed Republican state entered upon the job for the punk wage of \$75 a week and expenses.

And here's the hypothetical question that arises by reason of the results achieved:

Since it transpired that Griggs, with the campaign over, had the satisfaction of seeing the Hon. John David Jones declared elected governor of that New England state, and returned to the Hub of the Universe "with bells on" and, moreover, since the Hon. John D. Jones (later dubbed John Dilatory Jones) was the first Democratic governor that state had elected in 35 years and, furthermore, since Griggs was externally, internally, eternally and infernally vigilant in the cause of J. D. Jones and whereas the nomination had gone begging and Jones at the outset had been labeled "joke" by the G. O. P., in the name of what's what in practical politics, if Griggs didn't put "J. D." across, who did it?

Yet, before Jones, farmer, attorney, lumberman, banker, became duly elected governor of a big state, Griggs, his campaign manager, became "governor" of an equally big state. While J. D., on assuming the governorship, retained his identity as Jones, Griggs, on the other

hand, changed his. He became "Governor Amen," not Governor Griggs.

While "Norton's choice" was undergoing scrutiny of the fellows who were to provide the seventy-five per, he found he was up against the bugaboo, "Precedent." The Hon. Silas Cornstalk and the Hon. Seth Smithers, leaders in their party, made it plain to Griggs "this here campaign, by gum, must be conducted 'cording to lines laid down, duly established and not departed from in the entire political history of this here great and glorious commonwealth." Which meant: "Don't introduce any innovations

date, insisted upon going along. Start had been made for a city 106 miles due north. Griggs had opposed going 106 miles to open a stumping campaign when right at hand towns and cities lay strewn about, but "the Governor" would have it that his maiden speech be tried out upon persons with whom he was unacquainted rather than upon his neighbors—a crackerjack idea, as his "effort" that very night conclusively demonstrated.

It was a chilly October day and the four members of the party wore fur coats. The one allotted Griggs reminded him of those usually seen either upon

the notable one and Lamb supped at the hotel, Griggs got to a phone and managed to drag four so-called Democratic leaders away from the bosom of their families. At 8 o'clock, 63 persons, by actual count, out of a city population of 16,000, jammed the opera house to hear Jones set forth reasons why he should be elected. The most intensely interested member of that assemblage was Griggs. He wanted to find out just what manner of speech Jones was capable of. And the finding out produced dismay in his soul.

Jones, while a fine-appearing old gentleman, had no platform presence whatsoever. His huge frame wilted as he faced that audience of 63, including janitor. He was further handicapped through the fact that, due to some fault in connection with his breathing apparatus, it was necessary for him to pause while in the midst of a sentence and await the time when his bellows would function properly. Whenever this distressing condition developed, he set it off by heaving a sigh that carried throughout the hall, producing an intensely ludicrous effect. The speech Candidate Jones gave that night, interspersed by sighs Candidate Jones emitted, sighs and all, throughout that entire campaign. He had learned it by rote and it seemed to his campaign manager, forced to listen to it times without number, he never emitted even one of those wheeze detonations.

Of all the columns of newspaper material sent out, containing "Speech of John D. Jones, Democratic candidate for governor, at —" and marked for release, it was Griggs who turned out those speeches, each in a different vein.

While that initial speech-making effort was under way, Griggs, perturbed by the knowledge he had picked a "lemon" and the utter lack of enthusiasm over the arrival of a candidate, quitted the hall and dug up a sign painter, determined that the people of the next town visited and spread along the route of the campaigners should at least be made aware of the fact they had a candidate for governor in their midst. Later, Lamb and Griggs stood by as that sign painter completed fastening his product to the rear end of the Jones' campaign car. It covered a five by three strip of white oilcloth. The lettering read:

Shake Hands With
JOHN DAVID JONES,
Democratic Candidate
For Governor.

"J. D. will never stand for that—not in a thousand years," piped up the dismayed Lamb.

"Not a word about its being there," ordered Griggs. "Bring the car around to the hotel in the morning and I'll have him at the curb, ready to hop in and with no opportunity to get a peek at it. Before the day closes all the precedent-ridden state committees on earth won't be able to induce him to order that sign off that car."

Day dawn saw the party off on an eighty-five mile journey to Essex. Griggs, seated alongside "The Governor,"

PRAYERS FOR NEWSPAPER MEN

SOMEONE has said that a reporter is past praying for. Dr. Lees, Anglican archbishop of Melbourne, apparently does not think so. Indeed, he is one of those who take a lofty view of the journalistic profession. A chat with his lordship made this clear to me when I sought his opinion on an important public question. The reception given to me was exceedingly cordial and sincere. "I like to meet journalists," said the Archbishop, "they are engaged in a high calling. I have them always in mind. It is my intention to include in the Cathedral service a prayer for journalists. We pray for our public men, and surely pressmen are to be regarded as such. I look upon the profession as an honorable one, and one in which men come in touch very closely with the life of the people. Therefore they have a powerful influence upon the community, and it seems to me a good and proper thing to include them in our prayers."

The conversation with the Archbishop took place at Bishopscourt. It was quite a happy chat, the charming manner of a scholarly man blending with a strong personality which invited confidence. It was evident that in him pressmen have a good friend. He appears to understand some of their special difficulties and temptations, and he believes in their power for good.

I came away from Bishopscourt feeling that my job had been an unusually pleasant one—made easier by having a man's man to deal with.

—G. H. W. in the Australian Journalist.

hereabouts." And all this from a committee who had sent out a wail for a chap "who can deliver the goods."

During that pow-wow Griggs saw the light. The reason why there had been no Democrat elected governor of that state in 35 years was because the leaders of the party were just a wee bit behind the times. They were obsessed with the view the candidate who introduced fireworks was due for a spill and couldn't eliminate this opinion from their thought tanks.

After quietly establishing headquarters, getting out literature and putting on an adequate mailing force, Griggs and his precedent-handicapped candidate set forth upon a stumping tour that was to cover nearly every city and town in that state. County Commissioner Lamb drove their car. Mrs. Jones, wife of "the Governor," as Griggs was already calling the candi-

"Towers" or motormen in the days before trolley companies were forced to equip all streetcars with vestibules and running a trolley in the winter season was no cinch. Mrs. Jones' "going along" didn't last. There was a stiff breeze out of the north and before 20 miles had been covered, during which Griggs, seated directly behind her, had been on the receiving end for hair adornments, including hat, combs, a hairpin or two or three or four, and even a "switch," the good lady lost her enthusiasm for campaigning and deserted the party, returning home by train.

It was six that night when the party reached its destination. Then it was discovered that despite the fact that the entire town had been placarded at Jones' expense, announcing a rally at the opera house for that evening, no one was on hand to welcome the candidate. While

ventured the suggestion it would be worth while if the latter, on meeting stragglers or occupants of vehicles, permitted the sunshine of his smile to light upon all such or at least accorded them a wave of the hand.

"Not by a jugful," was the rejoinder. "People up here don't know me from Adam. If I did that they would think I was plumb daffy."

"Here's your chance right now," urged Griggs, catching sight of some ten or twelve shovelers working on the state highway some distance ahead. "When we sweep by just give 'em a wave. If they don't respond, then I miss my guess."

"Not by a durned sight," said the obstinate one. And so it remained as driver Lamb sent the car forward, the workers dropping back to the side of the road in order to permit passage of the automobile. These men gave the occupants of that car the "once over" and prepared to resume their labors. What followed gave Griggs intense satisfaction. No sooner had the car swept by than those shovelers caught sight of the "Jones-for-Governor" banner. As it sped along, a salvo of "Hurrahs" rang out.

"Up and at 'em, Governor. Wave your lid," ordered Griggs. "Up, man, up! Those cheers are for you. Ding-ding if they didn't recognize you."

Astonished, yet delighted, his face suffused with smiles, Jones sprang to his feet and waved again and again to the fast-receding figures in the roadway, receiving more cheers in return.

"How in thunder did they know it was me?" he queried. "I could never have believed it."

The sensation of the day at Essex was the arrival of "Governor" Jones. The reception accorded him was as spontaneous as it was unexpected. When the Jones car rolled up to the hotel, people poured forth from residences, general store, postoffice and the piano sounding board factory to take it all in. Children were held aloft to see "the great man." Cheer upon cheer resounded. Folks from a distance arrived on the hotfoot. The campaign auto was surrounded. "Speech! Speech!" was the cry.

Jones, startled by the warmth of his reception, turned to Griggs: "I can't speak just now. Tell 'em so."

He had in mind the fact he had but one speech in his system and was depending upon that for the rally of that night. Consequently Griggs did the honors. Calling for a hearing, he said:

"Governor Jones, as we already call him, has ridden 85 miles today. He is quite fatigued and begs to be excused from addressing you at this time. There will be opportunity to hear him at the big rally, set for this evening. Meanwhile he will be glad to meet you personally and shake your hand."

Griggs was off that car before Jones could enter objection. He lined up that throng. Then he learned something new about his candidate. If Jones was noorator he certainly was a good mixer. He could talk with these folks about what interested them most—crops, timber, road-building— even piano - sounding - board manufacturing, the chief industry of that community. When someone shoved little Johnnie out of the way with the order: "Get back there; this isn't for little boys," the "governor" dug into the crowd, emerged with Johnnie and proceeded to shake hands with the little chap before all that assemblage. He got additional cheers for doing it, too.

And Griggs, standing off and enjoying it all, realized that little Johnnie would speed away home to tell ma all about how nicely the big man treated him and, as sure as shooting, ma would see to it that pa—no matter what his party affiliations might be—came to the front with a vote for John David Jones when election day arrived.

When a perspiring candidate for high office finally managed to gain the shelter of that hotel (the doors being clapped shut behind him to keep out late arrivals) he drew forth a whopper of a handkerchief, mopped his brow and faced Griggs.

"Great, glorious," he exclaimed. "I had the time of my life. Give me more such receptions and I'll be elected. Never saw the like of it; every soul in the whole

town must be out yonder in the square."

Driver Lamb, duly impressed, had been taking it all in from his place of vantage. Now, with the surprise reception terminated, he swung his car around and headed for the hotel garage. Griggs swung an arm over the governor's shoulder, hurried him to a window that looked out upon where the crowd was breaking up and with his free hand pointed out the sign-bedecked automobile.

"There's what did it," he said. "You owe all this to that sign. Now, what do you say? Do you want me to take that sign off that car?"

"Take it off!" thundered the enlightened campaigner. "Not by a jugful. That sign stays put. Precedent be blown. We'll carry that sign right into the capital and have a reception right under the windows of Republican state headquarters. We're going to smash precedent to flinders and win. You've won me over. You can go as far as you like."

The remainder of the campaign was given over as far as possible to receptions

With the completion of the tour, the party headed for Jones' home city, arriving on the eve of election day just as night shut in. People were pouring into town in all manner of vehicles. Before reaching the hotel where members of the Democratic city committee were awaiting them, posters, displayed prominently, made known to them the cause of the influx. These read:

New Opera House Tonight
Grand Reception to our fellow citizen
HON. JOHN DAVID JONES
Candidate for Governor,
Governor Amen, of South Carolina,
famous orator of Dixie.
Will attend and discuss national issues.
Come One
Come All

Upon entering the hotel, Lee Hingston, chairman of the city committee, showing signs of perturbation, drew Griggs into a side room, occupied by a Mr. McArthur, whom Hingston introduced as "our leading shoe manufacturer, employing four hundred hands."

Hingston then went into details regarding the problem he had on his mind. "I

or two on the side from Hingston caused the druggist to lead his callers into a room, located behind the prescription desk. There the hospitable host seated his distinguished guest in a chair that appeared to have been designed for the likes of William H. Taft (as he was then) and lost no time in producing a one gallon brown bottle.

Druggist Rafferty pledged "Governor Amen of South Carolina." Governor Amen of South Carolina pledged Druggist Rafferty. All-in-all, Governor Amen pledged Druggist Rafferty five times. The "two hooker" period had been entered upon, gone through with and reinforced.

When leave-taking time arrived, there emerged from that drug store, resplendent in Prince Albert and Bryan hat, not Griggs, reporter, but Amen, governor. The mental transformation, the only requisite Griggs lacked to make the ruse complete, had been accomplished in Rafferty's back room. In his own mind at least, he was "the real thing."

Bands blared; red fire glowed. "Governor Amen," occupant of a wire-wheeled auto, accompanied by Chairman Hingston and Mr. McArthur, arose in order that he might doff his Bryan lid and bow right and left in response to the thunderous plaudits of the throngs as the procession got under way. For every cheer John David Jones, riding far ahead (through design on the part of Hingston to keep him in ignorance of what was going on), Griggs, in the role of Amen, got ten.

Admiral Dewey, home from the taking of Manila, never evoked more enthusiasm than a "five-hooker" equipped reporter won that night.

With the opera house reached, the phony Amen was put under lock and key in a little side room off the lobby, while Jones, a bit testy over the sequestration, having had no opportunity (because certain gentlemen saw to it it was not given him) to prevent his respects to the distinguished Southerner, was finally appeased through being told Amen had requested he remain undisturbed until such time as he was called upon to appear, being engaged in preparing some notations, as it was his practice to speak extemporaneously.

The meeting got under way with Jones being escorted to a chair on the platform. Behind him, amid the decorations, stood out the seal of his home state. Three chairs away stood another chair, surmounted by the state seal of South Carolina and reserved for "the man of the hour."

Events moved swiftly. John D. Jones gave the home folks the sigh-encumbered speech he had used all through the campaign. The band broke into "Hail to the Chief." Chairman Hingston broke in upon Griggs, finding him still obsessed with the idea he was chief executive of that far-off Southern state. Two minutes later, Hingston swung into view with the orator of the evening and a phony governor of South Carolina was gazing forth upon an audience of 1,500 persons that packed auditorium and gallery and overflowed into the approaches.

Instead of appalling him, Griggs, with the "hookers" playing the part he had meant them to play, gathered additional assurance. The first thing Hon. John David Jones knew someone who appeared to be the double of his campaign manager—a dignified figure in a P. A. coat—had gripped his hand and then stood forth that he might bow and bow and bow in response to the cheers and handclapping and handkerchief waving as that assemblage arose out of respect for the great man, who had come all the way from the land where the cotton blossoms blow to address them. There were no further delays. Hingston lost no time in introducing "Governor Amen of South Carolina." It came none too soon, either, for Candidate Jones was giving the P. A. clad figure minute "What-the-devil-does-this-mean?" inspection that boded exposure.

That night Griggs, the "hooker"-inspired Griggs, stood up there like a great

(Continued on page 32)

WHAT DO YOU KNOW ABOUT OLIVES?

DID you know that those big Queen olives were grown only near Seville, Spain, and that there isn't an edible olive of this year's or last year's crop to be had for any money? Newspaper advertising here moved the entire production into American homes this year and cleaned up the hold-over from the previous season. The story will be told by Hammond Edward Franklin in **EDITOR & PUBLISHER** for September 16.

There are others coming, every one of them with a story interestingly told. Watch for them in

EDITOR & PUBLISHER

EVERY WEEK

like the one described rather than to rallies like the one described. John Quinn, of New York, partner of George Gordon Battle, came over from the metropolis to tell the people of that state something about the Democratic national platform, for a presidential campaign was under way also. Quinn, on meeting Griggs, informed him he had a son on the staff of the New York Sun.

A joint rally followed. The New Yorker, a typical platform spellbinder, delighted his audiences. Jones promptly invited him to become a member of his party. Griggs saw to it Quinn was got rid of at the earliest opportunity. When Griggs informed the candidate he must cut loose from Quinn, the candidate acquired a peeve.

"Why," he declared, "this chap is a wonder—best talker I ever listened to. The people are completely carried away."

This was indeed the truth. As an illustration of how Quinn's audiences were carried away, Griggs recalls he was so good that at the close of that first and only joint rally, the audience was so wrapped up in what he had said that, despite the fact it had been raining when the rally started and was still raining when it ended, many departed, forgetting their umbrellas under the spell of his spellbinding. At least Griggs picked up seven and turned them over to the janitor against the owners calling for them. Whereupon the janitor, astonished that seven persons, let alone anyone in his town should go away and leave an umbrella behind, declared never in the course of his janitorship had the like transpired, and flitting from Griggs' side soon reappeared with several additional forgotten "tents" to add to the collection the newspaper men had given into his charge.

So, even now, Griggs holds the view that if John Quinn's son is as good a newspaper man as his father is platform speaker, he must be a topnotcher in his profession.

"What objection have you to Quinn touring the state with us?" Jones asked Griggs when the matter came up.

"Because," replied Griggs, "we're beaten if we take him along. He's such a hit, so good in fact, that people neither care to see nor hear you after seeing and hearing him. We've got to get rid of him."

That's why John Quinn, New York platform wonder, awoke the next morning to find that the invitation to continue with the Jones campaigners was not reiterated.

am in the devil's own mess," he said. "McArthur and I have brought you in here to see what can be done. We have the entire county posted to the effect Governor Amen of South Carolina is to speak here tonight. The sad part of it we have called up state headquarters at the capital and been informed Amen even isn't in New England, despite the fact we originally had their word he would be here.

"If we don't dig up a Governor Amen of South Carolina tonight and satisfy this outpouring of humanity, Jones is going to be licked to a frazzle in his home city tomorrow. The people will think we put one over on them just to draw a crowd. They haven't turned out like this in this county just to see Jones. They can see him any old time. What they are after is a squint at Amen and we got to see to it they get it."

"It's a mighty bad situation," Griggs rejoined, "but why pick on me?" "You can do what we now plead with you to do. McArthur and I have mulled this over and there's just one thing can save us. No one up in this neck of the woods knows you. What can you do? Why, man, you've got to be Governor Amen of South Carolina."

The proposition almost bowled its recipient over. Consideration convinced him Hingston was right.

"I'll do it," he replied, "if you'll do two things for me."

"What are they?" "Get me a Prince Albert coat and two big hookers of booze."

They not only supplied the Prince Albert but also decked Griggs out in a wide-spreading William Jennings Bryan fedora. Then surreptitiously, they whisked him into the first wire-wheeled auto Griggs had ever ridden in and put him down in Rafferty's drugstore in Main street.

Rafferty, short, rotund, white haired, emerged from behind the prescription desk. McArthur did the honors.

"Mr. Rafferty," he began, "we want you to meet Governor Amen of South Carolina. Governor, here's a dyed-in-the-wool Democrat if there ever was one. I doubt if your Solid South can boast of a better."

The druggist beamed upon "Governor Amen" and gave him the heartiest hand-clasp ever a fake governor got. It was a great event in the life of Rafferty and he rose to the occasion. Despite the fact it was supposed to be a dry town, a word

RATIO OF ADVERTISING TO TOTAL SPACE DROPS STEADILY IN NEW YORK

Newspapers Added 20 Pages for Every Page of Advertising Lost This Year as Compared With First Seven Months' Record of Year of 1920

IF record consumption of newsprint is the aim of the New York City newspapers, they are likely to achieve it this year. Never, not even in the boom advertising period of 1920 were the daily and Sunday issues so bulky as they have been since January 1, 1922. Loose news schedules have been discussed wherever publishers have gathered in recent weeks, the American Newspaper Publishers Association directors have urged reduction of paper consumption by at least ten per cent and advise the elimination of all waste in newspaper production. The topic is warm, but its interest has been purely academic in New York, where competition in number of pages appear to be the chief business of publishers.

Here is the record, based on statistics which EDITOR & PUBLISHER has printed from month to month. They have been thoroughly analyzed and put on a new, and, for present purposes, a more intelligible basis, than in former printing. They show that:

New York City newspapers printed 40,761.41 pages of advertising in the first seven months of 1922.

They printed 41,427.22 pages of advertising in the same period of 1920.

The loss of advertising for that period in those years is 665.81 pages, of 1.6 per cent of the 1920 total.

These same papers in the first seven months of 1922 printed a total of 93,992 pages.

In the first seven months of 1920 they printed 80,709 pages.

The gain in total pages was 13,283 pages, or an increase of 16 per cent over the 1920 amount.

There it is in a sentence—advertising

dropped 1.6 per cent, but for every page of advertising that was lost, 20 pages of text were added during the seven months.

It is also shown that in the first seven months of 1920, the average proportion of advertising to text was 51.3—a little better than the fifty-fifty basis that was the old loosely-kept standard.

In the first seven months of this year the proportion had dropped to 43.3.

Both of these proportions are high for many of the papers listed, the average being brought up by newspapers which maintain their advertising at 50 per cent or more of their total space. Even these papers, however, with their present sane margins, are printing less advertising in ratio to their total pages than they did last year or two years ago.

Last year's statistics for the same period are also given, even though the advertising volume was considerably less

than in 1920 or this year. They point to the spot where the present tendency toward papers overweighted with news and features originated—the spur of competition in maintaining a "front" in the size of the papers, when the support of advertising was lacking. Statements that the newspapers were overbalanced with advertising in the 1920 boom and that a relaxation had to be made if they were to hold their readers are not borne out by the three-year comparison.

Sunday advertising and space, for which a separate analysis is made covering the seven months in the three years, shows about the same proportionate decline in ratio of advertising to total pages and larger increases in the number of pages. In most instances, the Sunday papers are more loosely constructed than the week-day issues.

August statistics for the three years are also presented, without the Sunday analysis, as separate Sunday figures for August, 1922, are not yet available. The month is one in which advertising is normally at its low point of the year. It is also a month in which demands on news space are unusually heavy in New York papers, so that its figures do not have the weight in this comparison that the seven-months' totals carry.

On the other hand, August followed a month or six weeks of warning by EDITOR & PUBLISHER and other authorities and organizations in touch with conditions that consumption of paper must be reduced at once if high contract prices were not to prevail in 1923 and in the Fall of 1922.

It is interesting to note, in the face of all these factors, that the total pages in August showed an increase of 16 per cent over August, 1921, and 17 per cent over August, 1920; that advertising for the month maintains about the same, or a slightly smaller, loss against the month in 1920 and that the proportion of advertising to total pages was 38.7 per cent this year, against 44.3 per cent in 1920. As was to be expected, the papers were more loosely constructed in August than in the average of the seven preceding months.

NORTHCLIFFE'S SECOND WILL VALID

Rothmere Will Acquire All Newspapers—Lady Northcliffe Executrix

A complete settlement of the dispute over the estate of Lord Northcliffe has been effected according to cables from London dated September 7. The second will which appoints Lady Northcliffe sole executrix will stand, as it has developed that there is no question as to its validity. The total of the Northcliffe estate, it is believed, will reach £5,000,000.

Lady Northcliffe will cease her connections with the management and control of the newspapers included in the estate. It is assumed that Lord Rothmere will acquire his brother's interest in these properties.

Oregon Editor Disappears

Jean Kirkpatrick, publisher of the Pilot Rock (Ore.) Record, has been missing since August 15, and members of his family and friends are seeking some trace of him. He is said to have been in financial straits.

ADVERTISING AND TOTAL PAGES, JAN.-JULY, 1922, 1921, 1920

Name of Paper	Total Pages, Jan.-July, 12-20 Sunday Only			Total Pages of Advertising Sunday Only			Per Cent. Sunday Adv. to Total Pages		
	1922	1921	1920	1922	1921	1920	1922	1921	1920
American	3,494	3,006	2,724	1,701.17	1,635.20	1,517.00	48.7	54.3	55.6
Brooklyn Eagle	2,760	2,464	2,393	1,332.03	1,239.87	1,253.44	48.2	50.3	52.3
Brooklyn Times	848	640	248*	182.32	160.01	98.16	21.5	25.0	39.5
Telegram	680	636	610	236.28	226.66	243.03	34.7	35.6	39.8
Herald	3,078	2,736	2,568	1,189.11	1,275.01	1,266.18	38.6	45.8	49.3
Daily News†	1,480	552*	233.85	82.32*	15.8	15.0
B'klyn Standard Union	1,402	1,416	1,528	445.85	415.70	543.18	31.8	29.3	35.5
Times	3,948	3,566	3,524	2,295.49	2,115.49	2,310.40	58.1	59.3	65.5
Tribune	2,490	2,418	2,414	812.80	866.71	920.14	32.6	35.8	38.1
World	3,546	3,020	3,162	1,910.26	1,718.61	1,932.74	53.8	56.9	61.1
Totals	23,726	20,454	19,171	10,339.16	9,735.58	10,084.27	43.5	47.6	52.6

ADVERTISING AND TOTAL SPACE, NEW YORK NEWSPAPERS, JAN.-JULY, 1922, 1921, 1920

Name of Paper	Total Pages Jan. 1-July 31, 1922, '21, '20			Increase or Decrease 1922 vs. 1921, 1920		Agate Lines Per Page	Pages of Advertising Jan.-July, '22, '21, '20			Percentage of Advertising to Total Pages				
	1922	1921	1920	Pages	%		1922	1921	1920	1922	1921	1920		
American	8,038	6,450	6,136	1,588	.24	1,902	.31	2,212	2,924.65	2,718.77	2,978.30	36.3	42.1	48.5
Brooklyn Eagle	7,826	6,900	6,869	848	.12	957	.13	2,180	4,086.70	3,599.79	3,652.82	52.2	51.6	53.2
Brooklyn Times	3,630	2,708	2,000†	922	.34	2,380	842.20	792.79	622.45†	23.2	29.2	31.1†
*Commercial	2,758	2,638	2,506	120	.04	252	.10	2,352	670.19	776.64	874.88	24.3	29.4	34.8
*Journal	6,148	4,652	4,192	1,496	.32	1,956	.46	2,240	2,943.43	2,786.96	2,489.36	47.8	59.9	59.4
*Mail	3,428	3,210	3,100	218	.06	328	.10	2,400	1,412.57	1,496.75	1,568.92	41.2	46.6	50.6
*Post	3,494	3,888	4,010	394†	.10†	516†	.12†	2,352	975.25	1,501.23	1,351.94	27.9	38.6	33.7
*Sun	4,436	3,786	3,756	650	.17	680	.18	2,380	2,293.64	2,255.46	2,174.14	51.7	59.5	57.9
Telegram	4,052	3,896	4,284	156	.04	232†	.05†	2,352	1,697.99	1,650.35	2,052.09	41.9	42.3	47.9
*World	4,490	4,064	4,080	426	.10	410	.10	2,240	2,248.44	2,299.47	2,503.37	50.0	56.5	61.3
*Globe	3,640	3,286	3,516	354	.10	124	.03	2,394	1,717.49	1,669.67	2,035.67	47.1	50.8	57.9
Herald	7,172	6,490	6,948	682	.10	224	.03	2,380	2,860.81	2,992.67	3,228.16	39.8	46.1	46.4
Daily News‡	5,912	4,318	1,644§	1,504	.35	1,015	1,838.26	1,280.45	412.45	31.0	38.4	25.0
Brooklyn Standard Union	4,598	4,292	4,568	306	.07	30	.007	2,380	1,843.75	1,650.85	2,119.01	40.0	38.4	46.3
Times	9,976	8,948	9,150	1,028	.11	826	.09	2,352	5,844.88	5,285.02	5,917.96	58.5	49.0	64.6
Tribune	6,298	6,046	6,068	252	.04	230	.04	2,360	2,277.23	2,333.69	2,507.31	36.1	38.6	41.3
World	8,096	6,934	7,883¶	1,162	.16	214	.03	2,240	4,283.93	4,165.62	4,938.39	52.9	59.9	62.6
Totals	93,992	82,504	80,709	11,488	.14	13,283	.16	40,761.41	39,256.18	41,427.22	43.3	47.5	51.3

*No Sunday edition. †March 1 to July 1, only. ‡Tabloid. §Decrease. ¶May 1 to July 1, only. Roman—Morning papers. Italic—Evening papers.

ADVERTISING AND TOTAL SPACE, NEW YORK NEWSPAPERS, JAN.-JULY, 1922, 1921, 1920

Name of Paper	Total Pages Aug., 1922, '21, '20			Increase or Decrease Aug., '22, Over '21 and '20		Agate Lines Per Page	Pages of Advertising Aug. 1922, '21, '20			Percentage of Advertising to Total Pages				
	1922	1921	1920	Pages	%		1922	1921	1920	1922	1921	1920		
American	1,054	818	744	236	.29	310	.41	2,212	352.54	308.00	328.11	33.5	37.6	44.1
Brooklyn Eagle	1,006	884	888	122	.14	118	.13	2,180	486.94	429.17	448.34	48.4	48.5	50.4
Brooklyn Times	500	396	362	104	.26	138	.37	2,380	105.11	120.97	119.03	21.0	30.5	32.8
*Commercial	390	380	348	10	.02	42	.12	2,352	87.86	93.21	116.29	22.5	23.0	33.4
*Journal	790	572	460	218	.28	330	.71	2,240	310.77	277.37	231.83	39.3	48.5	50.4
*Mail	418	428	380	10†	.02†	38	.10	2,400	143.39	155.79	165.71	34.3	36.4	43.5
*Post	464	518	542	54‡	.10‡	78‡	.14‡	2,352	96.22	159.02	131.30	20.7	30.7	24.2
*Sun	588	472	468	116	.24	120	.26	2,380	248.73	201.85	229.62	42.3	42.7	49.0
Telegram	526	492	526	34	.07	2,352	211.48	196.06	218.69	40.2	39.8	41.5
*World	626	488	490	138	.28	136	.28	2,320	222.39	227.39	248.53	35.5	46.6	50.7
*Globe	444	432	400	12	.03	44	.11	2,394	179.88	188.41	180.47	40.5	43.6	45.1
Herald	926	804	810	122	.15	116	.14	2,380	331.67	315.07	365.37	35.8	39.2	45.1
Daily News§	824	696	468*	128	.18	356*	.76*	1,015	219.98	186.51	121.39	26.7	27.7	25.9
Brooklyn Standard Union	608	562	606	46	.08	2	2,380	229.67	208.01	265.56	37.7	37.0	43.6
Times	1,316	1,106	1,210	210	.19	106	.08	2,352	688.73	576.69	707.92	52.3	52.1	58.5
Tribune	838	756	800	82	.11	38	.04	2,360	250.72	235.10	279.82	29.9	31.0	34.8
World	1,122	850	1,074	272	.32	48	.04	2,240	582.99	431.23	612.81	51.9	50.7	57.0
Totals	12,410	10,654	10,576	1,756	.16	1,843	.17	4,709.47	4,309.85	4,770.79	38.7	40.4	44.3

*No Sunday edition. †Tabloid. ‡Decrease. Roman—Morning papers. Italic—Evening papers.

BANK FOLLOWED SCHEDULE IN ITS ADS AND ITS DEPOSITS KEPT PACE

Thrift and Its Savings Department Themes of Most Copy of Allentown Institution, Which Runs Twice a Week in Two Papers—Large Copy Every Now and Then an Essential

By HAMMOND EDWARD FRANKLIN

EDITORIAL NOTE—This is the eighth of a series of articles by Mr. Franklin on important phases of creating sales through newspaper advertising, based on studies of methods and results of current successful local, sectional and national users of newspaper advertising. Readers of **EDITOR & PUBLISHER** who know the facts behind noteworthy efforts are invited to send them to Mr. Franklin, care of **EDITOR & PUBLISHER**. Suggestions and comments are invited. The next article of the series will appear in an early issue. Look for it.

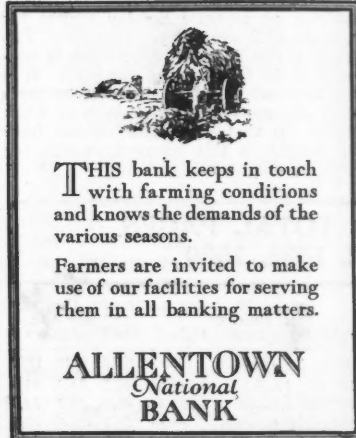
WHAT can a bank do advertisingly? And what can sustained newspaper advertising do for a bank?

National banks, savings banks, trust companies and co-operative banks more and more in recent years have been swinging into line as regular advertisers. This has been due to educational work by their own associations, to work by advertising and newspaper men and to the introduction of executives into the banking business who have been progressive in spirit.

Although there are still too many financial institutions which maintain a cool and clammy aloofness from advertising contact with the public which furnishes the life-blood and makes their very existence possible, those in charge of such banks now are apt to be regarded as "fossils" and "gray-beards" of another generation even by fellow members of the financial world.

Banks have a service to sell. Why shouldn't they use newspaper space as well as any mercantile institution? The economic worth of newspaper advertising

tions. Although the sale of savings accounts, safe deposit boxes, travelers' cheques, checking accounts, credit facilities and so on, always will be of much



This piece of bank copy brings out the desire of the institution to serve farmers

importance in bank advertising each bank has two larger concerns—to sell the idea of thrift and to enhance its own prestige and general standing.

The Allentown (Pa.) National Bank was established in 1855. It is located at the seat of Lehigh County, which takes in a section both agricultural and industrial. The silk industry in particular has a conspicuous place in the business of the county. The bank has a capital of \$1,000,000. Reuben J. Butz is president, Dr. C. D. Schaeffer is vice-president, Frank M. Cressman cashier and Charles S. Dilcher assistant cashier.

Until 1919, like many other banks, the Allentown institution had not used advertising with any great regularity. Its announcement had appeared in programs and it had dabbled once in a while in newspaper space, but the same persistency which it recognized as a sound principle in saving by depositors had not been applied to its advertising as a fixed policy.

"While the period in which we have used newspaper advertising regularly dates back only to that time," Charles Graham, advertising manager, informed **EDITOR & PUBLISHER**, "we feel we have made good progress. How much of this is due directly to printed advertising is rather difficult to say. But our gain in savings deposits would seem to indicate that the advertising has helped, for we concentrate on savings department copy.

"We allow one-tenth of one per cent of total deposits for advertising purposes. This covers newspaper, direct-by-mail and a small amount of out-door advertising. Percentages average about as follows: Outdoor, 15 per cent; direct-by-mail, 25 per cent, and newspapers, 60 per cent.

"Space is used in two newspapers and we advertise twice a week. No advertisement is used more than one time. In our opinion, bank advertising, to be effective, must 'say it' with human interest illustrations and copy. Terse, reason-why copy is the best. We approve the policy of giving particular attention to the quality of advertising a bank uses."

That the Allentown bank follows its own precept is indicated by the fact that it does not bother with stock cuts or "leave the set-up to the compositor." Each piece of copy used is planned with

great care. Each is drawn especially for the bank. The result is an individuality and an expression of the spirit the bank seeks to stand for in its community which would be otherwise impossible.

A recent piece of copy which created considerable interest is an example of this. This copy occupied space 10 inches deep by three columns wide. It showed a massive castle, with a huge dragon approaching it and, in powerful letters, the single word "Strength."

Below, the hand-lettered copy carried the impression further:

"Years ago a man depended on his castle for security and protection. This bank is a modern stronghold in which to safeguard your money, your valuables and your credit."

The name of the bank, as in all of its advertising, was hand-lettered distinctively at the bottom.

This advertisement sold with peculiar effectiveness one of the two chief "big ideas" this and other similar institutions desire to get over—worthiness of public confidence.

The other "big idea"—thrift—is sold in copy the same size, showing a young man outside a paying teller's window, gazing at his bank book. The copy says: "This bank offers the young man the opportunity to start small and grow big. We invite him to begin with this business bank whose facilities are broad and adequate." Below, a drawing of the exterior of the bank is reproduced and at the left a paragraph explains, "Interest-paying accounts may be opened with \$1, \$5, \$10 or more. Both personal and com-

mercial checking accounts are available." Smaller copy, two columns by five inches, used part of the time, dwells particularly on the thrift idea.

One advertisement, showing a pay envelope and the slogan, "Save when the money comes in," asks in the heading, "What is YOUR method of saving?":

"Depositors who are most successful in their method of saving are those who come to the bank when they get their pay envelopes or salary checks. Regularity is what counts in saving. Save when you get your pay."

Another, with an illustration of an automobile moving over a mountain highway, suggests:

"When you travel, don't carry cash. We can supply travel cheques—easily cashed anywhere. Can be replaced if lost or stolen."

Another, with a picture of a workman with "long green" in his hand, says:

"Changing conditions have shown workers the wisdom of having money in the bank. Make today's job count by depositing a part of your wages with us at compound interest."

A boy "listening in" on a radio set in another advertisement receives this message attuned to his own and his dad's ears:

"Train your boy to save wisely and spend economically. Boys who save in a bank account know the value of money. They realize that the things they want are attained through thrift. Has your boy a bank account?"

Another piece of copy brings out the

(Continued on page 33)



Interest paying accounts may be opened with \$1, \$5, \$10 or more. Both personal and commercial checking accounts are available.

THIS bank offers the young man the opportunity to start small and grow big.

We invite him to begin with this business bank whose facilities are broad and adequate.



ALLENTOWN
National
BANK

An example of ten-inch, three-column copy, which is selling the "big idea"—thrift.

for an institution which, clearly, desires to place certain ideas in the minds of a localized audience is so evident that the only wonder is more bankers did not appreciate the logic of its use sooner.

From the point of view of the newspaper and agency, the bank is a desirable advertiser. Its advertising is of a high-grade nature, it is certain to be paid for exactly when due and bank executives are a most desirable class of men in the business community to have an intimate contact with.

There has been some co-operative bank advertising, such as that conducted by the savings bank of the state of New Hampshire under the Hon. J. O. Lyford, chairman of the state bank commissioners. Massachusetts savings banks recently voted to do likewise. New York savings banks have carried on some co-operative educational work. There have been cases where the banks within a city have joined together to sell thrift.

But most bank advertising will continue to be confined to individual institu-

Strength

Years ago a man depended on his castle for security and protection. This bank is a modern stronghold in which to safeguard your money your valuables and your credit.

ALLENTOWN
National
BANK

This advertisement sold with peculiar effectiveness two of the chief "big ideas" all financial institutions desire to "get over"—worthiness of public service and confidence.

THEY ARE ALL IN THE DAY'S NEWS

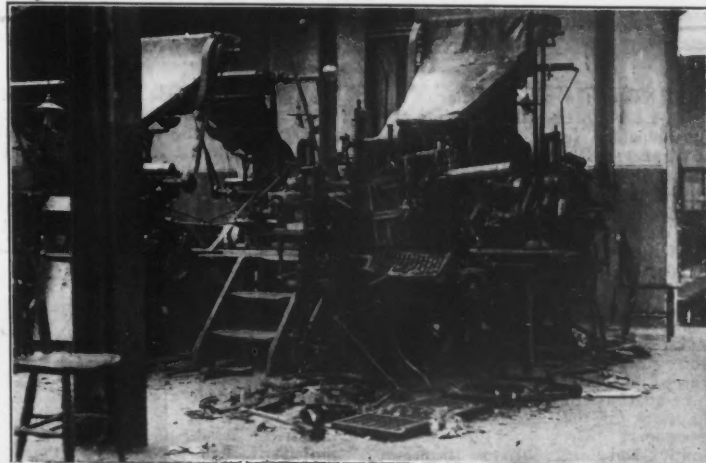


Photo by P. & A.

There is plenty of excitement in the newspaper business over in fair old Ireland these days. For instance, take a glance at the appearance of the composing room of the Cork Examiner taken immediately after the recent disturbances in that city.



Photo by P. & A.

A great many men have dug up good excuses for going to Europe this summer but Gene Huse, editor and publisher of the Norfolk (Neb.) Daily News, has a real one. His newspaper has a larger circulation than the total population of his town.

"Faker." How often have you heard that charge hurled at newspaper men? But who ever proved it? You are right, nobody. Now look how John Sundine, of the Moline (Ill.) Daily Dispatch, went and spilled everything on a recent trip to the Bitter Root Valley, Montana. Certainly it is his own hat—the "bear" must have gone to his head.



You can believe it or not but Ike Allen says that the only bluff at this game was in the hottles—at least, we think he said it. This is what happens every time Lew Dockatader (left), minstrel man, and C. M. Jackson (right), columnist of the San Francisco Bulletin, meet. It started in Omaha in 1888 in Jack Wood's back room.



There are some people who don't believe newspaper reporters ever work but you can't tell that to Judge E. A. Hiatt, of Ohio. As a matter of fact, he fined Jay B. Rees (right), Dayton Daily News reporter, \$25 and costs for working on Sunday and in celebration of the event the picture of Daniel Webster went crashing to the floor in the court room at Piqua when the sentence was pronounced. Confidentially it is stated in highest authority that Rees was the only man who violated the Blue-Laws of that staid town during the day.



Photo by P. & A.

Brides are privileged persons. That is probably the reason this one (below) took the liberty of almost pushing her new uncle out of this picture. The man referred to in the center is Adolph S. Ochs, publisher of the New York Times. Left are the bride's parents, Mr. and Mrs. Walter W. Stettheimer; right, lucky man's parents, Harry C. Adler, owner of the Chattanooga (Tenn.) Times, and Mrs. Adler; center, certainly Maj. Julius Ochs Adler, of the New York Times, and the former Miss Barbara Stettheimer. Place, the Stettheimer country home near San Francisco.

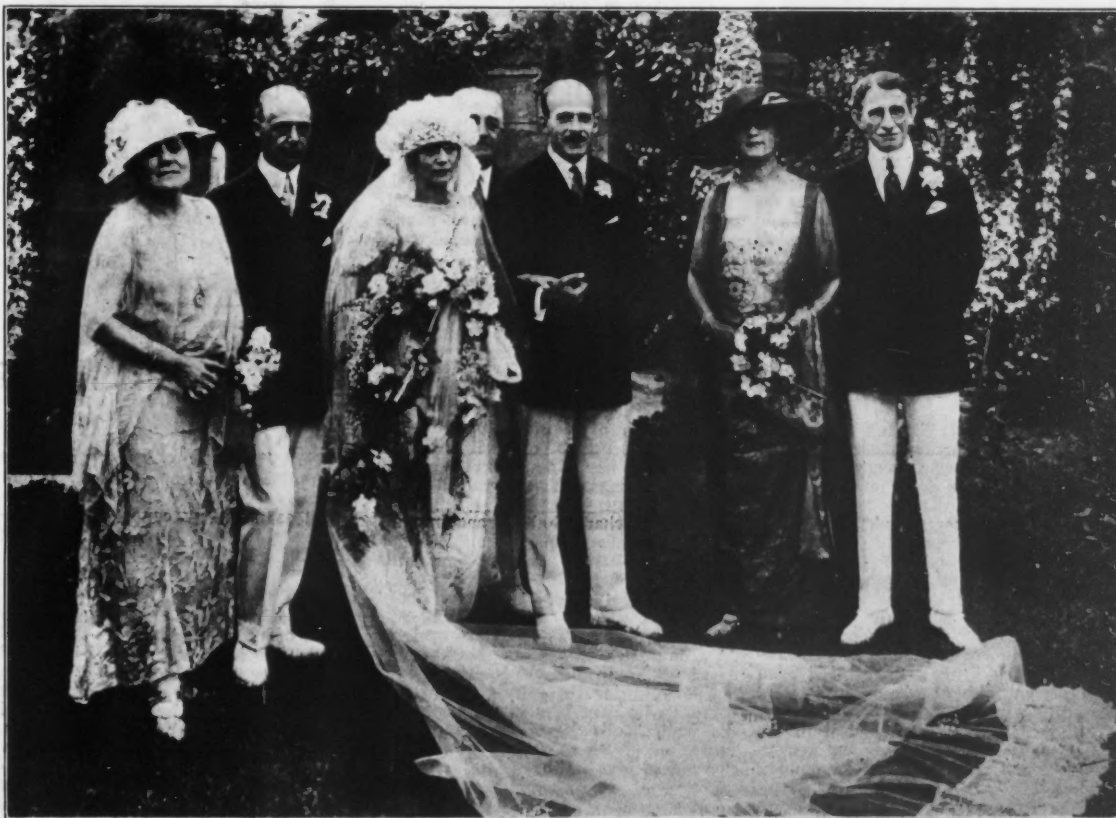


Photo by World Wide.

FAIRBANKS HEIRS NOW SOLE OWNERS OF INDIANAPOLIS NEWS

Delavan Smith Left Rest of \$2,000,000 Estate to Indianapolis Foundation, Charities and Employes—Brown Continues in Charge—Hodges Made Managing Editor

FILING of the will of Delavan Smith of Lake Forest, Ill., publisher of the Indianapolis News, on September 1 at Waukegan, Ill., disclosed that Mr. Smith had arranged that on his death his quarter ownership of the News should pass to the heirs of Charles R. Fairbanks, his cousin, who since 1918 have owned three-quarters of the stock of the newspaper. Mr. Smith had no other heirs.



HILTON U. BROWN

Richard Smith, managing editor of the News since 1903 and life-long chum and business associate, was left an annuity. The latter died September 3. The Indianapolis Foundation is the chief beneficiary. It will get approximately \$1,000,000 of the estimated \$2,000,000 estate of Mr. Smith.

Bequests of \$1,000 to \$2,000 to seventeen members of the staff of the News and \$500 to every other member of the staff who has been employed by the News for twenty years, and smaller amounts to all other employes of the newspaper were provided for by Mr. Smith, who was also one of the principal owners of the Oliver Typewriter Company. He died August 25.

Mr. Smith bequeathed \$100,000 to the Methodist Episcopal Hospital in Indianapolis, \$150,000 to the Indiana Historical Society, and \$100,000 to the Lake Forest Hospital Association.

Hilton U. Brown, general manager of the News, informs EDITOR & PUBLISHER'S representative that there will be no change in unity of management of the News because of the death of Delavan Smith and Richard Smith, its managing editor, and that the paper is not for sale.

Curtis A. Hodges, who has been in charge of the editorial department of the News during Richard Smith's illness, has been appointed managing editor. Mr. Hodges has been with the News sixteen years, coming from the Indianapolis Star. Previously he was on the Terre Haute Star, edited the Normal Advance at the Indiana State Normal College and taught school. Mr. Hodges is 43 years old.

Warren C. Fairbanks, representing the Fairbanks heirs, in a statement at the masthead of the News Tuesday said the owners considered it "due the public to state that the regrettable deaths of Delavan Smith and Richard Smith will cause no change in the management, editorial policy and corps of employes of the Indianapolis News. The paper will be continued an independent publication as planned by its founder John H. Holliday and carried on and developed by Delavan Smith."

"Long before the latter's death," the statement says, "arrangements had been made to meet any contingency that might arise including the death of any of the parties in interest. It was provided that the surviving owners should acquire the decedent's interest and thus insure perpetuity of policies and unity of ownership and purpose, no matter what happened. The paper is not for sale and in brief will be operated under the same management and for the same purposes as heretofore—to print the news impartially and to deal as justly as human judgment will permit with all the problems that arise in a newspaper office."

Hilton U. Brown is president of the Indianapolis News Company and general manager and unquestionably in complete control of the property.

The most notable gift in Delavan's will is that to the Indianapolis Founda-

tion, which is made residuary legatee, after specific bequests of approximately \$1,000,000. As the value of Mr. Smith's estate is estimated at a minimum of \$2,000,000, this means that \$1,000,000, or more, will go to the Foundation.

The Indianapolis Foundation, to which the greater part of the estate is bequeathed, without any conditions, is an organization created in January, 1916, to provide a perpetual fund for welfare work in Indianapolis.

Second in size and interest is the bequest made to the Indiana Historical Association of \$150,000 in money, together with Mr. Smith's library at Lake Forest, which is made up largely of Americana. This is a notable collection of books and manuscripts, most of them bearing on American history, accumulated during many years by Delavan Smith's father, William Henry Smith, in his historical research work, and added to by Delavan Smith in the pursuit of similar studies and interests.

It is estimated that this library cost the father and son \$250,000. The item in the will making the bequest to the Indiana Historical Association directs that the money bequest be devoted "to the erection of an assembly room, library stackroom, museum, reading room, etc., the bequest being for the purpose of an endowment for building, operation and purchase of books."

Personal gifts to employes of the News amount to about \$100,000, Mr. Smith feeling that the beneficences helped him establish the value of the newspaper. These bequests include:

\$25,000 to Hilton U. Brown;
\$10,000 to Louis Howland;
\$5,000 to John P. Hornaday;
\$1,000 to William Herschell;
\$2,000 each to Wood L. Wilson, Edward Harding, Clarence Doll, John M. Schmid, Curtis Hodges, Lot Lee and Fremont Frey;

\$1,000 each to Frank Carroll, Charles Clark, Edward White, Adolph Schmuck and Gus Harms;

\$500 "to each of the employes of the Indianapolis News at the time of my death, other than those above named, whose term of service has exceeded twenty years;"

"\$300 to each of such employes, whose term of service has exceeded fifteen years;"

"\$200 to each of such employes whose term of service has exceeded ten years and

"\$100 to each of such employes whose term of service has exceeded five years, as a souvenir of pleasant association."

A separate item of the will sets aside \$100,000 to be held in trust by the Fletcher Savings & Trust Company, one-half of the net income of which is to be paid to Richard Smith, managing editor of the Indianapolis News during his life and one-half to Caroline Smith, his wife, during her life. After their death the principal is to revert to the residuary estate. In addition to the life interest in this fund, direct bequests are made to Mr. and Mrs. Smith of \$1,000 each. (Richard Smith died September 3).

The following lists give the names of persons who have been in the employ of the Indianapolis News more than five years, all of whom receive bequests in the will of Mr. Smith:

Twenty Years or More:

Albert Robinson Tom Fisher
Bert Williams Ray Thompson



CURTIS A. HODGES

Daisy Avery
J. B. Vandaworker
C. F. Greenough
E. A. Woolz
Harry Sullivan
William Johnson
Mark Barrett
J. P. Sullivan
W. H. Blodgett
Arthur Montgomery
Charles E. Jones
M. F. Greene
Norma A. Smith
John Maloney
Charles W. Mann
Henry Robinus
Walter A. Whitney
Chas. E. Tracey
James M. McGhee
William T. Ellis

Fifteen Years to Twenty:
John A. Clark
Bess Caplinger
Carrie W. Meredith
John Rugenstein
Frank Jenkins
V. Snyder
George Schmid
E. A. Snyder
J. B. Timberlake
Omer Farley
F. R. Goodridge
Dean Bonnette
George Anderson
Oscar Hogstrom
James E. Twyman
William E. Lincoln
Paris C. Johns
William A. Greene
William F. Sturm
H. T. Comfort
Ned B. Nelson

Ten to Fifteen Years:
Carry Merrill
Mark Secor
Julia Riley
Grace Doerr
Grace Fislar
Charles Carper
John Lloyd
Urban Pike
Dave Jesse
Ralph Webster
Charles Wall
Jerome Matillo
Ira Giltner
Perry Owens
Varian Parker
W. H. Biddlecomb
Harry A. Voris
E. P. Barry
Frank Bohren
H. C. Morrison
Peter Ankenbrock
John K. Norris
Frank Cooper

Five to Ten Years:
Carl A. Rush
Basil Judkins
Robert Myers
Lemuel Hedgepath
Landers Humphrey
John Olsen
Frank Higinbotham
Nick Marcin
Arthur Davis
Ed Stich
Lawrence Stich
Levi White
Jas R. Branson
Norris Bailey
Walter McCarty
J. S. Hollowell
C. C. Lloyd
H. D. Graham
V. E. Lamb
Louis Vell
Robert Nelson
E. H. Ziegner
Stephen Nowland
Ray Meyers
Roy W. Steele
A. Wamsley
H. G. Barringer
Benjamin L. Espey
S. T. Richards
C. W. Stanley
B. J. Deegan
Thomas E. White
A. J. Nisley
H. A. Martin

New Evening Paper at Lakeland

The Lakeland (Fla.) Advertiser, an evening paper, made its appearance this week. This follows the consolidation of the Morning Star and the Evening Telegram as the Morning Star-Telegram. R. D. Childs, C. E. Teeguarden and A. H. Reagin, all former newspaper men, are understood to be interested in the new afternoon paper. W. B. Pedigo, who resigned as managing editor of the Telegram some time ago, is the managing editor of the Advertiser.

New Political Quarterly

Foreign Affairs is the name of a new review of international politics which will appear September 15. It will be issued quarterly by the Council on Foreign Relations, of which John W. Davis, former Ambassador to England and now counsel of the Associated Press, is chairman. Edwin F. Gay, president of the New York Evening Post, is secretary. Hamilton Fish Armstrong will be managing editor, in charge of the New York offices at 25 West Forty-third street.

"DUMMY" COST TESTS BY POST OFFICE

Thirty-Day Try-outs for Data for Congressional Commission Not Until Spring Because of Rail Congestion

Details of the method by which the Postoffice Department will ascertain for the Joint Postal Commission of Congress, the costs of handling and carrying the mail as the basis for fixing future postal rates, will be worked out within the next few weeks.

The procedure within the department was given a try-out last week at the Baltimore postoffice, and the report of the investigators and the postal advisory committee is in the process of preparation. With its completion and adoption the department will decide upon the forms which will be sent to the publishers of newspapers, periodicals and magazines for the checking and testing of the cost of carrying and handling second class matter and the department will be ready to make its final 30-day test. That test, however, probably will not be made until next spring or until a time when the mails are reduced to normal conditions so as to make the test in what might be called an average month.

"The mails are disorganized at the present time as the result of the railroad strike," said Paul Henderson, Second Assistant Postmaster General, and chairman of the advisory committee, "and within a month or two we will be in the Christmas rush, so it may be late winter or early spring before we have a good opportunity to make the test."

According to Colonel Henderson, who with the members of his committee watched the test at Baltimore August 31 as it was carried out under the direction of Joseph Stewart, assistant to the postmaster general, in charge of the details of the postoffice procedure, the real problem is purely one of postoffice Department detail,—to decide just what and how to charge certain phases of handling and carrying the mail. The newspaper end of the investigation, Mr. Henderson said, will be very simple.

"We will ask nothing of the publishing industry," he said, "that the publishers cannot supply from their own regular records. A simple form, which remains to be determined upon in its details, will be furnished the publishers which will require them to supply the department with the weights and destination of second class mail. It will be an important phase of the investigation of course, as the costs of handling and carrying newspapers and periodicals are material items in mails costs, but it will be comparatively easy of determination. I am sure will not cause the publishers the slightest inconvenience."

The main interest to publishers in the costs to be fixed for second class matter lies in the effect they will have on existing rates, which publishers contend are among the few things remaining on a war basis.

The costs, it is expected, will play an important part in the congressional attitude toward the proposal of the publishers to repeal the last two war-time increases in second class postal rates. An amendment to the revenue law providing for such a repeal now is pending in congress. The amendment, introduced at the behest of the American Publishers Conference, by Representative M. Clyde Kelly of Pennsylvania, is in the House Committee on Postoffices and Post Roads and will be taken up at the regular session of Congress convening in December.

Hebrew Association to Have Paper

Establishment of a federation newspaper was decided at the eighth annual convention of the New York State Federation of Young Men's Hebrew and Kindred Associations, at its convention held in Rochester this week. Abram Ginsburg, of Elmira, was appointed editor of the new publication to be printed in Elmira.

A 99,000 GAIN IN SUNDAY CIRCULATION

The Advertiser

pays no more for this

61%
increase



HE advertising rates in the Sunday St. Louis Globe-Democrat are based on circulation figures of a year ago.

During the year closing August 31, 1922, the Globe-Democrat's Sunday circulation has climbed steadily from

161,816 to **261,030**

Sunday Average
in August, 1921

Sunday Average
in August, 1922

(These figures give circulation after deducting all unsold papers spoiled in Press Room, left over, unaccounted, registered on the presses but not delivered to the Mail Room.)

This means nearly 100,000 greater circulation for the advertiser at no increase in advertising rates.

The Sunday Globe-Democrat gained *more than twice as much* as its principal competitor among St. Louis newspapers.

This gain probably sets a new mark among newspapers throughout the country.

St. Louis Globe-Democrat

Covers St. Louis Better Than Ever

NATIONAL REPRESENTATIVES:

F. St. J. Richards
NEW YORK

Guy S. Osborn
CHICAGO

J. S. Scolaro
DETROIT

C. George Krogness
SAN FRANCISCO

Dorland Agency, Ltd., London

Associated American Newspapers, Paris

A 99,000 GAIN IN SUNDAY CIRCULATION

DEATH ALSO CLAIMS RICHARD SMITH OF INDIANAPOLIS NEWS

Managing Editor Passes Away Nine Days After Delavan Smith, Lifelong Friend and Business Associate—Was a Pioneer Organizer of Associated Press

RICHARD SMITH, managing editor of the Indianapolis News, and who was one of the most active factors in organizing the present Associated Press and its related predecessor news services, died in Indianapolis, Sunday, September 3, nine days after the death of Delavan Smith, publisher of the News. The two men had been associated in friendship and business since boyhood.



RICHARD SMITH

Delavan Smith's will, filed at Waukegan, Ill., September 1, had named Richard Smith to receive an annuity for the rest of his life. Richard Smith was 63 years old and had been managing editor of the Indianapolis News since 1903.

The death of Richard Smith, following so closely on the death of Delavan Smith, has brought to the News messages of sympathy from many faraway points of the world. Only four days before his death, Richard Smith returned to Indianapolis from the funeral of his associate after spending six weeks at the Delavan Smith home, Lost Rock, at Forest Lake, Ill.

Richard Smith had not only been associated with Delavan Smith in the affairs of the News for more than a score of years, but he and Delavan Smith had been personal friends from boyhood, and their fathers, William Henry Smith and Richard Smith, had been friends before them as editors at Cincinnati, though they were not related by blood. After their boyhood friendship Delavan and Richard Smith came to know each other well again in work for the Associated Press when William Henry Smith was its general manager. More than 20 years ago, after Delavan Smith had become publisher of the News, he asked Richard Smith to join the News forces and in 1902 he became managing editor.

Richard Smith, who was born in Cincinnati, August 14, 1859, had been in poor health for the last ten years of his life and had never been of strong constitution. Since last March his health had been such that he was inactive as to his newspaper duties.

He had lived in a newspaper atmosphere from birth, for his father, Richard Smith, one of the notable figures in the history of American journalism, had been editor of the Cincinnati Gazette before, during and after the civil war. As a boy Richard Smith, Jr., spent much of his time in the old Gazette office and later did reportorial work. He was impressed in youth with the finer spirit of old newspaper traditions and the influence lasted with him and guided him throughout his life.

When he was a young man Richard Smith went to St. Paul, Minn., where it was believed the climate would be beneficial to his health. When in that city he accepted the invitation of a friend—a regular army officer—to ride on horseback with the officer across the northwestern states. On that long and trying journey, as he later described it, his "news nose" scented a fresh field for news—something as yet undeveloped and unthought of because of the newness of the country. He wrote to William Henry Smith, then head of the Western Associated Press, predecessor of the Associated Press, told him of the possibilities of the country and suggested an organization for the dissemination of information about current events in what was then regarded as a far away part of the United States.

William Henry Smith was quick to see

that young Richard was right. As he had suggested the northwest was organized for the Western Associated Press. Later Richard Smith went to New York, where he organized the east for Associated Press service, and was with the organization when it became the present Associated Press. Mr. Smith also organized South American capitals and some European capitals for the A. P. service.

Following 18 years of service with the organization in the east, Mr. Smith was in Chicago for a short time, after which he became connected with the Indianapolis News, his old friend, Delavan Smith, by that time having become the publisher of the News.

Mr. Smith possessed to a notable degree that important part of executive ability that enables one to work through others. Although he kept an eye on everything that came within the range of his wide responsibilities and knew it with remarkable detail, he never permitted himself to become tied up with details.

He almost never wrote anything himself and whenever he saw anything in a piece of manuscript or a proof sheet that did not meet his approval he called upon the writer or one of his assistants to make the correction desired, even if it involved only the change of a word or two. He was always alert to any detail or turn of expression that had an important bearing on the article in question, but he was never fussy or exacting about minor matters.

He allowed full play to the individuality of the writer who had the matter immediately in hand, believing that the best way to get the best work from his subordinates was to let them enjoy as fully as possible a sense of originality and creation in what they did, yet he was always the mastermind in a big story, and knew every department of the paper. In his office relations, Mr. Smith was never a "shut-in" man. Though he had a private office for conferences, he "lived" in the big news room on the ninth floor of the News building.

During the world war those about him thought he never left his desk. His knowledge of world history, especially political history, stood him in great stead. He knew the traditions of Europe so well that correct deductions from the war situation were almost automatic with him. For his judgments in handling war news, he had a solid background of facts which quickly detected false propaganda. He was often called a politician. He was not, but he did know politics.

Mr. Smith was a rapid and omnivorous reader, and it was the despair of literary editors of the News to keep him supplied with books. He was interested

also in good pictures and good music. Mr. Smith was a keen lover of nature. He did not have the physical strength for hikes and hill climbing, but for years an almost daily feature of his life was an afternoon trip by automobile after the home edition of the News had gone to press. Usually several members of the News staff—different members on different days—accompanied him and sometimes they were made the combination of an airing and a conference.

Mr. Smith's love of nature made him a warm supporter of the movement for the creation of state parks, and in recognition of this the state department of conservation ordered flags in each state park flown at half-mast from Sunday until Wednesday evening, the day of the funeral.

Mr. Smith was married in October, 1884, to Caroline Tilden of Cleveland, Ohio, who, with three sisters, survives him.

Six Point Directory Sept. 15

The yearly directory of advertisers and agents issued by the Six Point League, newspaper representatives of New York, is nearly completed and will be issued about September 15. J. P. McKinney will be in charge of the distribution of the directory as in previous years.

Fresno Bee Out in October

The Fresno Bee, the new paper which the James McClatchy Company is going to start, will probably begin publication October 19. A home for the paper is now being built and the mechanical plant is being installed.

NEW HEARST DAILY SEPT. 11

Rochester Sunday American Announces Start of Afternoon Paper

William Randolph Hearst's first Rochester daily, the Rochester (N. Y.) American, will make its appearance on September 11. According to an announcement made in the Rochester Sunday American it will be an afternoon paper and will carry the same features and services of the other Hearst publications in the country. While definite announcement has not been made it is understood that four editions will be put out daily, the first at 11 o'clock in the morning and the last at about 6 P. M.

The Rochester American has had its staff practically complete for the daily publication since the start of its Sunday paper in Rochester in June. The appearance of the new daily American will give Rochester three afternoon dailies: the American, the Times-Union, and the Post-Express.

McKee in Charge of Riordan Mills

George M. McKee, managing director of the Donnacona Paper Company, Ltd., and president of the Canadian Pulp and Paper Association, has retired as the managing head of the Donnacona Paper Company, to take full charge of the affairs of the Riordan Company, Ltd., which has been in trouble for the past 18 months. Mr. McKee remains as a member of the board of directors of the Donnacona company. He is succeeded by Robert P. Kernan, second vice-president, who has been in charge of the Donnacona Company's woods operations for some years.

Few Opportunities Like These Exist

SUPPOSE you are looking for a rich field in which to sell your goods—a field where there is a great population, with a high wage scale and plenty of employment. Could you pick a better city than Detroit with a million population and an actual dearth of skilled labor?

Suppose, again, you are looking for a newspaper which will cover this rich field thoroughly and which has selling influence and prestige and an economical advertising rate. Could you pick a better newspaper than The Detroit News, which previous to acquiring and consolidating The Journal had a 90% coverage of Detroit? Now it has added a third to its circulation, reaching practically every home in Detroit and vicinity. If you should make a careful study of every important city in the United States you could not help but come to the conclusion that there are few opportunities for advertisers like Detroit and The News.

The Detroit News

Two and a Half Times Nearest Week Day City Circulation
Greatest Sunday Circulation in Michigan

"Always in the Lead"

Member National Newspapers, Inc. Sunday Advg. in Color.

BALTIMORE

with a population of 750,000 people, 62 per cent of whom own their own homes, is a tryout market of unusual merit.

Your request for specific information will be given individual attention by the Service Bureau of The Baltimore Sun.

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

Notice of Patent Infringement Suit

The AUTOMATIC BLANKET

Patent No. 1,296,782

vs.

The ECONOMY BLANKET

SUIT has been filed in the United States District Court for Massachusetts District against the Manufacturers and Sellers of the so-called Economy Blanket by Theodore T. Ellis and Frank E. Ellis, owners of the Automatic Blanket Patent No. 1,296,782, for infringement of said patent.

Attention is called to the fact that the use of an article constitutes an infringement as well as the manufacture and sale.

The New England Newspaper Supply Co. of Worcester, Mass., has the sole right to manufacture and sell the Automatic Blanket.

AUTHORIZED SELLING AGENTS

R. H. Hoe & Co.—The Goss Printing Press & Manufacturing Co.—Walter Scott & Co.—The Duplex Printing Press Co.—The California Ink Co.—The Geo. H. Morrill Co. of California—The National Paper & Type Co., and others.

Theodore T. Ellis

Frank E. Ellis

NEW ENGLAND NEWSPAPER SUPPLY CO.

WORCESTER, MASS.

SECRECY CALLED PRINCIPAL BARRIER TO INDUSTRIAL PEACE

Labor Chiefs and Capital Traded for Position Behind Closed Doors and Prevented Formation of Honest Public Opinion and Prolonged Strike

By SAM BELL

Washington Correspondent of EDITOR & PUBLISHER

THE futility of the secrecy method as applied to conferences involving the public interest has been brought home forcibly again to newspaper men by the strike adjustment negotiations which have been going on, more or less under governmental supervision in and out of Washington for the past ten weeks.

The policy of "secret settlement secretly arrived at," inaugurated by President Harding when he called the coal operators and miners to Washington early in July, and persisted in by cabinet officers, government mediators and the parties to the controversies proved on the whole ineffective. The success of the Cleveland bituminous parley and the Pepper-Reed anthracite settlement, at which less outright secrecy obtained than at prior conferences has convinced newspaper men that industrial disputes, like questions of diplomacy, stand the best chance of settlement when submitted to at least a measure of publicity.

Aside from the justice of the contention that the public, as a party vitally interested in every department of a coal or railroad controversy, there is an honest conviction that the disputants work to their own disadvantage by quarreling in secret by delaying the crystallization of public sentiment which ultimately directs the nature of the settlement.

Once the secret method gets started, particularly with the governmental sanction as in present instances, it invariably is carried to extreme lengths. Not a few absurd incidents occurred in the recent negotiations with government officials playing the leading role, which illustrated the futility of the method and left reporters wondering what it was all about and what the idea might be.

At several important turns in the coal and railroad negotiations, efforts were made to keep secret the mere fact that meetings were being held. When the meetings or the plans to hold the meeting were flushed by reporters the attitude was taken that everything had been ruined, despite the fact that the newspapers or the public had no clear idea of what that "everything" was expected to be.

For example, when the settlement talk in the railroad shopmen's strike was at its height and the five railroad brotherhoods, composing the train service unions, were acting as mediators, Warren S. Stone, head of the engineers, dropped into a Washington hotel one night, went up in the elevator to the floor upon which Daniel Willard, presi-

dent of the Baltimore & Ohio had his room. Stone was observed by a newspaper man who waited until the engineer's chief came down. The newspaper man knew Mr. Willard was anxious to reach a settlement and that Mr. Stone was eager to bring about an adjustment. He had no definite idea, however, of the nature of the conversation in Mr. Willard's room. There was no eavesdropping and Mr. Stone was accosted. He was angry.

"If it wasn't for the newspapers we could fix things up in a few days. If I had my way there wouldn't be a newspaper published tomorrow," snapped Mr. Stone, but he failed to say how the publication of newspapers, or the fact that he talked to Mr. Willard injured a settlement of the wage differences between the railroads and their shop employees.

Secretary Davis denied his identity to a reporter in Philadelphia who knew him well and when the reporter took the same train as the labor secretary from Philadelphia to Binghamton, N. Y., Mr. Davis got off at 4 o'clock in the morning at Scranton and went back to Philadelphia, missing an appointment with S. D. Warriner, of the anthracite coal operators wage scale committee, simply because he was followed by a reporter. Later the Secretary of Labor locked himself in a hotel room in Philadelphia and kept John L. Lewis, president of the miners' union, pounding on the door and ringing him on the telephone for fifteen or twenty minutes because he thought it was a reporter.

When S. D. Warriner and W. F. Richard of the anthracite operators left Washington after a conference with Mr. Lewis and Philip Murray, vice-president of the miners, they told the hotel clerks to tell the reporters they were still registered.

There were many back room conferences held without the knowledge of reporters but none of them came to anything, and nothing really was accomplished until the public began to realize the predicament of the country as the result of the five-months coal tie-up. The Cleveland conferences at which the bituminous strike was virtually settled was widely-heralded as was the meeting in Philadelphia at which the anthracite compromise was effected.

The continuation of the secrecy, aided and abetted by the darkest mystery on the part of public officials apparently only gave the operators and miners an opportunity to maneuver for what each deemed their own advantage, a proced-

ure which doubtless would have been more difficult of accomplishment had the public been informed fully and immediately of every development, a process the newspapers sought to carry out, but which because of official and unofficial "gumshoeing," was not carried out without some measure of guess-work.

CHRONICLE READERS THE JURY

Houston Paper Asks Their Verdict on Kaiser and Viviani Memoirs

The Houston Chronicle is asking its readers to decide whether they want it to print the memoirs of the former Kaiser and the reply of Rene Viviani, French statesman. When the features were first offered, M. E. Foster, publisher of the Chronicle, declined them, with the statement to the McClure Syndicate that "the Kaiser is the greatest criminal in history" and that the Chronicle did not care to print his apologies or excuses for the world war. Further representations were made by the McClure salesman, who finally stated that publication rights would be sold to only one paper in South and West Texas. Mr. Foster closed the contract and announced the features, stating that he would leave it to readers whether they should be printed or suppressed.

The referendum started this week and will continue until Sept. 15. The vote of the first few days was heavily in favor of publication, Mr. Foster was advised by telegraph at the Hotel Astor, New York, on Thursday. In some sections of Texas the feeling against the Kaiser is still intense, he stated, adding

that many schools are not permitted to teach German and that in some counties settled originally by Germans, the German language is not permitted on the streets.

"There is great curiosity to see what the Kaiser has written," he said, "and especially to read Viviani's reply, so that the contest being conducted by the Chronicle is not only advertising the two features in a unique way but is getting everybody talking on one side or the other."

The Kaiser's memoirs will start in the Chronicle on September 24 if the vote continues favorable.

HUNTSVILLE NEWS SEPT. 20

Successor to Telegram Which Suspends When Plant Is Attached

HUNTSVILLE, Ala., September 6.—The Huntsville Telegram, an evening and Sunday paper, suspended when a sheriff's attachment was executed against the plant.

"The Telegram has been operating with old obsolete machinery for 10 years," stated Virgil V. Evans, publisher of the paper. "With the volume of business and large overhead the project was unsuccessful, therefore, I asked the mortgage holder to foreclose. I have purchased a new plant and will issue a new paper, the Huntsville News, September 20. This will be published by a new company which will be entirely separate from the old company, from which it will purchase the subscription list of the Telegram. The old company is, however, solvent."

The only paper to gain in 1921

THE year 1921 marked the CINCINNATI TIMES-STAR's fifteenth consecutive annual gain in display advertising—a gain of 990,087 lines. All three of the other papers lost, as follows: 1,091,215, 668,216 and 277,507 lines respectively.

The TIMES-STAR published 10,641,904 lines of display advertising, an excess of 2,731,535 lines over the second paper, including Sundays, and an excess of 3,795,063 lines over the third paper.

Each of these fifteen years it was not only first in volume of display lineage published, but each year it surpassed its own supremacy of the year before.

Fifteen years it has borne the indelible stamp of increasing preference of both local and national advertisers—a preference the result of experience.

This preference of fifteen years averaged an annual excess of over one million lines more than the second paper, including Sundays, and over two million lines more than the third paper.

A fifteen year supremacy—last year the greatest—is the CINCINNATI TIMES-STAR'S invitation to advertisers.



CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

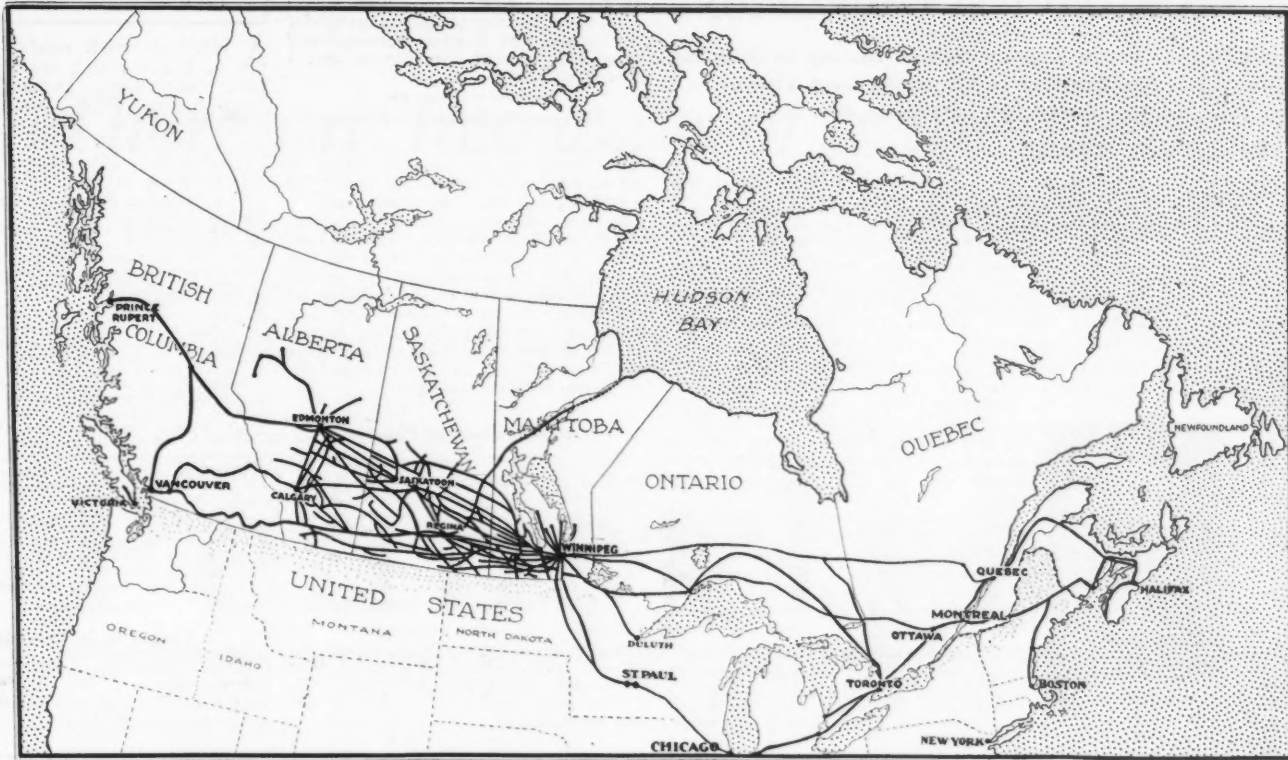
NEWS SERVICES
(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle, San Francisco or Los Angeles.)
PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

FEATURE SERVICES:
FEATURE PAGES IN MAT: Daily—Human Interest Page, Weekly—Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Story," (Hayward), Daily Strip and Weekly Page; "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John), CARTOONS: "Sykes' Daily," "Follies of the Passing Show" (Hanson), Weekly; "Children of Adam" (Behre), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Bachelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "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," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening Up Your Memory," "Guess Who?," "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?," "Human Curios," "What Are You Good For?," "Making More Money," "Daily Fun Hour," "Can You Tell?," "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Eve," "The Latest" (Paris Fashions), "Home Cooking," by Queen Victoria's cook, "As Woman to Woman," "Dream-land Adventures." SPORTS FEATURES: "The Sportfolio," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.



How much do you know about Canada—Commercially?

You know there is such a country—your next door neighbor and best external customer.

You know where it is—may have visited its fields and cities and partaken of its hospitality—

But how much do you really know of its production—its business—its capacity?

—of what the crop prospect is in Western Canada; how much the Western Crop means to Canada, and what it means to the United States, as a seller.

Send for a Copy of the Winnipeg Free Press Crop Estimate

The Winnipeg Free Press today announces its nineteenth annual estimate of Western Canada's cereal crop.

- of WHEAT 371,901,000 Bushels
- of OATS 413,539,000 Bushels
- of BARLEY 61,080,800 Bushels
- of RYE 54,311,000 Bushels
- of FLAX SEED... 3,088,000 Bushels

Canada's prairie wheatfields are the sinews of her national strength, the source of her prosperity. Through their bounty this country, with one-thirteenth the population of the United States, raises one-third as much wheat—raises one-third, but exports nearly as much as the whole United States.

The United States eats its wheat; Canada sells hers. The money for Canada's tremendous export of wheat is paid into Western Canada from outside, thence permeates through all channels of trade, and actually and literally increases the wealth of the country by the amount of its volume.

The Free Press Crop Estimate is Canada's Basic Barometer of Business.

1918	Western Canada Production	164,436,100 Bushels
	Canada's Export	109,383,752 Bushels
1919	Western Canada Production	165,544,300 Bushels
	Canada's Export	90,198,825 Bushels
1920	Western Canada Production	234,138,300 Bushels
	Canada's Export	167,163,362 Bushels
1921	Western Canada Production	280,098,000 Bushels
	Canada's Export (Est.)	191,256,400 Bushels
1922	West Can. Production (Est.)	371,901,000 Bushels
	Export Surplus (Est.)	289,000,000 Bushels
U. S. A. Wheat Export 4 year average		251,492,463 Bushels

The most careful compilation of its kind made anywhere, it is internationally accredited and universally accepted. It tells what the money crop of Western Canada is going to be—and it tells it 60 days ahead of the money. It is the guide post of Canadian business enterprise, because it tells in time to plan business campaigns, mobilize field forces, and advertise. Ask for one or as many copies as you want—it is compiled to broadcast its information to everyone at all interested in Canada. Address the FREE PRESS, WINNIPEG, CANADA.

Are You Advertising in This Market?

Consult Your Advertising Agency

They can give you, or procure for you, the information you ought to have in planning a sales and advertising policy for Canada.

Manitoba Free Press Company Limited

SPECIAL REPRESENTATIVES:

Winnipeg, Sept. 1, 1922	CHICAGO Henry De Clerque 1821 Mallers Bldg.	NEW YORK Louis Klebahn 280 Madison Ave.	SAN FRANCISCO R. J. Bidwell Co. 742 Market St.
	LOS ANGELES R. J. Bidwell Co. Times Bldg.	TORONTO Edgar J. Guy 302 Royal Bank Bldg.	MONTREAL E. L. McArthur 232 St. James St.

The Winnipeg Free Press

is the oldest and leading daily newspaper of Western Canada. A prominent and internationally known Canadian Advertising Agency, in a recent letter to a client, said of it:

"The Free Press, Winnipeg, ranks as one of the small group of outstanding individual newspapers not merely of Canada but of the continent. The territory of Western Canada from the lakes to the mountains is large, including an area equal to seven or eight typical states of the Union, and naturally is served by a number of excellent papers. The Free Press circulation, however, permeates this entire area, as well as covering its home city of Winnipeg; and by the scope of its news service, the weight of its editorial influence, the excellence of its mechanics and the pulling power of its advertising, the paper easily maintains a national prominence throughout what is popularly known as 'Western Canada.'"

"J. J. GIBBONS LIMITED."

PAPERS PROVING CIRCULATION COST MAKE STANDARD FOR COMPARISON

Those Which Cannot Prove Expenditure of Money in Building Up Their Lists Are Entitled to Check Against Those Which Can, Under 1918 Revenue Act

By CLIFFORD YEWDALL, A. S. A. A., C. P. A.

EDITORIAL NOTE—EDITOR & PUBLISHER will publish an article each week on taxation problems affecting newspapers and advertisers, conducted by Mr. Yewdall. This is a continuation of the series begun in EDITOR & PUBLISHER of December 10, 1921, and carried into March of this year. Mr. Yewdall will deal with the everyday problems of newspaper taxation reports and accounting, as gathered from his personal experiences in working for publishers all over the country. He will endeavor to answer any questions asked of him through EDITOR & PUBLISHER. In taking up the work, he desires to make the following statement: "I am not a lawyer and I appreciate that Federal tax cases present problems requiring the best attention of an accountant and a lawyer who has given the subject special study. The legal discussions in my articles are based to a considerable extent on discussions of the chairman of the Federal Taxation Committee of the A. N. P. A., Arnold L. Guesner, of the Minneapolis bar, with whom I have worked on tax cases."

IN the last article the ruling previously published, covering relief under Sections 327 and 328 of the 1918 Revenue Act, was analyzed. The abnormal conditions listed therein were fully analyzed as regards newspapers and it was shown how futile it would be for publishers to take advantage of this section of the act, particularly when other avenues for tax reduction, through the proper ascertainment of invested capital are open to them. Let us go into the situation a little further. Section 328 of the act reads as follows:



CLIFFORD YEWDALL.

(a) That in cases specified in Section 327, the tax shall be the amount which bears the same ratio to the net income of the taxpayer (in excess of the specific exemption of \$3,000) for the taxable year, as the average tax of representative corporations engaged in a like or similar trade or business, bears to their average net income (in excess of the specific exemption of \$3,000) for such year. * * *

In computing the tax under this section, a commissioner shall compare the taxpayer only with the representative corporation, whose invested capital can be satisfactorily determined under Section 326 and which are, as nearly as may be, similarly circumstanced with respect to gross income, profits per unit of business transacted and capital employed, net income, the amount and rate of war profits or excess profits, and all other relevant facts and circumstances.

(b) For the purpose of sub-division (a) the ratios between the average tax and the average net income of representative corporations shall be determined by the commissioner in accordance with regulations prescribed by him with the approval of the secretary.

(c) * * *

It will be noted from the above that the comparatives used must be similarly circumstanced with regard to the following:

- Gross income.
- Net income.
- Profits per unit of business transacted.
- Capital employed.

If this section of the law is rigidly adhered to, it must be obvious that no relief can be obtained, because if your situation regarding profits and capital is the same as the person or corporation with whom you are compared, your ratio of tax to income must be the same as his and the same as yours would be if you used your own basis, hence no relief can be obtained. I know of two newspapers that have gone under the relief sections so-called, and have got an additional assessment instead of the relief they expected under this provision of the law.

It will be noted from the text of the ruling published two or three weeks ago that the opinion was brought about in the matter of a claim of abatement for a large sum of money, based upon a percentage of tax to income of one or two corporations favorable to the corporation asking relief.

However, on examination they were thrown out because one had more income than the other and had a consider-

ably larger repair bill and it was held that they were not similarly circumstanced as regards gross and net income and capital employed and hence could not be used as comparative. Other corporations in a similar line of business were chosen and the relief given was very small.

I know of two newspapers today that are endeavoring to obtain relief under this section and are asking their competitors to give them the percentage tax to income paid by them, amount of capital and amount of gross and net income, in order that they can choose for themselves what comparatives to ask for. In all cases, they are finding that their competitors are just as badly off as they are and in some such cases their tax would be greater than it would be if figured on their own basis.

The department has ruled that if you can prove that you paid out money to build up your circulation, that money can be used as invested capital in the preparation of your tax returns. If you cannot prove it, you are entitled to be compared with some newspaper that can prove it. Most newspapers can prove that they paid out money to build up their circulation. The work involved in doing this is somewhat considerable, but, to the trained expert, it is comparatively easy and large reductions in taxes already paid, are effected, making it a very profitable investment for the newspaper concerned.

In these days of large extra assessments, due to the examinations the department is now making, it is, in most instances, necessary for the taxpayer to spend money in order to fight that assessment. While he is doing this, he might just as well complete the work by getting out the necessary information to prove his circulation claim. There are so many things bearing on this taxation problem that it is almost impossible in

The Atlanta Journal ATLANTA, GA.

Radio is a symptom. In the case of The Atlanta Journal it is the latest notable item in The Journal's long lived habit of 'getting there first with the best.'

In 40 states, Canada, Newfoundland, Cuba and Mexico concerts put on in The Journal's sound proof Radio Studio have been heard.

On each of several days more than 800 telegrams, letters and postals have come to The Journal telling of the beauty, the clearness and the excellence of The Journal's programme. Some far distant enthusiasts rate The Journal's Radio as the best in the entire country.

"Size-up"

The Atlanta Journal by reading it

Advertising in The Journal Sells the Goods

a series of articles to point out the many errors that arise in the course of an examination. Next week I hope to deal with some specific points on particular newspapers that I have examined and bring out some of the features that I have discovered.

12-Year-Old Editor of Weekly

Eddy McCosh, editor of the Ayr (N. D.) Gazette, is the youngest editor of the smallest newspaper in the state. He is twelve years old. The paper is a four-page sheet mimeographed on both sides and then folded. He prevailed upon two-thirds of the business houses of the city to buy the mimeograph on the understanding that he was to do the work of mimeographing the newspaper and any circular matter which the business houses wanted to send out. Two girls, Francis and Jessie McCosh, are reporters and H. A. Malchese is the manager.

Artist Threatens Papers

Portland (Ore.) newspaper offices recently were flooded by a series of threatening letters written by Nathan Garner, an obscure artist. He was finally located and both he and his wife were committed to the insane asylum.

New Kansas Daily Sept. 10

Barney J. Sheridan, proprietor of the Paola (Kan.) Western Spirit announces that he will start publication of The Democratic Spirit, about September 10. A new press and other equipment has been purchased.

GATHERED AT RANDOM

A NEWSPAPER editor's life is of such an exciting character that it takes something extraordinary to astonish him. E. E. Campbell of the Rice Lake (Wis.) Times is telling of the greatest shock of his long career in journalism. He writes with justifiable emotion, saying:

"The Wisconsin Division of the Association Against Prohibition Amendment, Milwaukee, favored the Times with an agreeable surprise last week. They maintain the usual press agency that has been sending out to newspapers some good arguments on the wet side released on set dates, etc., just like the free dope continually furnished editors by other big interests that have an ax to grind, from the great political parties to the chewing gum makers. The big idea is that some of the ten thousand copies broadcasted among the editors will fall on fertile soil and be reprinted.

"Well, the Times editor usually carefully files away (in the waste paper box) all this avalanche of wasted effort with only a brief glance to determine its nature, but having made some study of the liquor question for many years, we were impressed by the sanity of some of these wet articles that coincided so nearly with our own ideas that we reprinted one or two of the articles.

"Now comes the strange, unbelievable part of the story. Last week we were summoned by the secretary of the said Wisconsin Division at Milwaukee to send him bill and proof of publication of any of the articles, and receive PAY IN FULL. Can any one beat it?"

Yeager in Jacksonville

C. W. Yeager has resigned as circulation manager of the Tulsa (Okla.) World to become the circulation manager of the Jacksonville (Cal.) Journal.

The Ludlow

For Big, Bold and Extended Faces

YOU'LL be surprised at the freedom of choice in typefaces a Ludlow brings—unlimited quantities of 42, 48 and 60 point as well as smaller sizes.

Unusual Type Effects

A new face for each ad, a uniform style of type throughout the publication; the elimination of distribution; the rapidity with which forms are locked up and broken up; make-ready time in press room cut fully one-third; a much cleaner sheet when printed; all work-ups in forms done away with—these are some of the practical results we have secured through the use of the Ludlow System.—The Industrial Press, New York City.

Bargain pages in newspapers, with same set of big figures repeated 40 or 50 times, are impracticable with foundry types.

Striking effects may be had by a pageful of big typefaces. Department store editorials in page ads may be set in 36, 42, or 48 point.

Wide measure—a line full-page width—may be composed in a big Ludlow stick and justified as one line. It is then cast into two or three slugs which join up perfectly.

Big italic—close-fitting, undistorted, non-breakable—beautifies a page when judiciously used. Advertisers welcome this. They see so little of it.

Bold and extended faces up to 60 point are the forte of the Ludlow. Our matrices are as big and heavy as necessary and free from keyboard limitations.

No machine changes: Display lines of a dozen sizes and styles are as readily cast as a dozen lines of all one size and style.

The Elrod

Lead, Slug and Rule Caster

For unlimited strip material from hair-line to 12 point faces. No joints, no welds—one continuous flow of metal from pot to finished strip. Unequaled quality. Cuts to any length.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

There are two ways of getting business

One is to scatter your efforts over a large territory only hitting the high spots, the other to concentrate in a smaller and given territory. The intensive, careful cultivation of a smaller territory—a territory like

Pennsylvania

where you can get plenty of team work from your local merchants and your daily newspaper—and you will get what you want—for what you want is business in the way of orders.

Dotted closely over the state of Pennsylvania are thriving cities and towns—each one potentially a profitable distributing point for your product—each a

market center for a hustling community with railroads and trolley lines “spider webbing in every direction.”

Density of population and diversity of needs makes Pennsylvania an ideal market for the alert advertiser.

These newspapers named below are leaders in their field and present an admirable list to cover this territory.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call(M)	29,021	.09	.09	Pittsburgh Dispatch(S)	63,767	.22	.18
Allentown Call(S)	16,104	.09	.09	Pottstown Ledger(E)	1,590	.025	.025
Bethlehem Globe(E)	8,066	.04	.04	Pottsville Republican(E)	11,558	.055	.05
Bloomsburg Press(M)	6,316	.029	.029	Scranton Republican(M)	32,180	.12	.10
*Chester Times and Republican (M&E)	14,752	.065	.05	*Scranton Times(E)	37,701	.12	.10
Coatesville Record(E)	5,436	.0214	.0214	Sharon Herald(E)	4,888	.021	.021
*Connellsville Courier(E)	5,652	.0179	.0179	Sunbury Daily Item(E)	3,911	.021	.018
**Easton Express(E)	14,624	.05	.05	*Warren Times-Mirror(E&M)	7,931	.036	.036
*Easton Free Press(E)	12,147	.05	.05	*Washington Observer and Reporter(M&E)	15,426	.06	.05
*Erie Times(E)	26,428	.08	.08	West Chester Local News(E)	11,010	.03	.03
*Harrisburg Telegraph(E)	36,478	.095	.095	*Wilkes-Barre Times-Leader(E)	21,234	.08	.05
*Lancaster Intelligencer and News-Journal(M&E)	21,867	.08	.08	York Dispatch(E)	16,549	.045	.045
*Oil City Derrick(M)	6,088	.035	.035	York Gazette and Daily(M)	16,614	.045	.045
Pittsburgh Dispatch(M)	54,541	.17	.15				

Government Statements, April 1, 1922.

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

**A. B. C. Net Paid, 12 mos. Ending Mar. 31, 1922. Auditor's Report

MORNING SCALE RAISED IN MEMPHIS

**New Agreement With Printers Keeps
Level Made by Old Bonuses—Cut
for New Haven Stereotypers
in Local Award**

Memphis (Tenn.) typographical union has signed a one-year agreement with the newspapers, dated March 1, 1922. Under the new agreement the scale is as follows: Morning papers, foreman, \$53; assistant foreman, head adman, and head proofreader, \$47; floorman, \$42; machinist-operator, in offices using less than five machines, \$50; in offices using five or more machines, a machinist at \$50; operators, 12½ cents per M for agate and nonpareil; minion, 14 cents; brevier, 15½ cents.

On evening papers the scale is: Foreman, \$50; assistant foreman, head adman, and head proofreader, \$45; floorman, \$40; machinist-operator in offices using less than five machines, \$47.50; in offices using five or more machines, a machinist, \$47.50; operators, agate and nonpareil, 11¾ cents; minion, 13¼ cents; brevier, 14¾ cents. Apprentices will get from 30 to 90 per cent of the scale. The 45-hour week is set for both morning and evening papers.

The previous scale was: Morning papers, foreman, \$36; assistant foreman, head proofreader, and head adman, \$32; floorman, \$30; operators, agate and nonpareil, 10½ cents; minion, 11½ cents; brevier, 12½ cents. Evening papers, foreman, \$50; assistant foreman, head adman, and head proofreader, \$45; machinist-operator in offices with less than five machines, \$47.50; five or more machines, a machinist at \$47.50; floorman, \$40; operators, agate and nonpareil, 12¼ cents; minion, 14 cents; brevier, 15½ cents; apprentices, morning papers, \$17.50 to \$21.50; evening papers, \$16 to \$30. The 45-hour week for both morning and evening papers applied under this scale, over which the morning papers were paying substantial bonuses. The new scale for evening papers is a little less but the rates for time men remain the same.

In New Haven, Conn., a local arbitration decision recently rendered reduces the wages for stereotypers \$2 a week. The old scale was: Foremen, \$28, and journeymen \$23, over which, during the life of the old agreement, bonuses amounting to \$6 a week were paid. The new scale does not provide for bonuses and has the following scale: Foremen, \$32 and journeymen \$27. It dates from Nov. 1, 1921, to Nov. 1, 1922.

A difference arising on the Houston (Tex.) Post over printing a predated edition has been settled in favor of the publishers. The Post is not required to pay any extra compensation for a predated edition when it is printed within the regular day hours as at present.

I. T. U. IN ATLANTIC CITY

**Local Autonomy and Election Laws
Topics of Chief Contest**

Autonomy for local organizations of the International Typographical Union is likely to be the chief fighting topic at its annual convention, which starts in Atlantic City today and will continue throughout the week. The faction of the union headed by President John McParland is credited by its opponents with sponsoring the move for more local self-government, with power vested in each local to call a strike, but expressions by Mr. McParland in his annual report, which will be read to the delegates, do not reveal him as an enthusiast for autonomy.

"I am convinced," he wrote, "that self-government is the best form of government and that the greatest degree of local autonomy possible should be the policy of the International Typographical Union. It is useless, however, to extend powers of self-government to local unions which persistently and consistently evade the responsibility that of necessity accom-

panies power. . . . The honors of the office should not be enjoyed by officials who seek to escape the responsibility which falls upon them. The work now performed by representatives is of a character fully one-half of which could be more conveniently, less expensively and just as efficiently performed by local officials and the tendency to demand the services of an International official for the most trifling reasons is becoming too great a tax upon our resources and depriving local unions of that initiative and self-confidence which experience alone can give."

Revision of the election laws to cover contested elections is also urged by the president and will probably be a storm center.

Appeal to the convention has been taken by the Syracuse union against a decision of the I. T. U. executive council that the resetting of foreign advertising is subject of arbitration. Scale negotiations with the Syracuse newspapers are in abeyance until the convention decides the point. James M. Lynch, former president of the I. T. U. and a member of the Syracuse union, will present its case to the delegates.

Open Shop Section Appoints Flagg

H. W. Flagg, of Collegeville, Pa., has been appointed executive secretary of the Open Shop section of the American Newspaper Publishers' Association. Mr. Flagg was for many years connected with the United Typothetae of America and has a wide acquaintance among employing printers and newspaper publishers, through his advice and assistance to them in labor disturbances.

Leary Has Appendicitis

John J. Leary, Jr., industrial writer of the New York World, was operated upon for appendicitis September 6. Dr. William Plunkett, who performed the operation, stated that the appendix was punctured and the patient was in a serious condition. At the time Editor & Publisher went to press it was announced at Lloyd's Sanitarium that Mr. Leary was resting comfortably and believed to be out of danger, although very ill.

Sentinel-Record in New Home

The Hot Springs (Ark.) Sentinel-Record, whose building was burned May 10, has moved into its new home, a modern fire-proof structure of brick and concrete with the editorial, press and composing rooms and business office all on the same floor. John G. Higgins, the publisher and editor, now has Douglas Hotchkiss, formerly of the Memphis (Tenn.) Commercial Appeal, associated with him.

SUPPLEMENT HEARING SEPT. 11

Prominent Newspaper Men Will Testify—An Entering Wedge

The hearing before Examiner Beach, of the Interstate Commerce Commission, of the Supplement case (Investigation and Suspension Docket No. 1614) will be open September 11 at New York in the meeting room of the Merchants' Association, 233 Broadway, at 10 o'clock.

Preliminary to this hearing, a meeting was held in the office of the Art Gravure Corporation, 406 West Thirty-first street, New York, September 6, at which the following newspaper executives and attorneys were present: W. C. Shelton, the Washington Post; William J. Latta, the Philadelphia Public Ledger; Hugh A. O'Donnell, the New York Times; B. W. Bloom, the New York American; Arthur H. Sherin, the Art Gravure Corporation; Charles M. Galloway, attorney for the publishers, and L. H. Axman.

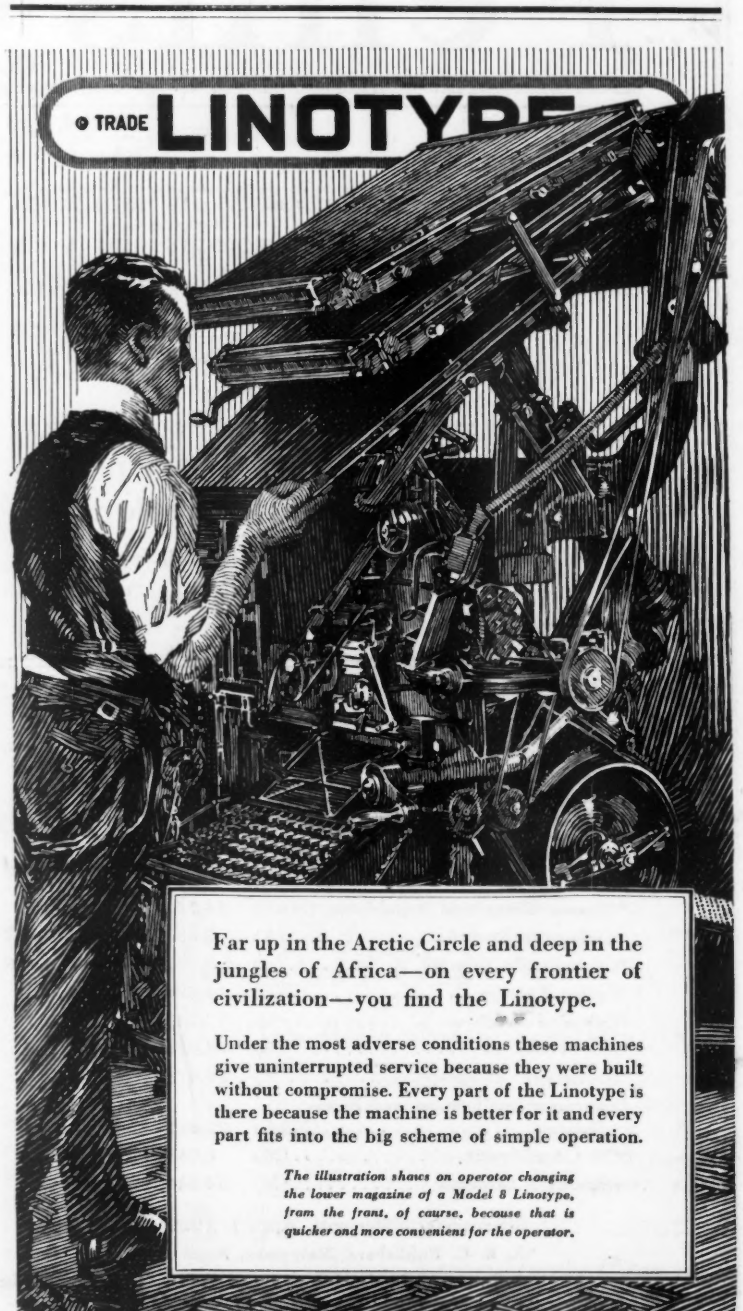
After this conference Mr. Galloway said that among those whom he would call upon to testify on behalf of the newspaper publishers would be Louis Wiley, business manager, the New York Times; Charles A. Tyler, assistant general busi-

ness manager, the Philadelphia Public Ledger; William J. Latta, the Philadelphia Public Ledger; Bradford Merrill, the Hearst General Management, and W. C. Shelton, the Washington Post.

The move on the part of the railroads to bar sections of a newspaper in transit from a special printer to the newspaper from the baggage classification, it was pointed out by an interested newspaper executive, is considered a possible entering wedge, which, if the roads win the case, might effect the shipment of sections sent out ahead of the date of publication. Therefore, those connected with the publishers' case consider it a most important one from the point of view of what it might lead to.

Tribute to Mundy and Alloway

Staff members of the Ontario Reformer, at Oshawa, Canada, tendered a banquet and reception the evening of September 2 to Charles M. Mundy and A. R. Alloway, retiring managers of the Reformer Printing & Publishing Company. More than 40 persons participated. The new proprietors of the Reformer, J. C. Ross and J. Ewart McKay, were also guests.



TRADE LINO TYPE

Far up in the Arctic Circle and deep in the jungles of Africa—on every frontier of civilization—you find the Linotype.

Under the most adverse conditions these machines give uninterrupted service because they were built without compromise. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows an operator changing the lower magazine of a Model B Linotype, from the front, of course, because that is quicker and more convenient for the operator.

**What to Do in Advertising,
and When, How,
and Where to Do It**



**136 Liberty St., New York
Phone Rector 7880-1-2
Cable Address "Flailad"**

Composed entirely on the LINO TYPE

GREATER CARE URGED IN MAILING

**Midwest Circulation Managers Consider
Means of Facilitating Distribution
of Newspapers—Sidney Long
Re-elected President**

(By Telegraph to Editor & Publisher)

COLORADO SPRINGS, Colo., Sept. 7.—“Brass tack” talks and discussions marked the fourth annual convention of the Midwest Circulation Managers' Association, which this afternoon closed a two-day session at the Broadmoor Hotel. Sidney D. Long, of the Wichita (Kan.) Eagle, presided.

T. B. Estland, chief railway mail clerk at Omaha, Neb., in addressing the meeting on “How Best to Co-operate with the Railway Mail Service in the Dispatch of Daily Newspapers,” urged that in mailing papers plain labels, with large type and the best paste be used. He also suggested that burlap wrappers be used for the outside of dealer packages and that circulation managers get their dispatching instructions from the chief of the railway mail department rather than take chances on errors.

G. V. Allen, of the Hutchinson (Kan.) News, said he has been able to get very good results in using carriers for collection and promotion work, as well as for delivery. He is especially particular in choosing those employed on the basis of standing in school and records of their moral characters. Mr. Allen's carriers keep complete lists of names, numbers and accounts of subscribers and also the record of non-subscribers. A duplicate is kept in the News office and checked once a week. The News finds it necessary to use solicitors or to conduct prize contests to spur the boys on to produce results. No carrier under 12 years of age is employed.

John Levand, of the Denver Post, made a big hit with his address: “Street Sales and How to Make Them; What Really Sells the Paper.” He defined a complete street sales department, and demonstrated how a map in his office shows how every street corner in the city is occupied for street sales at all times of the day. He has also found it profitable to push the sale of the sports edition in all parts of residential districts independent of the city delivery of the home edition, each edition of the Post being made up differently from the home edition.

A highly edifying treatise on the subject, “Should the Farmer Pay Less for His Paper than the City Chap?” was given by A. G. Lincoln, of the St. Louis Post-Dispatch. He suggested that the problem might be solved by basing the price to the farmer on the wholesale price charged the city carrier and newsboy.

At the annual banquet, held on the Broadmoor porch, addresses were delivered by T. E. Nowels, T. W. Rose and Will Butler, business manager, city editor and circulation manager, respectively, of the Colorado Springs Telegraph.

Officers elected were: President, Sidney D. Long; vice-president, W. Boeshans, St. Joseph Gazette; directors, C. B. McCauley, Wichita Beacon; Ralph Seeman, St. Louis Globe-Democrat; Roy Bailey, Salina (Kan.) Journal; Walter B. Reynolds, Fremont (Neb.) Tribune; M. W. Halmbacher, Oklahoma City Oklahoman; H. S. Blake, Capper Publications, Topeka; John Levand, Denver Post.

The next meeting place is Hutchinson, Kan., the first week in March, 1923. The entire party, headed by T. E. Nowels, business manager, and Will A. Butler, circulation manager, of the Telegraph, took a 40-mile drive through the Pikes Peak region.

Papers and addresses were delivered today by Will A. Butler, Colorado Springs Telegraph, “Putting the Sunday Paper Over on an Evening Paper”; Lloyd Smith, Kansas City Kansan, “How to Get the Best Work Out of City Carriers' Entertainment”; C. B. McCauley, Wichita Beacon, “Circular Letters—How to Put the Punch into Them”; M. W.

Halmbacher, Oklahoma City Oklahoman, “Office Management in the Circulation Department”; Frank Hamilton, Tulsa Tribune, “Newest and Best Promotion Plan”; Grail R. Fuller, Pueblo Chief-tain, “Best Method I Have Used in Increasing Carrier Circulation”; H. E. Watkins, Pueblo Star-Journal, “Circulation Department and the Newspaper”

The association is strongly against returns. Discussions favored every possible protection of newsboys on their corners. The association entirely appreciated the circulation manager's position as the business educator of carriers by teaching them to follow the best methods of delivery, collection and promotion.

The association also went on record against requiring carriers to take more papers than they need for their regular routes.

BRADENTOWN HERALD SEPT. 15

Merger of Herald and Journal Effectuated by Merchants' Association

Publication of the Bradentown (Fla.) Evening Herald will start September 15, according to a statement just made to a representative of EDITOR & PUBLISHER. Its start has been delayed 15 days because of the necessity for combining the plants of the Herald and the Manatee River Journal, the controlling interest of which was purchased by the owners of the Herald when plans for inaugurating a rival daily were announced. George E. Hosmer, editor and manager of the Journal, which is published by the Bradentown Publishing Company, sold his stock in the company to Robert W. Bentley and R. P. Sponenbarger, publishers of the Herald. It is understood that the weekly edition of the Journal will be continued, the Evening Herald succeeding the weekly Herald and the subscription lists of the two weeklies will be merged.

The combining of the two papers, followed efforts of the merchants' association of Bradentown, which declared that two dailies would be one too many, and that they would not support two. The merchants requested the publishers of the two papers to get together, the meeting being attended by a committee of five of the business men and the purchase by the Herald owners of Mr. Hosmer's interest in The Journal, following.

JOIN MEETING AT VERNON

Alberta and British Columbia Editors Elect New Officers

The joint convention of the Alberta, British Columbia and Yukon Press Associations was held at Vernon, B. C., August 25 and 26. The Alberta association elected John MacKenzie, Strathmore Star, president; J. Torrance, Lethbridge Herald, and J. Houiseux, Coronation Review, vice-presidents; secretary, L. D. Nesbitt, Bassano Mail; executive, John Imrie, Edmonton Journal, Geo. Gordon, Ponoka Herald, Mrs. Derrett, Pincher Creek Echo; W. J. Huntingford, Wainwright Star, and L. D. Albertson, Chauvin Chronicle.

The British Columbia Association re-elected J. L. Ball, The Vernon News, president and H. M. Walker, Enderby, Okanagan Commoner, secretary. Other officers elected were: Hugh Savage, Cowichan Leader, J. A. Bates, Mission City Record, vice-presidents; executive, H. R. Hindmarch, Nanaimo Herald, W. A. Jordan, Revelstoke Review, and W. J. Rimes, Vanderhoof Chronicle. Jasper Park was chosen for next year's convention.

All America Cable Rates Lower

Through the opening of a new office of the All America Cables, Inc., at Sao Paulo, Brazil, the company has been able to effect reductions in rates to South America. By transmitting to Sao Paulo the company avoids sending through the Brazilian National Telegraph Administration. The All America Cables Company and the Postal Telegraph-Commercial Cables Company will handle messages jointly.

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 ¥1.10, *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”

SHORT-HAND REPORTS OF SALES TALKS MARKED WEAK CLASSIFIED FORCE

Monitor Board "Listened In" on Telephone Ad Solicitors and Manager Wondered How Any Lineage Was Sold—Milwaukee Journal Moves to End Complaints on "Kills"

By C. L. PERKINS

Executive Secretary, National Association of Newspaper Classified Advertising Managers

CLASSIFIED advertising managers, even those with good staffs, are continually wondering why members of their sales force are not selling greater lineage. If it were possible for a classified manager to sit at his desk and listen by means of some sort of a wireless apparatus to all of the solicitations made by his salesmen, it is entirely possible that instead of wondering why they didn't sell more advertising, he would wonder how they ever sold any.



C. L. PERKINS

One metropolitan newspaper has a classified advertising department that is considered very competent. From all outward appearances it is very well organized and its production has steadily increased over a period of years. The classified manager, while not satisfied, was of the opinion that his staff was well trained. He was particularly proud of his phone room, which had tripled its production in a year. One day, by means of a monitor board, he had numerous solicitations by the sales force taken down in shorthand. The result of getting these solicitations down in black and white is that he cannot understand how the phone room made the wonderful lineage gain. Another result is that the telephone department is now undergoing a complete overhauling by having all of the sales people much more thoroughly trained and by eliminating many of the poorer ones.

Here are a few examples of the sales talks overheard in the telephone room:

OPERATOR—"Now, listen, I am going to call you up this afternoon. Is it just because you don't like me or something that you won't give me the ad?"

LADY—"No, no."
OPERATOR—"I think it must be. You have furniture which you want to sell, but yet you don't want to advertise it. It must be something personal. If you don't give me the ad, I can't feel any differently about it."

The person making this solicitation had been showing a very good record, yet what reason had she for thinking that the prospect, who did not know her, was not giving the ad on account of a personal dislike for her? Furthermore, what bearing has the subject of personal likes and dislikes on the merits of the paper as an advertising medium? The prospect hung up, naturally.

Here is another solicitation, so-called, in which the sales person makes the statement that she is endeavoring to interest the person, yet fails to make one single substantiated statement to interest him.

OPERATOR—"This is Mr. Blank of the Times."

PROSPECT—"I am not interested in the Times."

OPERATOR—"I called you up to interest you."

PROSPECT—"You can't do it."

OPERATOR—"Wouldn't it be possible to?"

PROSPECT—"No, no, no. We use the Gazette and the News. We have never advertised in your paper."

OPERATOR—"Why don't you give us a trial? We are getting splendid results for our advertisers."

PROSPECT—"We are not interested."
OPERATOR—"All right, sir, I'll call you up some other time and try to interest you."

Here is another telephone conversation:

OPERATOR—"I am over at the Times now and I want to help you get some men. Put an ad in our tomorrow's issue. I want to get a whole wagonload of men over to your office. How long have you given your ad to the Gazette?"

MAN—"I always run my ads for three days."
OPERATOR—"Well, why not give it to us for Saturday and Sunday? You can run it in the Gazette tomorrow."

MAN—"I had a whole army of men over here this morning. What's the use of advertising when I don't need it."

OPERATOR—"You don't want to take the first 25 men who apply."

MAN—"I don't have to take the first 25. I had 75 or 100 here this morning."

OPERATOR—"The Gazette doesn't pull the high-class men. It pulls the riff-raff."

MAN—"If I advertise in your paper, I'll bet I'd have ten niggers and one white man come in answer."

OPERATOR—"The Gazette pulls the curb men—hums who are always out of jobs. We reach good men who are looking for good jobs."

MAN—"Your paper doesn't pull so well. Don't you suppose that the poor fellow looking for a job is going to look where the most jobs are? You have much less advertising than the other papers. Your paper brings in just as much riff-raff as any other paper."

OPERATOR—"Oh no, Mr. Blank."

MAN—"Well, if it doesn't bring in as many bums, it's because it doesn't pull as well. Why in real estate, for instance, I can find ten places to look at in the other papers compared to your one."

OPERATOR—"What do you think of our real estate columns?"

MAN—"I think they are damn poor. You don't have anything."

OPERATOR—"Have you looked at our paper recently?"

MAN—"Yes, I looked at it this morning."

OPERATOR—"Have you noticed all the railroad copy we have. Well, if our paper doesn't pull, why do the railroads advertise with us?"

MAN—"The railroads are at the mercy of the people. They have to take what they can get. You are so confident that your paper will produce results. I'll put an ad in, and if I don't have 25 people at my office tomorrow morning in answer to the Times ad, I won't pay for it."

OPERATOR—"Oh no, Mr. Blank, you cannot do that. I cannot guarantee you results. There is no paper in the world that can guarantee results."

MAN—"I am all set anyway, I don't need any more advertising at this time."

The sales person in this case was a man. Why should he ask how long the advertisement had been placed in the competing newspaper? Was the question necessary and did it have any bearing on the sale? When the advertiser stated that he always gave an advertisement for three days, why did the solicitor ask for only two insertions for his paper? Isn't it the poorest kind of salesmanship to directly criticize the quality of replies that the competing newspaper produces? Why use the fact that the paper is printing Help Wanted copy from the railroads as a talking point? The railroads in an effort to replace strikers have been using large space in practically all newspapers, good, bad or indifferent.

Every classified manager who can and will get verbatim reports of solicitations, both from the inside and outside salespeople will quickly find why his staff does not sell more copy. He will find, no doubt, that he is failing in one of his most important duties—that of training his sales staff. Furthermore, he will dis-

cover, in proportion to the degree in which he overcomes this failing he will increase the effectiveness of his sales organization.

IN every classified department "kills" are a source of trouble. In the best of regulated offices advertisers claim to have killed advertisements, yet the newspaper can find no record of the "kills." Different newspapers use various methods to overcome this source of complaint, and some are more successful than others.

The Milwaukee Journal has just adopted a new plan. This system, as explained by the following memorandum which Harry Gwaltney, classified manager of the Journal, has written to all advertisers:

Important Notice!

Get a "Kill Number"
When You Cancel a Want Ad

Journal want ad cancellation clerks now give a Kill Number when a cancellation or stop order is received by telephone.

Advertisers are urged to keep a memorandum of this Kill Number. Without it no allowance or adjustment whatsoever will be made in the event a cancellation is claimed but does not appear on our records.

CAUTION—For your protection do not give cancellation orders to any employee who can not give you a Kill Number. All clerks authorized to accept want ad cancellations do this.

THE JOURNAL CO.

Effective September 1, 1922

Mr. Gwaltney also distributed the following notice to members of his department:

Kill numbers 1 to 3,000 inclusive are to be used by all Cancellation Clerks in the Business Office.

These numbers to be given out consecutively as blank numbers appear on the Kill Register sheet in the hands of the clerk executing the kill order.

Kill numbers 3,001 to 3,500 inclusive are to be used by Telephone Ad Takers and Street Salesmen.

Kill Number Checks will be found in the Kill Number Box. The person taking the cancellation should remove the "top" kill number from this box. Attach it to the Kill Order Blank with a paper clip and copy the number of the check in the space provided for the "Register" number.

Turn in the Kill Order with the Kill check attached to the Paone Room Supervisor.

Under no circumstances should the Kill order be forwarded to the Business Office or Composing Room until the Kill check has been removed. Cancellations to be made after Phone Room Supervisor leaves (6:00 p. m.) should be turned in to the cancellation clerk on evening duty in the main Business Office.

Kill numbers 3,501 to 4,000 inclusive are to be used by counter clerks. The person taking the cancellation should remove the "top" kill number from the Kill number box and copy the number of the check in the space provided for the "Register" number. Give the Kill number check to the person placing the cancellation order. Forward the completed Kill order to the Kill Register clerk in the business office.

No person shall take a cancellation by telephone or at the business or adjustment counter who can not give the advertiser his or her Kill number.

Separate Classified Departments

The classified advertising departments of the Boston Sunday Advertiser and the Boston American, which have been operated in combination, were made separate departments September 1. J. H. McMahon, who was in charge of the combined departments, is now head of the classified advertising and mail order department of the Daily Advertiser with offices in the Little Building, 82 Boylston street. The Advertiser has installed its own advertising art department, which will serve both the daily and Sunday paper.

New Department in Kingston

The Kingston (Ont.) British Daily Whig has established a want-ad department, which will be in charge of George M. Cootes, who started his newspaper career on the Hamilton Herald as a copy boy, changing to the advertising staff. Later he joined the reportorial staff of the Toronto World and from there went to the London Advertiser as classified advertising manager under C. Frank Adams. In March, 1922, Mr. Cootes joined the staff of the British Whig as merchandising Service man and now, along with this work, will handle classified for the Whig.

H. P. Martin Makes Change

Henry P. Martin, Jr., circulation manager of the Des Moines (Iowa) Capital, has resigned to become manager of the syndicate department of the Des Moines Register and Tribune.

Used Newspaper Presses For Early Delivery

HOE SEXTUPLE PRESS

with two folders and extra color cylinder. It will print a 4, 6, 8, 10 or 12 page paper at a running speed of 48,000 per hour and 14, 16, 18, 20, 22 or 24 pages at 24,000 per hour. Printing an extra color on the first and last pages.

Scott Quadruple Press

four deck two pages wide prints seven or eight columns to the page. Prints 4, 6, 8, 10, 12, 14 or 16 pages at 24,000 per hour and 20, 24, 28 or 32 pages at 12,000 per hour.

THE HUDSON OBSERVER, Hoboken, N. J., are running this press every day in the week. Go over and see it.

Scott "Multi-Unit" Presses

of larger capacity are replacing the two presses offered for sale and if interested in either new or used newspaper presses let us hear from you.

WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK
1457 Broadway

CHICAGO
1441 Monadnock Block

FIRST

In eight months of this year The New York Times published 15,367,072 agate lines of advertising, an increase over the corresponding year of 1,580,294 lines and an excess over next New York newspaper of 4,465,158 lines.

From Ohio's Manufacturing Establishments Alone Wage Earners Receive Annually About

\$1,400,000,000

Ohio is FIRST in clay products, FIRST in rubber products, FIRST in glass electrical goods, FIRST in soda bottles, milk bottles and mineral water bottles.

Ohio ranks fourth in value of farm products — which fact indicates that soil is one of Ohio's dependable sources of wealth.

Ohio is one of the greatest producing states in the Union and one of the biggest buying states. It is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice.

USE THESE OHIO DAILY NEWSPAPERS FIRST

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
*Akron Beacon Journal(E)	35,904	.085	.085	*Lima News and Times-Democr't (E&S)	16,083	.07	.05
*Akron Times(E)	19,518	.06	.06	*Lima Republican-Gazette(M&S)	10,270	.035	.035
*Akron Sunday Times(S)	21,952	.07	.07	*Marietta Times(E)	6,160	.025	.025
*Athens Messenger(E)	9,775	.03	.03	Middletown Journal(E)	5,037	.025	.025
Bellefontaine Examiner(E)	4,407	.0179	.0179	Newark American-Tribune(E)	6,573	.025	.025
Cincinnati Enquirer(M&S)	73,120	.17-.35	.17-.35	Piqua Call and Press-Dispatch....(E)	6,039	.025	.025
Cleveland Plain Dealer(M)	181,185	.32	.38	Portsmouth Sun and Times...(M&E)	16,286	.06	.06
Cleveland Plain Dealer(S)	221,084	.37	.43	Portsmouth Sun-Times(S)	10,059	.04	.04
Columbus Dispatch(E)	72,317	.15	.14	*Toledo Blade(E)	95,683	.25	.23
Columbus Dispatch(S)	74,654	.15	.14	Toronto Tribune(E)	1,092	.011	.011
Conneaut News Herald(E)	3,094	.017	.0179	Warren Daily Chronicle(E)	6,405	.025	.025
Dover Daily Reporter(E)	4,410	.02	.02	*Youngstown Vindicator(E)	24,063	.07	.07
*Hamilton Daily News(E)	8,143	.04	.04	*Youngstown Vindicator(S)	25,220	.07	.07
Ironton Irontonian(M)	3,150	.0179	.0179				
Kenton Democrat(E)	2,400	.014	.014				

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

Coverage and Reader Confidence

When a newspaper is read in the great majority of homes in its territory and has the confidence of its readers, there can be no question as to its pulling power for those who use its advertising columns.

These two factors—Coverage and Reader Confidence—are at your service in Rhode Island when you use

The Providence Journal

A morning paper of international reputation, published morning and Sundays. Sworn net paid circulation for July:

Daily 34,662 Sunday 54,908

The Evening Bulletin

One of the leading daily afternoon papers in the country. Sworn net paid circulation for July:

57,907

These are home newspapers — independent politically, not controlled by any interest and catering to no class or sect. They stand for everything which is best in American journalism. The confidence in which they are held by the people of Rhode Island is attested by the fact that one or the other of the papers goes into such a large percentage of the homes in the state. The news columns are clean and free from scandal and sensationalism. They are the types of newspapers which are welcome in the home. The circulation is largely home delivered—the most effective kind for advertisers.

Advertising space is sold on a Flat Rate Basis
21½c a line Daily and 12c a line Sunday buys
the combined circulation of these great papers

Providence Journal Co.

Providence, R. I.

Chas. H. Eddy Co. R. J. Bidwell Co.
Representatives Pacific Coast Representatives
New York Boston Chicago San Francisco Los Angeles

OMAHA BEE EDITORIAL PRIZES AWARDED

Reporter and Housewife Win First Place
in Professional and Amateur Classes
— Presentation Made at Nebraska
Press Association Dinner

H. Howard Biggar, reporter on the South Omaha Journal-Stockman, a livestock market journal, won the first prize offered by the Omaha Bee for the best editorial written by a Nebraska newspaper man and Mrs. Charles L. Kelly, Nebraska City, Neb., won the first prize in the Bee's amateur editorial contest. These prizes were awarded at a dinner given by the Bee to the members of the Nebraska Association and those members of the Western Iowa Press Association who met with them in their annual meeting August 31, September 1 and 2. The other prize winners in the professional class were Frank O. Edgecomb, editor, the Geneva (Neb.) Signal, "Preferential Voting," second prize; and Will M. Maupin, editor, the (Neb.) Gering, Midwest, "The Vanishing Family Circle," third prize; while the second and third prizes in the contest for amateurs were won by Mrs. Frank Gillett, Albion, Neb., and Millicent Jean Ayton, Harvard, Neb., respectively.

The prize winning professional editorial by Mr. Biggar headed "Boys' and Girls' Clubs" is as follows:

BOYS' AND GIRLS' CLUBS

A great army was mobilized in our country in 1922—an army whose achievements may not be fully realized by the world at large, but which are none the less noteworthy. We refer to the farm boys' and girls' clubs, embracing at the present time a membership of 500,000, with a field of endeavor covering nearly every part of the United States. Organized in a small way about 10 years ago under the auspices of the Department of Agriculture, with the idea that the enlistment of young life on the farms might vitally affect farm practices and create an interest in farm problems, club work has exceeded the expectations of its most optimistic supporters.

Farms have always teemed with secrets and the fields, kitchens, pastures and feeding pens have been filled with opportunities. Two decades ago these secrets were little realized and the growing youth had little or no idea of just what the farm offered in the matter of a future life work. But today, through the avenue of club work, the boys and girls enrolled have acquired information and displayed initiative which is the marvel of their elders.

The boy and girl club workers of today are business men and women in the making. They have their own officers and at their meetings held at regular intervals they handle things in a business-like way. The proper rations for hogs and sheep and cattle, methods of canning fruits and vegetables, the care of baby chicks, the cost of producing corn and potatoes—all these are subjects which are thoroughly threshed out. The boy and girl club members are economists.

In a census taken of 253 who attended the International Live Stock Exposition in 1920, it was found that the combined wealth of these young folks was \$300,000, all of which had been acquired through club work. Club workers are interested in education, as evidenced by the fact that two years ago 1,800 of them entered agricultural colleges for courses which would more fully equip them for their rural tasks.

Youth is ever optimistic, ever hopeful. Somehow, when one sees these energetic young people there is a tendency to forget the fact that times have been dull and that the industrial skies have been dark. Rather there comes the thought that the activities of these boys and girls augur well for the future. Equipped with facts about the farm and the farm home and problems which were unknown to their parents, they are going forward to be a real force in community upbuilding. The lessons learned in their club work are fitting them to be virile leaders in agriculture, the world's greatest industry.

Mrs. Kelly, a housewife, won the first prize for amateurs with the following editorial, "My Children's Worth":

MY CHILDREN'S WORTH

My neighbor has prospered. His home is the last word in modern architecture and equipment. It is his hobby. He loves every board and block and nail in it. He surrounds it with grassy plots and shrubs and flowers, and adorns it inside and out according to his sense of artistic grace and beauty. Not only is his home a source of pride and satisfaction to my neighbor, but by its beauty and grace and general attractiveness it sheds distinction and adds to the value of property round about it.

Now, my home is a modest affair. It needs paint and the roof does not cover it as well as the mortgage. What is meant for a grassy plot shows bare patches like the exposed portions of a little boy's trousers. And, instead of graceful, flowering vines, my house is overrun by little rosy ramblers who clamber about, scraping off the paint and leaving muddy

streaks in their wake. There are five of them, and all the hard work, sacrifice and care they mean to me is as nothing compared to the pride I have in their clear eyes, clean minds and sturdy bodies. To the hope I hold in their future the present struggle to keep them clothed, housed and fed is a small affair. They represent my family estate. To them I hope to leave an inheritance of character and courage. And to the world I shall bequeath, not large sums for charity, schools or hospitals, but a family of men and women equipped to take up the problems of life.

But when my neighbor begins to talk about taxes I have an uneasy feeling that, according to his way of looking at it, I should have drowned these dimpled babes before their eyes were open. He has it figured out to a penny how much it is costing him to educate one of my children. Now, I am paying taxes, too, but for nine months of the year my children are under the supervision of trained teachers, men and women of unquestioned character and high ideals. It doesn't seem to me that, they are receiving exorbitant wage. But my neighbor has no children. To him school is just a building that cost too much in the first place, is costing too much in the upkeep and doesn't give back a profit to the town.

I believe my neighbor is wrong. My children have a monetary value to the town. For their needs my earnings are spent. I buy from him such things as he has to sell, thereby adding to his riches. I go farther, I am not raising pigs for profit, nor cattle for the mart, but raw material for the nation of tomorrow. They are not mine alone. They belong to my neighbor as well. It is to his interest as well as mine that they become fit and useful citizens. As they are trained, as they are educated, they will develop. The community has a part in that development. My neighbor has no more right to spread propaganda for cheap schools, a niggardly system that will dwarf the future of my children, than I have to throw trash in his front yard.

F. W. RICHARDSON NOMINATED

Berkeley Gazette Owner Credits Newspapers with His Victory

LOS ANGELES, Cal., Sept. 6.—Before a gathering of 75 newspaper editors of California, at banquet given Wednesday evening at the Los Angeles City Club by the Southern California Editorial Association, Friend William Richardson, Republican nominee for governor declared his victory last Tuesday was due entirely to the newspapers of the state. "Study the results of the campaign," said Mr. Richardson, "and be convinced of the power of the press in every locality. Where I had good newspaper support I had a majority, while in towns that didn't have newspapers I lost."

Mr. Richardson, who is principal owner of the Berkeley Gazette and now serving his 21st successive term as president of the California Press Association, paid particular tribute to the small-town newspapers. The meeting, which was called by the directors of the Southern California Editorial Association, was presided over by Harlan C. Paimor of The Hollywood Citizen. Speakers included John King, president of the association; Cromble Allen, president of the Southern California Associated Dailies; George D. Squires, manager of Mr. Richardson's campaign. Newspapers of northern California are planning similar receptions in San Francisco next week.

Mr. Richardson has been state treasurer for the past two terms.

ST. LOUIS-KANSAS CITY WAR OVER

Hatchet Burying an Appreciation of Aid in Electing Lou Holland

St. Louis and Kansas City, long commercial rivals, will bury the hatchet. The ceremony will take place in Forest Park, St. Louis, September 26. Mayors Kiel, of St. Louis, and Cromwell, of Kansas City, will wield the shovels in digging the grave, the last resting place of the hatchet.

The ceremony will be one of the features of the visit to St. Louis of the Advertising Club of Kansas City, and members of the Kansas Commercial Club, headed by the mayor. The visit is an outgrowth of the desire of the neighboring advertising club to express their appreciation to the Advertising Club of St. Louis for what its members did in helping to elect Lou Holland, of Kansas City, as president of the A. A. C. W.

There will be a joint meeting of the Kansas City folks with the Advertising Club of St. Louis and the St. Louis Chamber of Commerce. It is the first time there has been such a get-together meeting between these two cities.

COURT CURBS PLAYING OF PHONOGRAPH AD

Massachusetts Judge Finds that Music Store With Talking Machine Working Continuously Is a Nuisance and Abates It

Playing of a phonograph in the doorway of a store as a means of advertising may be made the subject of an injunction and damages, according to the decision which has been confirmed by Judge DeCourcy in the Suffolk (Mass.) Equity Court. The decision is considered one of the most novel of recent ones having an advertising significance.

Stodder, the plaintiff, has a retail shoe business at 10 and 14 School Street, Boston, the testimony shows. He sublets the second floor to Hurwitz, a joint plaintiff for a tailor shop and the third floor to Imbruglia, another joint plaintiff, for shoe repairing. The defendant has a phonograph shop at 11 School Street, almost directly across the street, a distance of 36 feet.

The defendant, the Rosen Talking Machine Company, has the space of 10 feet from the sidewalk in the shape of a trapezoid, which is 12 feet wide at the sidewalk and six feet wide at the door. At about the middle of this doorway space, the defendant located a Columbia graphonola for advertising its merchandise and operated it by an electric motor. The bill in equity was brought to pray for an injunction and damages.

The plaintiffs demurred on the allegation that a suit of this kind could not be brought at equity and that the plaintiffs could not join in a suit of this kind.

"All the plaintiffs complain of a single wrong committed by the defendant, which affects them all alike and entitles them to the same relief in kind," the court outlines in reviewing the case. "As was said in *Cadigan v. Brown*, 120 Mass., 493, 495, where the owners of several lots of land joined in a bill to restrain a private nuisance: '... the plaintiffs ... have a common interest in the subject of the bill. They are affected in the same way by the acts of the defendant, and seek the same remedy in them. There is no danger of confusion in the trial or of injustice to the defendants from the joinder of the plaintiffs; but the rights of all parties can be adjusted in one decree and a multiplicity of suits prevented.'

"As to the merits," the court goes on, "it is unnecessary to recite at length the findings of the master. Among them are the following: The machine complained of produced a tone slightly louder than that made by others of the same general type; and the defendant made use of the loud or 'full tone' needle, and no muffling device.

"The machine was played substantially from 10 a. m. until 5 p. m. or later, except during cold winter and stormy weather. The records consisted of every variety—singing, speaking and instrumental—and the music or noise was plainly audible in all parts of the premises occupied by the plaintiffs.

"The continuous and monotonous playing of piece after piece according to his findings, did injuriously affect the employees of the plaintiffs by a gradual wear on their nervous systems, and in some instances producing headaches, in other instances making it most difficult for the person to concentrate on his or her particular work and in other instances getting the person in a condition such as is generally described with 'nerve on edge.'

"Further, he finds that the noise of the defendant's phonograph is a substantial addition to all the other noises absolutely incident to the street, that is, it tends to reduce and diminish the efficiency of the petitioners and their employees by reason of the fact that their minds and also the minds of the customers are often diverted and is the cause of some harm and injury to the health and comfort of ordinary persons and does to some extent interfere with the conduct and business of the petitioner, Stodder, and to a smaller degree interfere with the progress of the petitioner, Hurwitz.

"Finally, he finds that if the machine were played in such a manner that it could not be heard in the place of business of the plaintiffs, it would have practically all of its present advertising value; and that the injury and discomfort caused them and their employees is out of proportion to the advantage accruing to the respondent in the playing of the machine as it is played over what would accrue to it if it were played in such a way that it could not be heard or appreciably heard in the petitioner's place of business.

"On the facts found by the master it is clear that the decree for an injunction and damages was warranted. *Stevens v. Rockport Granite Company*, 216 Mass., 486; *Davis v. Sawyer*, 133 Mass., 289; *Gedlin v. Niehuhr*, 236 Mass., 350. And we see no necessity for modifying the terms of the decree by omitting the word, 'appreciably,' as urged by the plaintiffs. Decree affirmed with costs."

James M. Hoy and Samuel Gottlieb appeared for the plaintiffs and Lewis Marks for the respondent.

The store is allowed to continue the use of the outside phonograph for advertising purposes so long as the sound from it cannot be heard to any extent in a harmful way by its neighboring stores across the street.

MIAMI'S CLIMATE SONG OF OLIN KENNEDY

It's a Permanent City, Says Official of Morning Herald, and It's Booming—Big Winter Season Expected—Wants Live Reporter

"We have the best summer climate in the United States"—Yes, he's lived in California, but the Golden State is not the subject under discussion. The speaker is Olin W. Kennedy, assistant to the publisher, and also managing editor of the Miami (Fla.) Morning Herald, and he is singing the praises of Miami—"368 miles below Jacksonville, fanned by the trade winds, and never warmer than 88 degrees Fahrenheit."

Mr. Kennedy is in New York for a three weeks' visit, stopping at the St. James Hotel, but he is not talking New York to New Yorkers. Miami, summer and winter city, is his song, with an intermezzo on the Herald as a metropolitan newspaper.

"Miami is constantly growing," he declared. "It now has a permanent population of over 50,000 people, who are making it their place of business and residence. Building permits so far this year have reached a value of \$5,000,000, divided about equally between homes and commercial buildings.

"Miami has never had any business depression. Things have been moving right along and this season will see an unusually large citrus crop, which will be moved two or three weeks earlier than in past years.

"We are also looking forward to the best winter season in our history. The Chamber of Commerce and the city have spent \$100,000 in newspaper advertising in Northern cities and it is already evident that results will pass all expectations. Hotels on Miami Beach have heavy reservations for the winter season and they are getting an increasing proportion of the ultra fashionable visitors who formerly went elsewhere."

"The high class of resident and visiting population has a strong influence on the kind of newspaper men we must employ, too," continued Mr. Kennedy. "Every man on the Herald staff has had metropolitan experience. They are all young men who have had good newspaper training, and we pay them well—\$50 to \$100 a week. Over half of the boys own their own automobiles, and some of them are not cheap cars, by any means.

"The paper also has seven cars—no, not flivvers—at the command of any member of the organization. We use them for reporters, for the advertising staff and for circulation.

"For instance, we start a fast car at 3 o'clock in the morning with the Dixie Highway edition, and we deliver this edition with a page of Palm Beach news at Palm Beach, 70 miles away, by 6 o'clock.

"Here's another one which you'll find it hard to beat. The Herald has the only overseas edition of any American newspaper which is read in a foreign country the day it is printed. We put this edition on the train for Key West at 4 o'clock in the morning. It is moved by boat from Key West and is sold in Havana at 5 o'clock in the evening with papers printed in that city.

Movie activity in Miami is also one of Mr. Kennedy's enthusiasms.

One of Mr. Kennedy's missions in the North is the location of another reporter for his "hand-picked" staff, for which many have been called but few chosen. A permanent place in a permanent city and not a refuge from heatless days in the Northeast is the prospect he holds forth to the news-gatherer whose face will be new in the Herald city room this fall.

The Best Business Producer in Japan

Morning and Evening Editions—Over a Million Copies

Established by the late Premier Okuma

THE HOCHI SHIMBUN

報知新聞

A Splendid Circulation

The Hochi Shimbun has had continuously since its establishment in 1872 the largest circulation in the Far East.

Oldest Evening and Morning Press

The Hochi Shimbun was the first newspaper in Japan to add an evening edition to its morning paper.

A Rich Field

There is no section of the Japanese buying community which is not reached by the Hochi Shimbun.

An Efficient Medium

The Hochi Shimbun is read extensively through Japan, Korea, Manchuria and Formosa, and is the foremost advertising medium.

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

THE HOCH SHIMBUN SHA
TOKYO, JAPAN

LIMIT POLITICAL ADS IN NEWSPAPERS

**Senate Defeats Edge Amendment to
Pomerene Bill Which Allows
Printing as Extra, But Not
Newspaper Copy**

Senator Walter E. Edge's amendment providing for newspaper exemption from the campaign expense limitations provided in the Pomerene bill, failed to be adopted when the bill was passed by the Senate, September 2. The amendment undertook to strike out the words "other than in newspapers" from that part of the measure which excepted certain items, including printing, other than in newspapers, from the amount permitted in the legitimate expenses, \$5,000 for election to the House and \$10,000 for election to the Senate.

"The only objection I have heard raised to the exception of newspapers," said Senator Edge, "has been that in some cases perhaps—and it is a very broad assertion necessarily—the expenditure of money for advertising in newspaper might have undue influence upon the editorial policy of the newspapers or upon the opinion of the editor in discussing and taking a position in the political campaign. I really do not think that such an argument need be seriously considered in this debate. Things have come to a very bad pass in the country if any considerable number of newspaper publishers can be influenced by the ordinary political advertising that might be printed in the columns of their publications. Perhaps some could be so influenced for in every branch of society there are men who can be influenced, but as real argument against the exception which my amendment proposes, I do not think it has much merit or much force."

In discussing the amendment in opposition to it, Senator Dillingham, of Vermont, asserted that a rich man could spend unlimited sums in newspaper publication without having them deducted from his legitimate expenses. Senator Edge's retort was that under the Pomerene bill as it stood and was finally passed the same rich man could spend all he wished in circulars, letters and posters without having the amount deducted from his expenses.

James J. Driscoll Heads Courier

James J. Driscoll, during the past 19 years circulation manager, business manager, and secretary-treasurer of the Connellsville (Pa.) Courier, has been elected president to succeed the late Mrs. Katherine M. Snyder. Miss Rose A. Donegan,

for 10 years bookkeeper, has been elected Mr. Driscoll's successor as secretary-treasurer and George M. Hosack, a Pittsburgh lawyer, becomes vice-president. There will be no change in the policy of the paper with the election of these new officers. The policy formulated by Henry P. Snyder, first president, will be adhered to as it was by Mrs. Snyder.

Obituary

WILLIAM F. RUWELL, aged 52, who is credited with having perfected and built the first machine for the trimming of stereotype plates, died September 3.

DR. JOSEPH J. WARE, aged 81, widely known as an author of religious works, died August 31.

EDWARD O'BRIEN, pioneer Chicagoan and editor of the Railroad News Company, died recently.

ARTHUR KNOWLSON, aged 51, died September 5 at Lindsay, Ontario, following a stroke of paralysis. Mr. Knowlson came to New York in 1895 as advertising manager of the New York Press. In 1916 when the Press was consolidated with the Sun he became advertising manager for the Brooklyn territory. He held the same position on the New York Herald at his death.

FRANK A. LYNDSEY, aged 58, for many years foreman of the mailing room of the Zion Herald, Boston, died Aug. 29.

JUDGE MOSES FLEMING WILSON, aged 83, father of Russell Wilson, editorial writer on the Cincinnati Times-Star, died August 17.

EDWARD A. PETERS, 32, of Tacoma, Wash., died September 1 following a lingering illness of several months. For several years Mr. Peters was connected with the Tacoma (Wash.) Times as reporter and city editor and resigned in 1918 to become secretary to Mayor C. M. Riddell. About a year and a half ago Peters left the mayor's office to become editor of the Bremerton (Wash.) News, leaving that publication because of a nervous breakdown brought on by overwork.

CECIL L. GRIGSBY, who was for several years circulation manager of the Redlands (Cal.) Review, died August 20, after a short illness.

MRS. EMILY NORTON COLEMAN, wife of Charles M. Coleman, managing editor of the Seattle (Wash.) Post-Intelligencer, died in Pasadena, Cal., Aug. 24.

New Labor Weekly in Montreal

Le Peuple, a new French weekly published in the interests of labor, commences publication in Montreal, September 2.

PAYS TRIBUTE TO E. W. BARRETT

**Publisher of Birmingham News Makes
Brief Eulogy at Luncheon**

Victor Hanson, publisher of the Birmingham News, who returned a few days ago from a three months' stay in Europe, was the principal speaker at the Rotary Club luncheon in Birmingham, August 31. Commenting on the death of E. W. Barrett, late publisher of the Birmingham News, Mr. Hanson said:

"I was at Interlaken, Switzerland, when the news of Mr. Barrett's sudden death reached me. It was a great shock to Mrs. Hanson and myself. I regard Mr. Barrett's death as a distinct loss to the journalism of the South and to the citizenship of Birmingham and Alabama. I am delighted that Mrs. Barrett has been elected president of The Age-Herald Publishing Company and publisher of The Age-Herald. Mrs. Barrett has splendid executive ability, fine common sense and rare personal charm. I predict great prosperity for The Age-Herald under her progressive management. I am not informed as to the constitutional limitations of the Birmingham Rotary Club, but if there is no bar to her election I think it would be a fine and splendid tribute to her late husband and to herself personally if she were elected to full membership in our club."

Foley's Estate Appraised at \$357,730

An inventory filed this past week with the Register of Wills in Philadelphia, showed that the personal property in the

estate of the late Richard A. Foley, former head of the Philadelphia advertising agency bearing his name, who died February 6, 1922, is appraised at \$357,730. He owned corporation stocks valued at \$215,950, bonds aggregating \$96,547 and building and loan stock amounting to \$32,721. Mr. Foley died on February 6.

Klu Klux Service for Tutweiler

(By Telegraph to Editor & Publisher)

JACKSONVILLE, Fla., September 3.—Klu Klux Klansmen conducted their funeral service at the grave of Charles A. Tutweiler, formerly business manager of the Indianapolis Times who died here yesterday. After the Masons had concluded their services at the grave four members of the klan appeared in their white robes, planted a fiery cross on the grave and bowed their heads in silent prayer. Mr. Tutweiler came to Jacksonville from the Times to be advertising manager of the Florida Metropolis, now the Jacksonville Journal.

Wrote Will on Newspaper Margin

A will written on the margin of a copy of the Philadelphia Evening Bulletin has been formally admitted to probate by the Register of Wills. It reads: "All I have I leave to you, Esther Fryer, my wife. Your Hubby. James Fryer." Mr. Fryer left an estate of \$3,500.

Adds New Job Press

The Clearwater (Fla.) Sun has just installed a new job press, equipped with a Miller automatic feeder.

Help People to Church

Use of Series No. 3 of church advertisements issued by the Church Advertising Department will help many a man into church on Sunday. He will be a better man, and will help make a better community.

Everything you can do to help the churches means a better town.

Proofs of 52 ads free on request. Permission to use given only one paper in a town. This series is the best and most complete campaign of church ads ever offered. The price is nominal to pay costs of promotion. This space is donated, as well as the copy.

Churches are now starting a new year's work. Help them to move the whole community.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Herbert H. Smith, chairman copy committee, 156 Fifth Ave., New York City

To Newspaper Men:

Owners of the 22,353 Daily and Weekly Newspaper properties in the United States who for any reason wish to sell, should avail themselves of our service in procuring responsible purchasers.

We have many customers ready to buy desirable properties. Through the instrumentality of our office buyers and sellers are brought together for the convenient and confidential transaction of business. All transactions are conducted discreetly and nothing is made public until the details are settled to the satisfaction of both parties.

Newspaper men can consult us as to investing their capital without any cost to themselves. No matter whether their capital is large or small we can advise them regarding thousands of properties of all sizes located in all parts of the country. We have at present an unusually complete list of desirable publications.

Call or write and state your wants, including choice of location, kind of paper (daily or weekly, morning or evening) and amount of capital available for investment.

PALMER, DEWITT & PALMER

Newspaper Properties

225 Fifth Ave.

New York

NEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

THE Seattle Press Club recently entertained Richard Seelye Jones, editor of Stars and Stripes, Washington, D. C., and a former Seattle newspaperman.

The special meeting of the Society of Midland Authors will be held in Chicago, September 29 to 30. A few days ago the authors of Michigan had a meeting in Detroit and began arrangements to attend the meeting in Chicago in a body. They will assemble at the summer home of Myrtella Southerland, and after dinner at the Walker House, where many authors have done much of their writing, they will leave for Chicago in automobiles, arriving there the afternoon of September 28. A luncheon will be held each day and a dinner will be held the evening of September 29. The critics will be given a place on the program, as will also the publishers.

The Southern Newspaper Publishers' Association is planning to broaden its scope of work during the coming year. Among many things considered in this program is that of giving more attention to the news and editorial departments in addition to discussions of interest to the business department, according to the announcement made by Secretary Johnson. He states that correspondence will be conducted with editors and managing editors and problems of an editorial and reportorial nature will be discussed in the bulletin. He has also sent out a letter to the membership requesting them to mail in the addresses of editors, or managing editors so that copies of the S. N. P. A. bulletin may be sent them.

Wil V. Tufford, secretary of the Inland Daily Press Association, announces that the association's fall meeting will be held at the Morrison Hotel, Chicago, October 17 and 18.

The Arizona Daily Newspaper Association has elected Judge Westover, of the Yuma Sun, president. Oliver B. Jaynes, business manager of the Tucson Citizen, is secretary.

The Washington State Press Association recently elected Grant C. Angle, publisher of the Mason County Journal, at Shelton, president. The secretary-treasurer is N. Russell Hill of the Davenport Times-Tribune.

The Brooklyn (N. Y.) Press Club held a shore dinner August 30. The officers of the club are Eric Palmer, president; Fred Anderson, vice-president; David Leudesdorf, secretary; John F. Lane, financial secretary and treasurer.

ADVERTISING

THE Birmingham (Ala.) Advertising Club has started a contest among its members for the best ad appearing during the week. This will be a weekly competition. The members will bring in their own selection of the best advertisement they have had in the papers during the week, a committee will select about five from these, and the club will vote on the one to be given first place.

Judge Moses Grossman, of the Business Arbitration Court of New York, will be the speaker at the luncheon at the Advertising Club of New York on October 4.

The executive board of the advertising council, Chicago Association of Commerce, had a luncheon September 5 at the Hotel Morrison, at which time plans were discussed for the coming year's work, and the program outlined. The first luncheon of the advertising council will be held the first Thursday in October.

W. S. Newton, president of the Bellingham Ad Club, has returned from New York and other Eastern cities.

The annual convention of the Eighth District of the Associated Advertising Clubs of the World will be held at Minot, N. D., from September 12 to 15, in conjunction with the regular meeting of the

Associated Advertising Clubs of North Dakota and the big Minot Fair. The program which is being prepared, according to C. G. Ferguson, Minneapolis, Eighth District vice-president, will include five departmental meetings.

The bi-monthly meetings for the year of the Women's Advertising Club of Chicago opened at the Congress Hotel, Chicago, September 7. Preparations were also under way for a resumption in October of the open forum established last year for women in all lines of work who are permitted to attend the gatherings and tell of their experiences in the business world. These meetings are held twice a month at the Congress Hotel in Chicago.

The Direct Mail Advertising Association will hold its 5th annual convention in Cincinnati, October 25 to 27.

The Advertising Specialty Association will hold its 19th convention at the Hotel Sherman, Chicago, September 25 to 28.

N. E. A. VICE-PRESIDENTS NAMED

Each State and Territory in Membership Now Represented

President Brimblecom of the National Editorial Association has appointed the following state and territorial vice-presidents:

- ALABAMA—M. D. Wiggins, Hartsells Enterprise.
- ALASKA—H. G. Steel, Cordova Daily Times.
- ARIZONA—J. H. Westover, Yuma Morning Sun.
- ARKANSAS—Erwin Funk, Rogers Democrat.
- CALIFORNIA—John E. King, Hemet News.
- COLORADO—Charles E. Adams, Montrose Press.
- CONNECTICUT—O. S. Freeman, Watertown News.
- DELAWARE—Theodore Townsend, Milford Chronicle.
- FLORIDA—G. E. Hosmer, Bradenton Journal.
- GEORGIA—George S. Chapman, Sandersville Progress.
- HAWAII—K. C. Hopper, Lihue, Kauai Republican.
- IDAHO—W. Lloyd Adams, Rexburg Standard.
- ILLINOIS—W. J. Smith, Waukegan Daily Sun.
- INDIANA—George D. Lindsay, Marion Chronicle.
- IOWA—G. L. Caswell, Ames Cherokee Chief.
- KANSAS—O. W. Little, Alma Enterprise.
- KENTUCKY—Oliver Kelly, Lebanon Enterprise.
- LOUISIANA—G. B. Campbell, Hammond Vindicator.
- MAINE—Roland T. Patten, Skowhegan Independent-Republican.
- MARYLAND—Edwin H. Brown, Jr., Centerville Record.
- MASSACHUSETTS—Lewis R. Hovey, Haverhill Record.
- MICHIGAN—George B. Dolliver, Battle Creek Moon-Journal.
- MINNESOTA—Herman Roe, Northfield News.
- MISSISSIPPI—James Faulk, Leakesville Herald.
- MISSOURI—William Southern, Jr., Independence Examiner.
- MONTANA—O. S. Warden, Great Falls Tribune.
- NEBRASKA—J. P. O'Furey, Hartington News.
- NEVADA—Chas. J. Triplett, Wells State Herald.
- NEW HAMPSHIRE—Chas. G. Jenness, Rochester Courier.
- NEW JERSEY—Dixie Anzer, West Hoboken Hudson News.
- NEW MEXICO—Frank Staplin, Santa Fe Record.
- NEW YORK—H. M. Hall, Jamestown Journal.
- NORTH CAROLINA—W. C. Hammer, Ashboro Courier.
- NORTH DAKOTA—George P. Collins, Carrington Independent.
- OHIO—F. M. Petot, Loudonville Times.
- OKLAHOMA—E. S. Bronson, El Reno American.
- OREGON—A. E. Voorhies, Grants Pass Courier.
- PENNSYLVANIA—C. W. Baum, Perkaskie Central News.
- RHODE ISLAND—E. A. Noyes, Wickford Standard.
- SOUTH CAROLINA—J. T. Fain, Rock Hill Evening Herald.
- SOUTH DAKOTA—W. C. Lusk, Yankton Press.
- TENNESSEE—John C. Rogers, Dyersburg Gazette.
- TEXAS—Sam P. Harben, Richardson Echo.
- UTAH—James H. Wallis, Vernal Express.
- VERMONT—Harry E. Parker, Bradford United Opinion.
- VIRGINIA—A. K. Clevenger, Claremont Herald.
- WASHINGTON—H. D. Matthews, Bremerton News.
- WEST VIRGINIA—S. S. Buzzard, Berkeley Springs Messenger.
- WISCONSIN—H. E. Howe, Prairie du Chien Courier.
- WYOMING—John W. Cook, Lander State Journal.

Crum Leaves Lexington Leader

C. W. Crum, for the past five years in charge of circulation for the Lexington (Ky.) Leader, resigned September 4 to go to the Charleston (W. Va.) Daily Mail to be in charge of circulation.

IOWA—

Broke her records in 1921 for the average value of building permits per city.

This is a remarkable achievement in view of the general depression in industry and trade. Yet as far as records of building permits have been maintained, the total value has never equalled the figure attained last year.

The total estimated value of 1921 building permits for 192 cities in Iowa was \$1,707,528,398. This is over \$244,000,000 more than the amount attained during either of the previous two years in 194 Iowa cities.

Buildings Are Evidence of Wealth.

Another consideration is especially noteworthy. Building materials and costs declined in 1921, so that in reaching a larger valuation, a greater net gain in actual construction was accomplished than appears in money comparisons.

New or larger concerns will occupy these buildings. Commercial activity will increase. The wealth of the state will multiply. Iowa's market will expand and her buying power will grow.

Gratifying results will reward the advertiser who cultivates this market.

This increased buying power can be reached through these representative newspapers

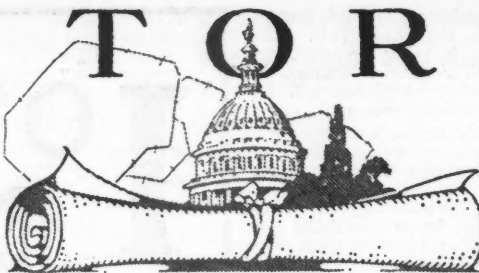
	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,510	.035
Burlington Hawk-Eye (S)	13,171	.035
†Cedar Rapids Gazette (E)	21,131	.06
*Council Bluffs Nonpareil (E&S)	14,749	.05
*Davenport Democrat & Leader (E)	14,649	.06
*Davenport Democrat & Leader (S)	17,080	.06
*Davenport Times (E)	23,839	.07
*Des Moines Capital (E)	60,186	.14
*Des Moines Sunday Capital (S)	33,607	.14
*Des Moines Register and Tribune (M&E)	122,074	.20
*Des Moines Sunday Register (S)	116,465	.20
*Iowa City Press-Citizen (E)	6,320	.035
Mason City Globe Gazette (E)	11,015	.035
*Muscatine Journal (E)	7,868	.035
*Ottumwa Courier (E)	13,186	.05
*Sioux City Journal (M&E)	50,804	.11
*Sioux City Journal (S)	38,168	.11
*Waterloo Evening Courier (E)	15,099	.05

Government Statements, April 1, 1922.

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

†Publisher's Statement for July, 1922.

EDITORIAL



ELIMINATE FREE PUBLICATIONS

AUDIT BUREAU OF CIRCULATIONS was organized by the publishing and advertising interests of America for the purpose of auditing and verifying "above-board circulation" and to place the "sterling mark" upon honest circulation. That was at least the declared intent of the organizers of the Bureau and the widely proclaimed policy of the first President of the organization that now includes in its membership 108 national advertisers, 148 advertising agents, 159 local advertisers, 156 magazines, 253 business publications, 94 farm papers and 852 daily newspapers.

Eight years after the founding of the Bureau the question is now raised as to whether or not the Bureau should permit publications of free circulation to enjoy membership in the organization and to trade upon the prestige and honesty of the square dealers of the industry. Isn't it absurd? On the same theory why not admit to membership the retailers' free shopping news, the free trading stamp paper, the painted sign, bill-board concerns and the street card companies who have a multitude of sales arguments as to their "circulation," every whit as sound as the arguments of the "free circulation" publications?

And yet, logically absurd as it is, the fact remains that the small, but able and clever group who were in evidence at the last meeting of the Bureau have managed to out-manoeuvre the overwhelming majority in favor of elimination, as shown by the mail vote, so that the question comes up now on amendment of the by-laws and will require a two-thirds majority of the votes of members present and voting and the votes of members by proxy to carry out the expressed mandate of the membership. The issue will be determined at the annual meeting of the Bureau at the LaSalle Hotel, Chicago, on Friday, October 20th next. If the amendment fails the doors of the Bureau will be opened to all the cats and dogs of the publishing world.

Shall publications with a free circulation be allowed membership in the "A.B.C.?" This is the question that has been hotly contested at every meeting this year of the Board of Directors of the "A.B.C." So far as the directors are concerned the last round in the battle was won by Mason Britton and Mr. Shaw when the Board recently voted 6 to 5 to recommend to the annual convention that no publication with a free circulation be allowed membership in the Bureau. The question is now up to the members.

Newspapers overwhelmingly favor elimination of such publications from membership. They are opposed by the magazines, a majority of advertising agents, many of the national advertisers and some of the farm paper members.

EDITOR & PUBLISHER respectfully urges every member of the Bureau who can possibly do so to be present at the annual meeting in Chicago on October 20th to take part in the discussion, which promises to follow closely the lines of last year's debate. But votes are the absolutely essential factor and if there is any possibility of your being absent from that meeting, it is suggested that you fill out the proxy that will be mailed to you in a few days and authorize Mr. E. R. Shaw to represent you in the matter. Mr. Shaw is a member of the Board of Directors and a publisher of fine character and attainments. A newspaper's proxy will be perfectly safe in his hands. He is well informed regarding conditions in the Bureau and is absolutely sound on this question. He has also been vigorously campaigning this past year in support of the maintenance of higher standards. Moreover, if you have any influence with any magazine publisher, advertising agent, national advertiser, farm paper publisher, or any other member of the "A.B.C.," it would be the part of wisdom for you to exercise it in the interest of the elimination from membership of such publications and we respectfully urge that you request them to send their proxies also to Mr. Shaw.

The question should not be allowed to go by default. The issue should be met squarely. The time to act is on receipt of the proxy—send it to Mr. E. R. Shaw, Power Plant Engineering, Chicago, Ill. He will gladly represent you, and, in this matter, ably and in the right way and without any expense to you whatsoever.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER

Vicksburg (Miss.) Herald

WHOSOEVER transgresseth, and abideth not in the doctrine of Christ, hath not God. He that abideth in the doctrine of Christ, he hath both the Father and the Son. If there come any unto you, and bring not this doctrine, receive him not into your house, neither bid him God speed: For he that biddeth him God speed is partaker of evil deeds.—(II. John i: 9-11).

NEWS SCHEDULES

EDITOR & PUBLISHER feels that it is performing a helpful service for its clientele in visualizing this week the advertising and news schedules of New York City newspapers covering the period of the first seven months of the year 1920 to 1922, inclusive. The astounding fact is made clear in this compilation that the publishers and editors of the Greater City newspapers have actually given to their readers 13,948 pages of news and features MORE in the first seven months of this year than in the same period in the year 1920. Pages in seven months of 1922 increased 13,285 over the first seven months in the year 1920. Advertising decreased in the same period 665 pages. The percentage of advertising to total pages of these 17 Greater City newspapers actually decreased from 51 to 43 per cent.

Few newspaper men in the daily rush of publication have either time or the inclination to dig out such basic figures and to calmly survey and appraise them. But these compilations are so clean-cut that it is hoped a study of them will indicate clearly present day trends and tendencies.

As to what this increase of 16 per cent in pages actually means in dollars and cents in the way of increased newsprint consumption, will be treated editorially in next week's issue.

DELAVAN SMITH'S WILL

THE will of the late Delavan Smith is a remarkable document. In it he has manifested real heart interest in the people who served with him in the building up of the powerful Indianapolis News. Special bequests to 17 members of the staff, ranging from \$1,000 to \$25,000 are provided for. Editorial associate, circulation manager, general manager, advertising manager and reporters are all remembered. Bequests include \$100 for employes who have been with the paper and rendered faithful service during the past five years; \$200 to those who have served the paper faithfully for ten years; \$300 to those who have been associated with him for fifteen years, and \$500 to those who have been with the paper twenty years. \$25,000 in cash goes to Mr. Hilton U. Brown, \$10,000 to Mr. Lewis Howland, \$2,000 to John M. Schmid, and \$1,000 to Frank T. Carroll.

There will be rejoicing in the office of the Indianapolis News because of the beneficence of a fair and generous employer and heartfelt sympathy and sorrow because of his passing.

The city of Indianapolis also benefits by the will. The Indianapolis Foundation, organized in 1916 for welfare work in Indiana, is the residuary legatee. The Methodist Episcopal Hospital of Indianapolis will receive a gift of \$100,000. The Indiana Historical Society will receive \$150,000 and the Lake Forest Hospital Association will receive \$100,000.

Warren C. Fairbanks, son of the late Vice-President, Charles Warren Fairbanks, the new controlling owner of the News, wisely announced a continuation of the policy of independence for the News. May it continue as great a monument to its builders as it has been a newspaper during their lives.

TRIFLING WITH FREEDOM

THE most drastic action in the history of free governments and one that strikes directly at the foundation of true democracy was taken by the Administration last Saturday when the Attorney General of the United States was granted by a Federal Court an injunction against the right to reason in dealing with an economic problem that involves hundreds of thousands of citizens and the entire transportation system of the nation.

The injunction granted by Judge Wilkerson specifically takes away from the individual his right of free speech as represented in public statement, interviews with the press, in written letters, telegrams, or by word of mouth insofar as such statement relates to an industrial dispute between labor and capital and involves the economic welfare of the individual, according to his lights.

The effort to place "soft" interpretations on this abridgement of speech cannot fool the thinking men who prize the greatest heritage that has come down to us from the founders of the nation, who gave no legislative powers to our Federal Courts of Justice, when they wrote:

"Congress shall make no law respecting an establishment of religion, or expressing the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."

For 131 years the legislative branch of the Government, fully aware that it is directly answerable to the entire citizenship for upholding the high principles upon which Americanism is built, has repeatedly refused to pass laws that would interfere with the individual in his right to discuss and reason on subjects effecting his welfare and the welfare of the Government, even in time of war.

It was written in 1787 that "We, the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for common defense, promote the general welfare, and secure the blessing of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America."

That Constitution, under which we live today, was conceived by men who fought for freedom from the self-imposed will of an individual. To insure their posterity against the dangers of tyranny they placed the legislative branch of the Government in the hands of a Congress directly answerable to the governed.

The only systems of public transportation in the United States today are our free highways and waterways. Our railroads are privately owned and operated for private profit. Under our Constitution guaranteeing equal rights to all men their ownership merely represents grouped citizenship. The points at issue between them and their employees representing another grouped citizenship known as organized labor are immaterial in this instance. The important thing is, that at the request of an individual representing the administrative branch of the Government, the Judicial branch, which was established under the Constitution as a guarantee of equal justice to all men, has usurped the powers of the Legislative branch. Never before in the history of this country has the constitutional right of free speech been taken away from an important group of citizens and by that very act made a special privilege of another important group of citizens.

The statements that the Chicago injunction does not mean what it says is idle talk. We have too much respect for our Federal Courts to be fooled, at this late day, into believing its rules are merely for effect.

The constitutional guarantees of a free press and free citizenship have made the United States the most enlightened nation in the world. They were taken away last Saturday when the First Amendment of the Constitution was abridged by Federal injunction.

THERE is not a great deal of difference between conferences of the diplomats of nations and the representatives of public service corporations and labor. Secrecy in either case is a cloak for trading, and that means the public must pay—without representation of its opinion.

PERSONAL

L. J. VAN LAEYS, vice president of the Houston (Tex.) Post for the past four years, will, commencing September 15, take an indefinite vacation. He will, however, continue as a minority stockholder in the paper and the absence of Mr. Van Laeys will in no way effect the Post except that the foreign advertising of the paper located in Chicago will be closed and the office moved to Houston. The S. C. Beckwith Special Agency continues as the representative of the paper in the national field.

C. F. Crandall has returned to Montreal from Vancouver, where for the past year he has published the Vancouver Daily World. He has sold out his interest in that newspaper and will reside in Montreal.

Henry R. Dwire, editor of the Winston-Salem (N. C.) Sentinel is improving, after an operation performed in New York.

S. L. Garrison, editor and proprietor for 50 years of the Boonton (N. J.) Weekly Bulletin and one of the oldest editors in New Jersey, retired August 31.

Charles Sommers Young, new president of the Oakland Post-Enquirer, was recently the guest of honor at a congratulatory dinner held by the Chamber of Commerce at which Joseph R. Knowland, owner of the Oakland Tribune presided.

Sam Houston Carr, former editor of the Parsons (Kan.) Republican, and one time manager of a newspaper in Mexico, has obtained a railroad concession in South America. He and Mrs. Carr and family will go to Paris in September to make final arrangements.

Col. E. J. Stackpole, editor of the Harrisburg (Pa.) Telegraph expects to be back in the office shortly, as the governor has announced his intention of withdrawing the national guards, of which the colonel is in command, from the western Pennsylvania mining district.

IN THE EDITORIAL ROOMS

DON MARQUIS, conductor of the Sun Dial column in the New York Sun will leave that paper September 12 to go to the New York Tribune to be in charge of the Conning Tower. F. F. Vandewater has been conducting the column since Franklin P. Adams went to the New York World.

Harold S. Wheeler has resigned as Sunday editor of the Boston Herald and upon his return from a vacation in Montreal will become managing editor of the Boston Traveler.

Charles Sloan, day City Editor of the Chicago Tribune, with his wife and little daughter Helen, have gone for a year's stay in Arizona. He has secured a year's leave of absence from the paper and the party plan to spend it out-of-doors.

Julian Baber, telegraph editor of the Miami (Fla.) Herald has resigned to return to Washington, D. C. to enter the government service.

John H. O'Connor has resigned as city editor of the Windfield (Kan.) Courier to become postmaster of Windfield.

Don Lyons, Jr., a graduate of the University of Oregon Journalism School, has joined the news staff of the Bend (Ore.) Bulletin.

Mrs. Mary Haynes, widow of Ned C. Haynes, former sporting editor of the Butte (Mont.) Miner, who died in Mexico City where he was editing an English language daily several months ago, was married August 30 to L. G. Dawson of Williston, N. D.

Si A. Stoddard in charge of the Butte (Mont.) Miner bureau in Anaconda was nominated for the state legislature on the democratic ticket at the primaries, August 29.

T. G. Campbell, of the editorial staff of the Chattanooga News is in Chicago for several weeks vacation.

Miss Jean Henry, cartoonist, has left

the San Francisco Examiner and will go to New York shortly.

J. L. Scrymegeour, of the editorial staff of the Ann Arbor (Mich.) Times-News, is recuperating at White Bay, Wis. following a recent operation performed in Chicago.

Robert B. Phillips, city editor of the Ann Arbor (Mich.) Times-News, had a short story published recently in the Detective Story magazine and another in Western Stories.

Miss Minnie Brown, feature writer on the Boston Advertiser, has resigned to go into the moving picture business at Hollywood, Cal.

V. E. Fairbanks, former assignment man of the St. Paul Dispatch-Pioneer Press, has returned to the rewrite desk of those papers after serving as city editor of the Winona (Minn.) Daily Republican-Herald of Winona (Minn.).

William Kendall, Jr., 13 years old, joined the staff of the Chicago Herald and Examiner this week after matriculating as a freshman in the liberal arts course at Northwestern University, the youngest student ever admitted there.

Miss Angela Stoms has resigned as assistant society editor of the St. Paul Daily News and has been succeeded by Miss Helen Laren.

Elliott Tarbell, assignment man and copy reader for the St. Paul Daily News, is going to the copy desk of the Spokane (Wash.) Spokesman-Review.

S. E. Elliott, formerly editor of the Farmers' Dispatch, the weekly edition of the St. Paul Dispatch-Pioneer Press, has been elected director of the news service and investigation department of the Minnesota Farm Bureau Federation succeeding Neil H. Swanson who resigned to become city editor of the Minneapolis Journal.

Arthur S. Draper, London correspondent of the New York Tribune, delivered an address before the Troy (N. Y.) Rotary Club on August 6th. His subject was "Some of The Leading Men of Europe."

Michael Zack, labor reporter on the Lynn (Mass.) Telegram-News, and Jacob Finkle, of the staff of the Lynn Item, attended the recent conference of the New England Young Men's Hebrew Association at New Bedford, Mass.

Moses H. Williams, managing editor of the Boston Traveler, and William Fitzpatrick, city editor of the paper, have resigned.

Jay Gould, formerly on the copy desk of the Boston Traveler, is now Sunday editor of the Boston Herald.

F. M. Pratt, a graduate of the Department of Journalism, Syracuse University, has joined the editorial staff of New York Women's Wear.

James Murphy, creator of the "Toots and Casper" cartoons, has recovered from a very rare disease due to eating over-ripe melons, which he contracted while visiting in California and is now back in New York.

Jackson B. Corbett, Jr., marine editor of the Seattle Times, has established the Marine Digest, a weekly devoted to news of ships, shipping, shipbuilding, marine insurance and foreign trade. He remains with the marine staff of the Times as advisory and contributing marine editor. Hayes Calkins has become assistant marine editor of the Times, resigning from the reportorial staff of the Seattle Post-Intelligencer.

Carl Brazier has resigned as news editor of the Seattle Times to become city editor of the Seattle Post-Intelligencer. Todd R. Moss, formerly with the Los Angeles Examiner, becomes his assistant.

Charles G. Ross, Washington correspondent of the St. Louis Post-Dispatch, is back on duty after a six-weeks' trip to Europe given him as a vacation by his paper. Mr. and Mrs. Ross visited England, Holland, Germany and France.

Walter Thompson has been appointed publicity agent for the Grand Trunk Railway System. He was formerly attached to the publicity department as news editor. Prior to entering the service of the Grand Trunk in 1914, Mr.

FOLKS WORTH KNOWING

CHARLES SOMMERS YOUNG, just elected president of the Oakland (Cal.) Post-Enquirer Publishing Company, was a formerly business manager of the San Francisco Examiner.



CHARLES S. YOUNG

He left the Hearst organization to become manager of the Chicago office of N. W. Ayer & Son. After two or three years spent in the general advertising field, Mr. Young became business manager of the Omaha News, which he now leaves to return again to the Hearst organization.

Thompson was on the staffs of various newspapers in Canada, Great Britain, Australia and New Zealand.

V. J. Gregory, who has been U. S. Commissioner at Upton, Wyo., while operating a paper there joined the day city staff of the Minneapolis Tribune September 1.

Pat Dozier of the Omaha (Nebr.) World-Herald, is now doing rewrite on the Minneapolis Tribune.

Jennings Perry, formerly of the Nashville Tennessean and more recently of the Tampa (Fla.) Tribune has resigned and gone to New York.

Mike Scully, formerly of the Nashville Tennessean is now city editor of the Staten Island (N. Y.) Advance. He succeeded Paul Sifton, who is now with the United Press in Washington, D. C.

John L. Thompson, real estate reporter for the Minneapolis Tribune resigned September 1 to go into the real estate business.

Charles Lang, formerly on the Newark (Ohio) Advocate, has joined the staff of the Springfield (Ohio) Daily News as city hall reporter.

John Zook, city editor of the Urbana (Ohio) Daily Democrat, and Miss Ainsworth Ogeden announced their engagement August 26.

Darrell J. Greenwell, managing editor of the Ogden (Utah) Standard-Examiner has announced the birth of a daughter, September 1.

Edgar Reinhart, former Associated Press correspondent in Salt Lake, Utah,

and for the last two years on the news staff of the Salt Lake Tribune, has gone to Reno, Nev. where he will become a member of the Reno Gazette. He was with the Gazette eight years ago.

Irwin L. Gordon, for several years assistant city editor of the Philadelphia Evening Public Ledger and formerly of the staff of the Public Ledger and the North American, has been appointed director of publicity for the Philadelphia Welfare Federation.

IN THE BUSINESS OFFICE

ANDREW J. GRUBER, for more than a year past business manager of the Fort Wayne (Ind.) Journal-Gazette and Evening Press, has resigned, effective September 15. He will take a long rest and then engage in some independent business. Mr. Gruber began as a boy on the old Evening Sentinel more than 25 years ago, continuing with the paper until its absorption by the News.

R. J. Tovey, of the Basil Smith Systems, is in Kingston, Ont., where he is changing over the classified columns of the British Whig.

Miss Helene Riese, formerly with the Tacoma (Wash.) Times in the advertising department, has gone to Los Angeles to make her home. Miss Beryl Wils takes Miss Riese's place.

Herbert E. Broderick has been added to the daily advertising staff of the Boston Advertiser.

Charles T. Logan, of the staff of the S. C. Beckwith Special Agency, has returned from a 7,000-mile trip, including Salt Lake City, Sacramento, and other cities.

NOTES OF THE NEWS SERVICE

MARLEN PEW, editor and manager of the International News Service, has recently been in Berlin after having spent a week in Paris.

Arthur Struwe has left the Standard News Service to become the wire editor of the New York office of the International News Service.

Robert S. Thornburgh, of the Huntington (W. Va.) Advertiser, has joined (Continued on page 28)

VISITORS TO NEW YORK

Stuart M. Chambers—St. Louis Post Dispatch.

Marcellus E. Foster—Houston Chronicle.

R. S. Carver—Middletown (N. Y.) Herald.

Louis Fisher—Norfolk Virginia-Pilot.

Melvin H. Voorhees—managing editor of the Tacoma (Wash.) Times.



The editor who wants reliable information in a hurry can always Ask Haskin.

TRY OUT IN INDIANA

The position of Indiana, the location of its cities and its interchange of business with neighboring states have been responsible for the expansion of a highly developed network of railroads. This means that the advertiser's goods will reach every corner of a vast territory anxious to know about the best of everything for sale by big department stores or the corner grocer.

Such location—such railroad facilities and such desires have created a newspaper reading public. A public which is satisfied only by the best.

And the "best" in newspapers is the aim and accomplishment of Indiana publishers.

Fine examples of modern messengers of world news and industrial development are listed below.

Try Out In Indiana—Use These Newspapers

	Circulation	Rate for 5,000 lines
Decatur Democrat(E)	3,151	.025
*Evansville Courier(M)	22,938	.05
*Evansville Courier(S)	21,392	.05
*Fort Wayne Journal-Gazette....(M) 23,528	38,582	.10
*Fort Wayne Evening Press.....(E) 15,054		
*Fort Wayne Journal-Gazette.....(S)	24,661	.07
*Fort Wayne News-Sentinel.....(E)	31,508	.08
*Fort Wayne News-Sentinel.....(S)	32,008	.08
*Gary Evening Post and Tribune.....(E)	8,953	.05
*Indianapolis News.....(E)	115,634	.20
LaPorte Herald.....(E)	3,721	.025
†South Bend News-Times.....(M) 9,021	18,191	.05
.....(E) 9,170		
†South Bend News-Times.....(S)	18,864	.05
South Bend Tribune.....(E&S)	16,027	.055
*Terre Haute Tribune.....(E&S)	22,381	.06
*Vincennes Commercial.....(M&S)	5,010	.025

Government Statements, April 1, 1922.

*A. B. C. Publishers' Statements, April 1, 1922.

†Publisher's Statement.

the staff of the International News Service.

William Stewart, Jr., manager of the Lansing (Mich.) bureau of the United Press Association, has recently been in New York and Philadelphia.

H. W. Walker, manager of the Washington bureau of the United Press, is spending his vacation in Atchison, Kan. Lawrence W. Martin is in general charge of the bureau during his absence and Paul R. Mallin is acting as wire editor.

J. R. Hornaday, Atlanta manager of the United Press, has been transferred to the Dallas (Tex.) bureau.

William Arkell has been appointed Detroit manager of the United Press, succeeding Raymond Puest, who is transferred to the Chicago bureau.

Jack Darrock, Philadelphia manager of the United Press, has taken a leave of absence on the advice of his physician and will go to the mountains to rest. E. J. Long of the New York office is relieving him in Philadelphia.

B. C. Harrison, after more than three months in the Chicago office of the Associated Press as night chief operator, has returned to St. Paul as traffic department representative, succeeding F. F. Eckstein, who returns to Chicago.

J. P. Yoder has been appointed news editor in the New York office of the Consolidated Press Association.

Richard L. Spry, of the Chicago bureau of the Associated Press, has been transferred to the Kansas City bureau to fill the place of Thomas R. Root, who has gone to the Jefferson City (Mo.) bureau as acting correspondent.

W. H. Pope has joined the San Francisco bureau of the Associated Press. He was formerly on newspapers in Texas and Louisiana and also on the staff of the Los Angeles Times.

Joseph A. Fox, day editor of the Detroit bureau of the Associated Press, has resigned, and has been succeeded by Dale C. Harrison, transferred from the Omaha office.

George T. Emerson, of the London bureau of the Association Press, who is on leave in the United States with his bride, called at the White House this week to renew his acquaintanceship with President Harding. His first job was on the Marion Star. The President led Mr. and Mrs. Emerson to the White House proper for a visit with Mrs. Harding.

The meeting of the executive committee of the Associated Press, scheduled for September 27, has been called off, owing to the absence of several directors and also because of its close proximity to the meeting of the board on October 4.

The Bradentown (Fla.) Journal and the Long View (Tex.) Leader have been elected to membership in the Associated Press.

Mildred Morris, of the Washington staff of the Cosmopolitan Service, has resigned and shortly expects to go to Europe where she will write for several publications.

WITH THE AD FOLKS

CHARLES HENRY MACKINTOSH, recently president of the Associated Advertising Clubs of the World, has resigned as sales and promotion counselor of LaSalle Extension University and will open offices at 910 South Michigan avenue, Chicago, September 18, for general consultation and service on problems relating to advertising and selling.

H. C. Easton, recently with the Hancock Payne Advertising Organization, has joined the local service staff of the New Orleans office of the Chambers Agency, Inc., of New York.

Phonse Quinn, for the past three years advertising manager for the Texarkana (Ark.) Four States Press, has resigned to accept a position with the Collier Advertising Agency, Dallas, Tex.

Allan H. Clark has left the Gardner-Glen Buck Company, St. Louis advertising agency, to become advertising manager of the Twin-plex Sales Company,

distributors of the Twin-plex Stopper, of St. Louis.

Clifton D. Jackson, secretary of the Advertising Club of New York, will be the speaker at a conference at the Hudson River Valley Federated Chambers of Commerce, September 21, at Beacon, New York. He will speak on the industrial, agricultural, and educational resources of the Valley.

John G. Bradley, director of research for the Capper Farm Press, Topeka, has resigned to join the advertising firm of Erwin Wasey & Co., Chicago, as account executive.

Warren S. Shuck, former Butte, Mont., newspaperman who has been in Billings for the last three years, as director of the publicity work of the Montana Development Association, has returned to Butte to join the staff of the Heilbronner Advertising Agency.

T. H. Smith, formerly manager of the wholesale and retail branch of the Packard Motor Car Company, Kansas City, has been appointed advertising manager of the Mitchell Motors Company, Inc., Racine, Wis.

George E. Ingham, one time secretary of Woodwards, Inc., Chicago, and prior to that manager of the Johnson Advertising Corporation and a member of the service department of Lord & Thomas, is now with the H. E. Remington Advertising Company, Chicago.

MARRIED

WESTBROOK PEGLER, humorous and feature writer of the United Press, and Miss Julia Harpman, who for several years has been on the staff of the New York Daily News, were married August 28 at the Church of the Blessed Sacrament in New York City.

Flint Garrison, editor of the St. Louis Drygoodsman and in charge of the St. Louis Fashion Pageant, and Miss Edna Davis, until recently assistant to the advertising manager of Stix-Baer-Fuller, St. Louis department store, were married September 2.

Phillip L. Carret, financial writer on the staff of the Boston News Bureau and Barron's Weekly, and Miss Florence E. Osgood were married recently.

James Eagan of the editorial staff of the Seattle (Wash.) Star and formerly with the Tacoma (Wash.) Times, was married August 28, to Miss Stella Huxtable of Tacoma.

Paul J. Couteau, reporter on the Brockton (Mass.) Times, and Miss Gertrude H. Hyland were married September 4.

U. S. MARSHAL ARRESTS EDITOR

J. H. Wendler of the Florida Post Charged With Fraud

J. H. Wendler, until recently the editor of the Winter Park Florida Post, now suspended, was arrested in Orlando, Fla., September 2, by United States Deputy Marshal Kissinger charged with having used the mails to defraud in connection with a circulation prize contest of the Post's. Accompanied by his attorney and A. M. Starbird, a director of the Florida National Publishing Company, publishers of the Post, Mr. Wendler went by automobile to Tampa and appeared before Acting United States Commissioner J. E. Williams. He waived preliminary hearing and immediately furnished a \$2,000 bail bond.

Postal inspectors, H. G. Reese and H. G. Sutterfield, conducted an investigation in the Post's circulation contest and an automobile which figured in the contest is understood to have something to do with the arrest. It was won by Mr. Starbird's daughter.

Mr. Wendler's troubles have occupied considerable newspaper space during the last couple of months. Some weeks ago a gang of men went to his home in Orlando, four miles from Winter Park, took him out into the country and beat him and then applied a coat of tar and feathers. This was understood to have been caused by certain editorials written by Mr. Wendler relative to the municipal administration of Orlando.

Ahead of the "Flush" Year of 1920

In National Advertising
THE WASHINGTON TIMES
Washington, D. C.

Daily Evening Sunday Morning

Has not only beaten its 1921 record each month this year, but is far and away ahead of its 1920 record when all newspapers carried their largest volume of advertising.

During the first 6 months period of this year—compared to 1920—The Times showed a gain of 134,047 lines in National Advertising.

During the past 9 months—compared to the previous 9 months—The Times, in National Lineage, has shown a gain of 319,140 lines.

Local display advertising during the so-called "Slack" months of June and July, has shown bigger gains than during any of the 14 months previous period.

THE WASHINGTON TIMES

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

National Advertising Representative
G. LOGAN PAYNE CO.
Chicago, Detroit,
St. Louis and Los Angeles,
PAYNE, BURNS & SMITH,
New York and Boston.

TIPS FOR AD MANAGERS

Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Making contracts for G. H. P. Cigars.

Alfred Austin Advertising Agency, 244 5th avenue, New York. Using 12 inches, 5 times for Fine & Levy, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for Charles E. Hires Company, Philadelphia.

Earle S. Barber, Wrigley Bldg., Chicago. Making 5,000-line contracts for Goodman & Suss, Rochester, N. Y.

Boswell-Frankel Agency, 786 6th avenue, New York. Sending out orders and copy for Cosmopolitan Magazine.

Victor C. Breyspraak Company, 109 North Dearborn street, Chicago. Making up a list for General Laboratories, Madison, Wis.

Bromfield & Co., 45 West 34th street, New York. Will make up lists in October for W. Atlee Burpee Company, Philadelphia, Pa.

Nelson Chesman & Co., First National Bank Bldg., Chattanooga, Tenn. Making 2,000-line contracts for Chattanooga Medicine Company.

Collins-Kirk, Inc., 400 North Michigan avenue, Chicago. Using 14 lines, 3 times a week for 4 months for Murine Eye Remedy Company.

Critchfield & Co., 223 West Jackson boulevard, Chicago. Has secured the account of the Worthington Pump and Machinery Corporation, Cudahy, Wis.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 1920-line contracts for Gardner Motor Car Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000-line contracts for Reserve Remedy Company. Placing account for Robbins & Myers Company, Electric equipment and appliances, Springfield, Ohio.

Guenther Bradford Agency, Tribune Bldg., Chicago. Are sending out copy on Dr. McCrary.

Harvey Advertising Agency, Walton Bldg., Atlanta. Making contracts for Ironized yeast.

Arnold Joerns Company, 14 East Jackson boulevard, Chicago. Sending out 9-time orders for Mills Chemical Company.

Wylie B. Jones Advertising Agency, 107 Cheango street, Binghamton, N. Y. Making yearly contracts for Howard Brothers Chemical Company. Making 4,800-line contracts for the Kenton Pharmaceutical Company.

J. Roland Kay Agency, 161 East Erie street,

Chicago. Are issuing new copy for general distribution on Coleman's Mustard.

Long Advertising Service, 37 Porter Bldg., San Jose, Cal. Will shortly make up lists for Bean Spray Pump Company, San Jose.

Long-Costello, Inc., 153 North Michigan avenue, Chicago. Using 133 lines across 3 columns, 3 times for Ford Motor Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Placing account for Orange Crush Company, Chicago.

Robert M. McMullen Company, 522 5th avenue, New York. Placing account for A. R. Mosler & Co., 50 Railroad avenue, Mount Vernon, N. Y.

Merrill, Price & Co., 400 North Michigan avenue, Chicago. Have recently secured the account of the Vec Products Corporation, Cedar Rapids, Iowa.

Harry Michaels Company, 113 Lexington avenue, New York. Making contracts for Seaman Brothers, White Rose food products.

Morse International Agency, 449 4th avenue, New York. Making 5,000-line contracts for Herpicide Company.

Harry C. Phibbs, 440 South Dearborn street, Chicago. Writing copy and planning an intensive campaign for the Cameron's Surgical Specialty Company, Chicago. Preparing copy for the National Bureau of Analysis.

Procter & Collier, Reading road and McMillan street, Cincinnati. Will make up lists in October for the Philip Carey Company, Cincinnati.

Philip Ritter Company, 185 Madison avenue, New York. Sending out schedules to newspapers generally for Pathfinder Publishing Company. Sending out double-columns generally for the Radio News.

Sacks Company, 116 West 32nd street, New York. Placing account for Raybestos Company, Bridgeport, Conn.

Frank Seaman, Inc., 470 4th avenue, New York. Using 42 lines, 8 times for the American Tobacco Company (Omar Cigarettes).

Franklin P. Shumway Company, 453 Washington street, Boston. Using 98 lines, 12 times for Glastonbury Knitting Company.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 5,000-line contracts for the Standard Oil Company of Indiana.

Sweeney & James Company, Reliance Savings & Loan Bldg., Cleveland. Making 5,000-line contracts for Paige & Jewett Motors.

J. Walter Thompson, 244 Madison avenue, New York. Making 1,000-line contracts for the Goldwyn Picture Corporation.

J. Walter Thompson Company, Lytton Bldg., Chicago. Making 2,500-line contracts for Western Tablet & Stationery Company. Preparing copy on the School Manufacturing Company.

ROTOGRAVURE

With Local and General Pictures — Artistically Displayed — Attracts and Holds Readers.

Revenue Possibilities Big From National and Local Advertising.

Write Today for Samples and Our Attractive Proposition.

EMERGENCY MATS

Feature Pages in Variety.

8 or 7 COLUMNS
20" or 21"

MATS CAN BE CUT TO PERMIT LOCAL AD OR TEXT INSERTIONS

Ask for Proofs To-Day

WORLD COLOR PTG. CO.
R. S. Grable, Pres.
Est. 1900 St. Louis Mo.

The **Pittsburg Press**
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
I. A. KLEIN
50 East 42nd St., New York
544 Fort Dearborn Bank Bldg., Chicago
A. J. MORRIS HILL, Hearst Bldg., San Francisco

In New Orleans
it's
THE ITEM

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

Published every Saturday in London.

FIGHTS "FLY-BY-NIGHTS"

Campaign in Portland Against Agencies Handling Souvenir Programs

A campaign against advertising solicitors who use questionable methods of getting business has been inaugurated by the Portland (Ore.) Ad Club's better business bureau. Frank Tebbetts, head of the bureau, says that several agencies in the city have been guilty of frequent misrepresentation in getting business.

Mr. Tebbetts' attacks are launched particularly against agencies that make a practice of getting advertising for souvenir programs, for churches, labor unions and fraternal and patriotic societies. The custom, he says, is for the agency to get out the program, giving the supposed beneficiary only a small amount of the proceeds. Then solicitors are sent out who announce that they are members of the union or society in question. The merchant is influenced into advertising by the implied threat of losing favor of the organization if he does not subscribe to its funds.

"The practice of these agencies," said Mr. Tebbetts, "is to deny that their representatives are authorized to use such tactics. They usually manage to stay within the law."

The better business bureau is offering its services to investigate the legitimacy of any program or other advertising scheme that may be brought to its attention.

London 1924 Convention Not Affected

The London convention in 1924 of the Associated Advertising Clubs of the World will not be adversely affected by the death of Lord Northcliffe according to the cable sent August 24 to F. A. Wilson-Lawrenson, of the Union Carbide and Carbon Corporation and chairman of A. A. C. W. committee on arrangements for this convention, by Sir Charles Higham. He states that J. C. Ackerman, publisher of the Lon-

don Times has declared himself heart and soul for this convention and that the Thirty Club of London and its new president John Cheshire of Lever Brothers are enthusiastic over the proposed London convention. J. C. Gilroy, of the O. J. Gude Company, sailed for England, August 26, to confer with the English committee and make preliminary investigations on behalf of Mr. Wilson-Lawrenson's committee.

PICANINNY FREEZE TO ADVERTISE

Stevens & Wallis Will Use Dailies in 150 Cities

Stevens & Wallis, Inc., have a contract with the Picaninny Freeze Company of America for conducting a big national campaign in which newspaper space will form the backbone, supplemented by billboards, dealer displays and trade papers. The newspapers used are published in about 150 of the largest cities of the country.

Picaninny Freeze was originated a few months ago by Jack Sears, the well known commercial artist and cartoonist who worked on the New York American for several years under Arthur Brisbane, but is now located in Salt Lake City, his home town. It is estimated that the sales of Mr. Sears' confection already totals 3,000,000 a day.

Booklet on Postal Reduction Out

Summing up the case of the American Publishers' Conference for the reduction of the present second class postal rates, the conference has prepared a booklet which it sent out commencing August 28. The Kelly bill which would abolish the last two increases in these rates is to be brought before Congress next December, at which time it is expected that it will be passed as a routine matter. The booklet contains reproductions of letters endorsing the stand taken by the conference from all of the organizations of publishers in the country.

NEW ORLEANS STATES

ADVERTISING RATES
AFTER OCT. 1

12c DAILY FLAT
15c SUNDAY FLAT

Daily over 51,000
Sunday over 63,000

PRESENT RATE
10c D. & S. on 2,000 Lines

Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

45 YEARS OLD.

ON August 1, The Passaic Daily News celebrated the 45th anniversary of its birth.

From a precarious venture, with nothing but the unbounded faith of its founders to welcome it to its future, the paper has grown steadily and rapidly until this year it has surpassed every previous record of circulation and advertising lineage.

The Daily News today stands supreme in the esteem and confidence of the reading public and of the advertisers of Passaic and the surrounding territory.

OVER 10,000 NET PAID DAILY.
Passaic's Oldest Daily

DAILY NEWS
Passaic, New Jersey

Features by

Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
O. O. McIntyre
Frederick Palmer
H. J. Tuthill
and others

The McNaught Syndicate, Inc.
Times Building, New York

Dynamic

Indianapolis, according to business analysts, is a market of highest relative prosperity. Increase your sales through News advertising with the rising business tide in Indianapolis.

The
**Indianapolis
News**

New York Office: Dan A. Carroll, 150 Nassau St.
Chicago Office: J. E. Lutz, The Tower Bldg.
Frank T. Carroll, Advertising Manager.

**Known Throughout the
World**

Why are advertisements coming from England, France, Italy, Norway and South America published in

The
Pittsburg Dispatch

Because it's the Pittsburg newspaper known throughout the world.

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

THE
**NEW YORK
EVENING
JOURNAL**

has the largest
circulation of
any daily news-
paper in Amer-
ica.

Few Papers — (if any) — surpass the
TRENTON TIMES
NEW JERSEY
AS
A Food Medium

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

Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Your ideas on money making and for money saving are wanted, and for each idea published we will pay \$1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR, and payment will be made. Your ideas must be workable, told in as few words as possible, and new to this department. Contributions to this department will not be returned.

SOMETIMES the saving of a few dollars here and a few dollars there mean everything to a small paper. A publisher in the east who was in that position cut out using plate stuff for picture features and substituted movie cuts which he obtained free from the moving picture producers. He found that they were bigger pullers as far as reader interest was concerned and then in addition he knocked the tops off after they had been used and it gave him some stereo metal free of charge. Sort of a double barrel saving. The United States Navy Department also have a similar service which they are glad to send to newspapers.—R. R. V.

Why not distribute pencils having the name of newspaper printed on them. This will "boost" the circulation of the paper.—J. N. M.

"Cash slips" printed on Yellow paper are filled out and placed in the cash register drawer when ever money is paid out by any of the employees of the Springfield (Ohio) News. The slips show the amount paid out and the purpose, providing an accurate check on cash disbursements as well as providing an easier method of balancing each evening.—B. T.

An old chap who has made a small fortune in the newspaper business told me the other day that to a greater extent even than in seeing their names and those of their family in print men and women like to have their opinions published. "I have made it a practice," said this old chap, "to confer editorially with as many of my paper's readers as possible. I don't publish names; I merely say 'In conversation with a level headed friend' or something of that sort. Get heaps of good stuff too and it helps business amazingly."—D. H. T.

A few weeks ago we received an aluminum sale ad. The price for any piece was 95c. The ad men set the ad correctly and it received the proof-reader's O. K. but the stereotyper transposed the figures making the price read 59c. The store would not accept a letter of explanation but insisted that we pay the difference on each piece of aluminum ware sold at 59c. Now in ads that contain large price figures and unusual cuts we send the corrected proofs down to the stereotyping department.—R. B. M.

PROMOTION IDEAS

A BOOKLET entitled "The Cloister Family" has been prepared by the Rushville (Ind.) Daily Republican, of which Will O. Feudner is general manager, to acquaint advertisers and purchasers of printing with the practical uses of Cloister type.

The Minneapolis Tribune, with the Minneapolis Journal and the St. Paul Pioneer Press, discontinued their radio broadcasting stations September 1. The work will be carried on by the University of Minnesota broadcasting station, and the Dunwoody Institute at Minneapolis. The Tribune station was licensed and known as WAAL. It was placed in service April 20, 1922. The Journal station was known as WBAD, and the St. Paul Pioneer Press as WAAH.

The Lyons (N. Y.) Republican, September 1, issued a special edition to celebrate the 25th anniversary of the editorship and ownership of the paper by Charles H. Betts.

The Minneapolis Daily News issued a two-section, thirty-two page Nineteenth Anniversary number August 31, devoting one section to a review of conditions that are bringing back normal buying power to the Northwest, and the Minnesota State Fair, held September 2 to 9.

The Norwich (N. Y.) Sun, August 24, at the time of the Chenango County Fair, issued a fair edition of 40 pages in five sections. The first section was given

We printed up some tickets "Good for 5c. on subscriptions" which we give for each item of local news sent in. It helps this paper to publish more home news than is published by any other newspaper in the state in a town the size of this.—I. J. W.

If the town is small enough and is not suffering from a severe grouch, a Rivals Number may prove worthy extra pages. Call on the competing firms and let each write the other's ad. All will say something nice about each other and the readers will get something different in the way of advertising.—B. R. A.

An American Legion number for week of Armistice should be easily sold. The Legion men will sell the advertising and you can get up the stories. Make it a souvenir edition and run it into extra copies.—B. R. A.

Publishers who are still using two metals, one for their linotype machine and another metal for their stereotype department, should change to one metal. Your metal man will be able to give you a metal that will do equally well for both and that simple little change will cut your metal investment down considerably without interfering with your efficiency in any way.—R. R. V.

If you have a number of people on your staff it is a splendid encouragement to them to take a deeper interest in their jobs and to do better work, if every now and then you let them sign their names to the work they do. You might even have a "Staff Recognition Edition" in which you would let reporters sign their work, typesetters sign their work in which you would mention pressmen, etc. All this would also be interesting to your readers as it would give even greater individuality and personality to your publication.—F. H. W.

How about the stationery? Do you keep track of that systematically or do you let the employers help themselves at will? There is reason in all things. Stationery should be allotted to each department and signed for, each department to be responsible for amount used. This applies to stamps as well. If you have been careless in this respect in the past, just check up and you will be surprised at the number of dollars that can be saved by eliminating this leakage.—F. C. D.

over to general news, the second section to automobiles, and the remainder to the fair itself.

The Elgin (Ill.) Daily Courier, August 31, issued an historical edition of 52 pages in three sections.

The first annual bicycle derby held under the auspices of the Chicago Tribune took place September 5 in the afternoon in Humboldt Park. Thousands of spectators attended the derby and a large number of prizes were awarded.

The Philadelphia Sunday Public Ledger has announced a new guessing contest. Three major prizes of \$25, \$10 and \$5 and ten additional prizes of \$1 each are offered for the cleverest dialogue supposed to take place between certain characters pictured in each Sunday's issue. It is called the "What Are They Saying" contest. The names of prize winners will be announced each Sunday following the publication of each picture.

Key West Executives Buy Weekly

L. P. Artman, publisher of the Key West Citizen, and G. R. Nottingham, retiring editor of the Citizen, have purchased the Fort Pierce (Fla.) News-Tribune. Mr. Nottingham has left Key West and taken charge of the News-Tribune. He is succeeded on the Citizen by Maxwell C. Gilbert, who comes from the Philadelphia Inquirer.

New Texas Daily

Arrangements are being perfected to launch a daily newspaper in Kosse, Tex. by a company which will take over the Kosse Cyclone, weekly newspaper.

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.

Are YOU Satisfied
With the Way Your
Papers Are Addressed?

Do the addresses ever come off? Are they ever mutilated? Do they ever stick your papers together? Do they ever cover up reading matter? When club bundles break, are the separated papers always delivered?

The MULTI-MAILER SYSTEM enables the publisher to address his publication the best way. By it the subscriber's name and COMPLETE address is directly imprinted in the white margin of the paper.

Many other advantages. A record of 14 years of service. Impressive list of users. Write us for literature describing the MULTI-MAILER SYSTEM.

The
Speedaumatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

LOS ANGELES
EVENING HERALD

LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN
TOTAL PAID CIRCULATION

Government statement for six
months ended March 31, 1922

average **146,233** daily

New York Chicago
H. W. MOLONEY G. LOGAN PAYNE CO.
604 Times Bldg. Suite 401, Tower Bldg.
6 No. Michigan Ave.

**New Haven
Register**

is New Haven's
Dominant Paper

Circulation over 32,500 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

**Science and
Invention**

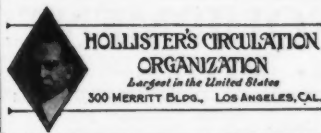
A new daily feature by a
popular science writer of
high reputation.

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

There's a Reason Ask The Los Angeles Times

The Hollister Organization is now conducting its third circulation campaign for the Los Angeles Times.

Write or wire for more details of the circulation building plan that has repeatedly satisfied.



FIRST IN PUBLIC SERVICE

The World.

The World and The Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers
by The Year

The Evening World

Fulmer Building, New York
Maller's Building, Chicago Ford Building, Detroit

FROM NON-REGULAR ADVERTISERS

That's Who We Get Business from for YOU!

Full Particulars Without Obligation

JOHN B. GALLAGHER & CO.
SUITE 5945 GRAND CENTRAL TERMINAL BLDG.
NEW YORK

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

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

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 & PUBLISHERS 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.

SUPPOSE an advertising solicitor were to walk into a painting contractor's office and instead of introducing himself open fire with the question: "Has anybody said anything good about your work lately?" Wouldn't he arouse interest at once and implant a definite idea of something that could be advertised? And wouldn't it apply to all firms that have service to sell?—H. D. K.

Many persons are unaware that they can buy a home for a very small down payment, paying the rest in amounts approximately, the same as rent. One newspaper ran an article explaining the proposition fully and listing the names of local real estate dealers who sold property on the payment plan. The page was paid for by these realtors.—B. A. T.

With the arrival of cooler weather the indoor season for card parties begins. Use this fact as the basis for a page of ads from concerns who deal in playing cards, favors, gifts suitable for prizes, candies and other foods suitable for refreshments, and so on.—F. H. W.

Trips made good prizes for subscription contests. The Springfield (Mass.) Republican has been adding many new subscribers in connection with its offer of a trip to the World Series for paid-in-advance subscriptions and for clipping the coupons printed daily in the paper. Ten such prizes were awarded. You can apply the same idea to other events local people like to go to.—J. M. M.

The Chicago Journal has opened a new "box of candy" contest in its junior section. The question is "Which makes the best home for children: Country or Town?" The papers will be limited to 150 words. The three best on each side of the debate will win prizes. The prizes will be two dollars each. The very best of all will win the debate for whichever side it is, and a big box of candy, in addition to money, will go to the junior writing it.—G.

The Boston (Mass.) American recently published on page one an advertisement containing the names of department stores, men's clothiers, men's furnishing stores, men's hat and glove stores, credit clothing stores, shoe stores, furniture houses, piano and phonograph, jewelry and sporting goods stores which would be open on Saturday night. (Many establishments are closed at that time. This makes a good stunt for a solicitor to push. A drawing showed people crowding into well lighted stores, with the head "Open Tonight," and the explanation, "The following stores are open every Saturday night." The stores, with their addresses, were listed below under the classifications mentioned in this paragraph. The copy occupied one column by 5 1/2 inches.—J. M. M.

An ad-writing contest produced good results for the Austin (Tex.) Retail Credit Men's Association. The task of preparing weekly ads for the newspapers had become a burdensome duty for the chosen ad-writer of the association. Consequently he thought of the ad-writing contest as a means of getting copy, and had the association vote \$30 for three prizes, after which he announced his contest to students in the city. He was more than pleased with the quality of the copy, and has been running the ads as a series, giving the name of the writer with each ad. His scheme has given the association considerable publicity, as well as a big volume of copy for \$30. Suggest this to your credit men.—J. T.

"Neighborhood Business Enterprises" was the caption on a page of advertisements run by an Ohio newspaper. The business lines were those not generally found as advertisers, such as small machine shops, repair shop, broom factories, etc. The page was run once each month for a year, and called attention of the readers to the enterprises in their vicinity.—B. A. T.

Every week, all local classified advertisements of one newspaper are given a number in the order received. At the end of the week, numbers are drawn and the number drawn first calls for two dollars in cash for the advertiser whose copy bears that particular number.—B. A. T.

An enterprising store in Evansville, Ind., is offering a \$100 cash prize in order to find out the public's opinion of them and also for suggestions for improving the store, its merchandise, service and advertising. The following questions are asked by them: "Do we carry the kinds of merchandise you want, and are

our prices right for you? Do you find merchandise in your size here Is our service satisfying you? Does our advertising tell the story in the way you like? Do you find the store a pleasant place in which to shop.—R. B. M.

Each month offer a good prize to the couple in your city who were married the greatest number of years ago in that month. Get some of the local merchants to cooperate in this by also offering prizes and get them to advertise their offerings in special ads appearing on the page where you announce your offer. The merchants would be glad to do this as they would realize that there would be an exceptional amount of interest in such ads of their's and that their participation in the event would mark them as being live wire merchants, all of which would be good for their businesses.—H. H. W.

"Early Morning Sales" have produced the most unusual crowds of buyers in point of numbers that I have ever seen. Isn't it true in your city that announcements of "early morning specials" always bring large crowds? The trouble is that some of these stores (and they're the ones that hold the most of these sales) never use the newspapers for their announcements. I know one high-class shoe store, though, that conducts a sale of this kind frequently. It is always advertised as an "Early Bird Sale." And there is always a crowd on hand. Certain mornings of each week might be selected for a two-hour sale, at which time merchandise would be offered at special prices.—J. T.

The Fort Smith Times Record has had unusual success with the publication once a week of a special department of several pages called The Sample Case, in which all kinds of commercial news is carried, including write-ups of various retail and wholesale concerns, personals, pertinent paragraphs on business, etc. Quite a good deal of the space is taken up with items about commercial travelers, with reports from them, etc. The department has resulted in many advertisements being inserted in this section of the paper, the publishers report.—S. B. W.

Just before the opening of each of the four seasons of the year—spring, summer, fall, and winter—the retail Merchants' association in a large southern city holds what is termed a "window shopping night." Every store cooperates in the event, arranging unusual and attractive window displays, which are mostly of a seasonal nature. Special lighting effects are also arranged and for several days before the event is scheduled to take place it is advertised in the local newspapers by the association. At the same time the editorial departments of the papers give the matter a considerable amount of publicity. On "window shopping night" hundreds of the people of that city go downtown just to view these special window displays. The idea has proved to be a genuine winner.—J. T.

With the opening of school every mother is concerned about the prospective teacher for her child for the coming year. We ran a list of the teachers appointed, the grades and subjects expected to teach, also pictures of some of the school buildings. The local stores all came in with an especial appeal to parents for school clothing. Even the shoe maker carried eight inches on the need of repairing school shoes. Eighty per cent of these ads repeated the second week.—D. W.

The Urbana (Ohio) Daily Democrat (evening) serves its rural readers later dispatches than would ordinarily be given by making the rural run just in time to make the morning mail. This permits make-over of first page in the morning from the edition of the evening before, and insertion of later news matter. Since the policy was adopted, the paper has had less competition from city morning papers on its rural routes.—B. A. T.

It is an old and true saying that two pairs of shoes worn alternately will last longer than three pairs, when they are put on and worn every day without changing. Some retailers take advantage of this knowledge by urging the purchase of two pairs of shoes at a time; but there are others who have never instilled this selling idea into the minds of their clerks. There is material for a shoe advertisement on this subject. Some shoe man in your town should be urged to press the idea.—J. T.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

Regular Fellers

Gene Byrnes

A comic which appeals to youth and old age alike.

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

HERALD-SUN SYNDICATE
280 Broadway New York City

Proved value to Advertisers

shown by following extract from letter of B. T. Babbitt, regarding a recent Boston campaign:

"We feel the services rendered by the BOSTON AMERICAN have contributed in large measure to our success and we wish to thank you for the splendid way you co-operated with us."

LARGEST EVENING CIRCULATION IN NEW ENGLAND. Sells at 2 Cents.

BOSTON AMERICAN

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEW DALL
33 West 42nd Street
New York City

GRIGGS—"GOV. AMEN OF SOUTH CAROLINA"

(Continued from page 6)

and glorious Governor Amen of South Carolina and talked like a certain John Quinn of New York. At least he did it to the extent of swiping John Quinn's platform thunder and stories and having the satisfaction of seeing them get across.

Here's the way he started in: "If the governor of North Carolina was seated where your honorable mayor is seated on this platform, I, as the governor of South Carolina, would go over to the governor of North Carolina and say: 'Governor, it's time for us—' (Laughter and applause.)

"Ah, I see you misinterpret my meaning. Permit me to resume.

"I, as the governor of South Carolina, would go over to the governor of North Carolina and say: 'Governor, it's time for us to go over and shake hands with the next governor of—, John David Jones.'" (Loud and long-continued applause.)

The duration of that speech was one hour and fifteen minutes. "Governor Amen," blessed with a remarkable memory by reason of newspaper work and drawing jointly upon Quinn and what he had squinted at upon the pages of the Democratic national year book, got by admirably. Realizing that Southerners were regarded as noted story tellers, he upheld the reputation of the south in this respect by this one, applying it to suit the occasion at hand.

"Sam, an aged negro, has been a servant in my family many years. Years ago he served as coachman and his old age is spent in taking care of the Amen family coach, which we still retain. When I desire to especially honor some guest, I have old Sam hitch up and drive us to the Capitol instead of having my chauffeur convey us there.

"Just prior to leaving home upon this trip I made use of Sam in this manner. The old rascal was aware of my intention to visit your state. As my guest and myself were about to enter the ancient vehicle, old Sam halted us with:

"Massa Amen, I done hab a most peculiar dream dis mawning; I dreamed I died an' went to Heben among de holy angels!"

"We'll have to hear all about Sam's dream," I told my friend. "He'll never budge unless we listen to it first. Well, Sam, proceed."

"Massa Amen, I saw Gawd and de grate white throne and I done see all de 'publicans er sittin' around de grate white

throne, so I went right up to Gawd and says, 'Gawd, whar am all de Dem'crats?' an' Gawd says, 'Sam, doan yu know whar dey am?' An' I says to Gawd, 'No, Gawd, I suttinly doan know,' and Gawd says ter me, 'Sam, yu go in der gold room and git de glory glasses and put dem on.' So I goes in de gold room and gits de glory glasses and when I looks up in de sky I sees a little speck an' yu, Massa Amen, an' dis Massa Jones yu is gwine help to git to be guv'nor an' all de odder Dem'crats er sittin' on dat little speck way off dere in de sky. So I goes right in ter Gawd and I says ter Gawd: 'Say, Gawd, whar yu gut all de 'publicans er sitting 'round de grate white throne and Massa Amen and Massa Jones an' all de Dem'crats er sittin' way off on dat little speck?"

"An' Gawd says ter me, 'Sam, doan yu know whar dat am?' An' I says ter Gawd, 'No, Gawd, I doan know.' An' Gawd says to me, 'Sam, I kin trust dem fellers up on dat little speck, but dese other sons-er-guns down heah, I done hab ter watch 'em all de time.'"

The "Governor Amen" of that rally, at its conclusion, was whisked away to McArthur's home, where he spent the night. Since it was absolutely essential that he quit those parts without delay for fear that "Griggs of election day" would be recognized as "Amen of the night before," the wire-wheeled automobile was once more put into service and a fast rail flyer did the rest.

It followed that Candidate Jones was elected, served his term as the first Democratic governor that state had had in 35 years, and returned to private life. Neither has that state elected a Democratic governor since. Griggs never learned just how he looked upon that "Amen" stunt.

Two years later, Griggs visited that state again, this time to discuss "The Newspaper Game" for the edification of members of the Elks. During the dinner that preceded his introduction, Griggs, in conversation with the exalted ruler, asked:

"Let me see, didn't Governor Amen of South Carolina get up around here at one time?"

"He sure did," was the reply, "and a funny thing developed as a sequel to his visit. The city where he stumped is located only thirteen miles from here.

"There's a fine old fellow up there. His name is Rafferty: runs a drug store. Now it seems that upon the occasion of Governor Amen's visit the governor happened into old Rafferty's store on some errand or other, and while awaiting having his parcel wrapped (it was sure some "parcel") chanced to seat himself in one of the chairs the place contained. It followed that when Rafferty later dis-

covered the identity of his visitor, he ordered two slats screwed into place across the arms of that chair, six inches apart and paralleling each other, declaring that chair to be his most valued possession. Since that time he has never permitted mortal man to sit in it.

"He calls it 'Governor Amen's chair.'"

Croatian Paper for Milwaukee

Milwaukee is to have a Croatian newspaper, the Narodne Novine or National News. B. V. Dragovich, publisher of the Chicago Croatian weekly will be the editor of the new paper which is being

projected by the Croatian societies in Milwaukee. Offices have already been opened at 124 5th street.

Starts Eight-Page Colored Comic

The Chicago Herald and Examiner will inaugurate eight pages of comics in full colors September 10.

Huckle Buys Rock Hill Herald

The Rock Hill (S. C.) Evening Herald has been bought by A. W. Huckle of Lexington, Ky., who took charge of the paper September 1.

SUPPLIES & EQUIPMENT For Newspaper Making

For Sale
Equity in Model 14 Linotype two years old and in good shape. Want single magazine machine. Leader, Vandalia, Mo.

Hoe 12-Page Web Press,
printing papers six or seven cols. wide, 22 3/4 in. long, either 4, 6, 8, 10 or 12 pages, with stereotype outfit. Good machine at low price. Baker Sales Co., 200 Fifth Ave., New York City.

Printers' Outfitters
Printing Plants and Business bought and sold, American Typofounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

24-Page Potter Press For Sale or Will Trade for Goss Press to Fit Our New Equipment

This press is in fine running condition, does 2-color work, gives all sizes by two's in one signature up to 20 pages with single set of plates or two signatures of 12 pages each.

Can be seen in operation. Delivery can be made about October 1st.

For further particulars address,
SUPERIOR TELEGRAM Superior, Wisconsin

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

Huber's ROTOGRAVURE INKS
Are free from Sediment
HUBER'S Colors in use since 1780

J.M. Huber
Main Office
65 W. HOUSTON ST., NEW YORK
It Pays to Huberize

For Sale
Goss two-plate wide perfecting press. Prints 4, 6, 8, 10, 12 or 16 pages. Speed 20,000 per hour. Has latest type tapeless folder. Complete with stereotyping outfit. Also flat bed perfecting press, prints 4, 6, 8, 10, 12 or 14 pages. Prices low and terms to suit. Wm. L. Packard, Geneva, N. Y.

Newspaper Plant Equipments Established in 1912 PECKHAM MACHINERY CO. MARBRIDGE BLDG, 34th & Bway NEW YORK CITY

24-page Scott Straightline, delivery and erection in month. Shown running until Aug. 15th. Complete Newspaper Plant Equipment. 8 Linotypes. Model B Intertype. Head Letter Matrices, Molds, Liners. 2 Monotype Equipments with mats.

NEWSPAPER PRESSES FOR SALE

Two 32-page 4-plate-wide Duplex "Tubular" Presses. Now printing the Richmond News-Leader.

Also two Duplex Six-tuples now printing the New York Tribune.

For particulars apply to—

R. HOE & CO. 504-520 Grand St. NEW YORK, N. Y. 7 Water St., Boston, Mass. 827 Tribune Bldg. Chicago, Ill.

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

EDITOR & PUBLISHER

NEW YORK, N. Y. ADVERTISING RATES in effect March 11, 1922

Agate Lines	DISPLAY ADVERTISING					
	1 insertion	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year	
Full page	672	\$200.00	\$188.00	\$175.00	\$150.00	\$125.00
Half page	336	113.00	100.00	94.00	88.00	75.00
Quarter page	168	60.00	56.00*	50.00*	47.00*	44.00
Eighth page	84	35.00	30.00*	28.00*	25.00*	23.00
Sixteenth page	42	20.00	18.00*	15.00*	14.00*	13.00

*Less than sixteenth page transient rate 50 cents per agate line (minimum space 14 lines -1 inch).

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at \$47 per insertion is accorded the privilege of half pages at \$88 and full pages at \$150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c. per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract are paid in advertising space to be used within one month after expiration of contract.

Classified Advertising

- a. Help Wanted06 a word
- For Sale06 a word
- Situations Wanted03 a word
- Business Opportunities06 a word
- b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.
- c. No discount for frequency of insertion.

Reading Notices—(None.)

Commissions. Allowed to recognized agencies on other than publishers' advertising.

Preferred Positions

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

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 Assistant

Young woman, five years' advertising experience (classified, foreign, display), wishes assistant to manager position. Salary \$30 per week. Address Box C-858, care Editor & Publisher.

Advertising Manager

Live wire, energetic and clean cut, with a record of accomplishments. Age thirty, married, unquestionable reference. Fifteen years' experience in newspaper game; thoroughly versed in writing, planning and selling advertising. Know how to make friends for myself and paper and hold them. Can deliver the goods and get maximum results from solicitors. Fifty dollars a week to start and will earn it. Southeast preferred, but will go anywhere, if the opportunity is right. Write or wire, "Advertising Man," P. O. Box 534, Columbus, Georgia.

Capable Editor

and writer employed in present position twelve years desires change about October 1. Now executive on afternoon paper city of 100,000, in middle west. Age 36, married. Prefer place on metropolitan daily Pacific Coast or east, but will go anywhere if salary is satisfactory. For particulars address Box C-902, care Editor & Publisher.

Circulation Manager

of ten years' successful experience desires to locate in western or southern city of 100,000. Excellent record. Available immediately. Age 30. Box C-889, Editor and Publisher.

Classified Advertising Manager

Five years' experience on successful metropolitan newspapers; one year as department manager. Thoroughly familiar with all phases of classified advertising and can organize a smooth-functioning and productive organization. Would like connection with progressive daily where there is a big opportunity for the man that gets results. Satisfactory references. Address Box C-893, care Editor & Publisher.

Classified Manager-Solicitor

wants to connect with progressive paper. Long continuous service; trained space builder, age 36, good character. Address C-906, Editor & Publisher.

Editor or Managing Editor

Fifteen years on best metropolitan papers. Strong writer, organizer and executive. Opportunity to grow with paper more important than immediate salary. Box C-898, care Editor & Publisher.

Editorial:

Woman early thirties, well educated, successful writer leading magazines, also syndicate, magazine supplement and dignified publicity experience, wants position. Prefer newspaper feature writing, combined writing-editorial job on magazine, or department editing New York or vicinity. Authority on social organization, community recreation, community art, women interest matters. Strong on human interest and generally informative lines. Any reasonable offer considered. C-891, care Editor & Publisher.

Managing Editor

I have the cure for that slipping circulation. Box C-899, care Editor & Publisher.

Managing Editor,

live wire, years of experience and a producer of real newspapers, desires to make a new connection for personal reasons. Would accept new editorship or other desk job which has a future. Address Box C-863, care Editor & Publisher.

Newspaper Manager,

experienced in handling difficult propositions, seeks situation. Twenty years' training, large and small papers, for situation sought as general manager, where man is needed, who knows by actual experience the most minute details of publishing successful newspapers. Handle large proposition, build up business to maximum and keep expenses at minimum. Able to develop advertising and circulation in face of keen competition and under the most trying, adverse conditions. Plan big campaigns and work them to a successful finish. Experienced in analyzing a paper and its possibilities, able to discover and stop leaks. By reason of connections on papers which I have changed from losing to profitable ones, am able to reduce expenses and increase revenue with satisfactory profit between income and expense. A regular producer, securing results from others by personally producing more than I expect from them. Prefer proposition that is not now as profitable as it should be, where net profits can be materially increased. Arrangements desired where compensation will be based upon results produced. Address C-908, care Editor & Publisher.

SITUATIONS WANTED

Newspaper Man

Fifty, good health, good habits, experienced, want permanent connection with daily paper in town up to 25,000, preferably in full editorial charge of publication, but would consider place as editor alone. Capable, efficient. Best of reasons for desiring change. Have good reputation in State where I am at present located as editorial writer. Or would take position as editorial writer on publication in larger town. Can furnish references, samples of work, etc. Can come at once or later. Will sign contract, or let work speak for itself. Address Box C-857, care Editor & Publisher.

Newspaper Woman

For two years I conducted the service branch of the advertising department. For four years I was circulation manager of three trade publications. I have solicited advertising for a program and I have written items for the woman's page of a newspaper. A position on either magazine or newspaper would interest me. Box C-909, Editor & Publisher.

Successful

Advertising Manager-Salesman of small city daily seeks western connection. Box C-897, care Editor & Publisher.

Wanted

Advertising position by former advertising manager of small paper, experienced in copy writing, layouts and foreign schedules. References. C. R. S., Box 41, R. F. D. 1, Hampton, Va.

Web Pressman,

also good on stereotyping, open for position. Can come at once. Must be permanent. Address H. B. G., 106 West Wesley St., Jackson, Mich.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Old established Republican weekly, in beautiful Central New York college village; fine equipment; exceptionally large territory; money maker; will bear closest inspection. John H. Broad, Morrisville, N. Y.

NEWSPAPERS WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted:

Mid-west evening daily. Experienced publisher has \$75,000. Immediate action. All confidential. Address C-901, care Editor & Publisher.

DEPOSITS KEPT PACE WITH BANK'S ADVERTISING

(Continued from page 8)

desire of the institution to serve the farmers. It shows a farmer loading hay, with these words below:

"This bank keeps in touch with farming conditions and knows the demands of the various seasons. Farmers are invited to make use of our facilities for serving them in all banking matters."

The bank aims to serve the farmer as well as the industrial man and plans its copy accordingly.

"While we concentrate on savings department copy, we make it a point to cover the various phases of our service," Mr. Graham said. "We believe that a banker's attitude toward the granting of loans should be reasonably liberal to those who are entitled to credit. Many of the industries hereabouts, especially the silk industry, have grown with our co-operation, and we consider this fact worth while stressing occasionally in our advertising copy.

"You will notice that we use two sizes of copy in our newspaper advertising. The larger size is used on an average of every other week. We find that the larger copy is necessary occasionally, as it creates the impression of size so essential in getting reader attention.

"We know this because of the more frequent remarks we hear about the larger advertisements. However, we feel that the important thing about advertising is its quality—and the frequency of its use."

It would appear that newspaper adver-

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

A Morning Newspaper

in a city of nearly a half million is desirous of the services of an expert advertising copy-writer, who can also develop selling ideas for the local advertising department. Good opportunity for the right man. Give references and state salary desired. All communications will be considered confidential. Address Box C-890, care of Editor & Publisher.

Copy Writer

for advertising promotion department of Ohio newspaper. Must be good copy and layout man, familiar with all lines of merchandise, able to insure confidence in his technical and merchandising judgment. This is not a mahogany desk job—it's one for a real He-Man with plenty of pep and inspiration to handle the work that comes to him and to go out after that won't. The right man will be willing to start at a reasonable figure until he demonstrates his ability. Replies held confidential. Sell us YOU. Address C-908, Editor & Publisher.

I Want an Advertising Solicitor

for the local staff of a daily and Sunday newspaper in one of the largest cities in the United States. The man who is selected for this position has already proved himself to be a high-pressure go-getter. If you will briefly outline your career, age, advertising experience, and salary you think you can earn, your letter will be promptly replied to. Address C-896, Editor & Publisher.

Six-Day Evening Paper

in city of nearly 200,000 has opening for first class circulation manager. Address, giving details as to experience and initial salary requirements, C-904, care Editor & Publisher.

Wanted:

First class reporter. One with editing experience preferred. Permanent; good future. Leader, Corning, N. Y.

Wanted

Circulation Manager for afternoon daily, except Sunday, in one of the best Michigan towns. This is an opportunity for a live wire to make a showing, and you can expect real co-operation from all departments. Write complete information regarding self, also give references. Ann Arbor Times News, Ann Arbor, Michigan.

Wanted

Experienced newspaper salesman. Must have had at least three years' experience in contracting with newspaper publishers for syndicate features on big schemes. Don't waste your time writing unless you are a high powered salesman with actual experience in this work. Box C-910, Editor & Publisher.

tising, wisely used, has been an exceedingly constructive factor in the growth of the Allentown bank. In the three years that it has advertised regularly—since 1919—it has had an increase of close to one and three-quarter million dollars in its deposits.

URGE CIGARETTE LAW REPEAL

Utah Press Association Meets—Carefully Worded Resolution Passed

(By Telegraph to Editor & Publisher)

SALT LAKE CITY, August 4.—A resolution demanding the repeal of all laws not being enforced and unenforceable was passed by the Utah State Press Association at their semi-annual convention at Richfield, Utah, which opened on September 1 and closed on Sunday with an excursion to Fish Lake.

It was generally understood that the resolutions referred to the anti-cigarette law of 1921, which forbids the advertising of cigarettes, but cigarettes were not mentioned. An attempt at the previous convention to pass a resolution asking the repeal of this law failed. It is estimated that the law is hurting the publishers of the state to the extent of \$150,000 annually and some of the newspaper men are bitter, because, while they are obeying that section of the law which affects them others are ignoring it.

The convention was attended by 75 publishers from various sections of the state and was regarded as one of the most successful for some time. Among the subjects discussed were "retrenchment" and publicity of public affairs. A feature of the convention was the enter-

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

EDITOR, MANAGER, plant superintendent, or production executive, with over 15 years' newspaper, commercial printing and book publishing experience, is seeking permanent connection in northern city. "Man of education and vision, absolutely dependable in every way; showed resourcefulness and skill in securing production." Age 46, excellent health, prefers part of salary in company stock. Our No. 11,342.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.



STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROOKLYN BLDG.—42ND AND BROADWAY
NEW YORK

tainment, which included beside a trip to the famous mountain resort already referred to, a luncheon furnished by the local farm bureau, a visit to the Monroe Hot Springs as guests of the Richfield women and a banquet given by the Commercial Club at which each speaker was introduced in original rhyme. W. P. Epperson, president of the association, presided at the sessions. There was no change of officers.

White Plains Reporter Building

Contracts for the building of the new home of the White Plains (N. Y.) Daily Reporter have recently been let to John O'Rourke & Son. Work will be started as soon as the buildings on the site at the corner of Grand street and Marne avenue have been moved away. The paper expects to move in in the Fall. The building, of which Frank Horton is the architect, will be a one story, brick, steel and concrete structure 52 by 82 feet with an open basement. The editorial, business and directors' offices will be located on the ground floors together with the composing room. In the basement, which will have light and air on three sides, will be located the stereotyping and press rooms. In the latter a new 24-page Duplex tubular press will be installed.

California Circulators at Fresno

The California Circulation Managers' Association will hold its annual convention in Fresno, October 16 and 17.

THIS GIVES YOU THE IDEA:

Never Never News

By C. I. Garder

REPORTER THANKS COPY-READER FOR CUTTING STORY
 SYDNEY SPACERITER SAYS SHORTENING ALWAYS DOES IMPROVE HIS STUFF



Of One of the Most Laughable Comics Now Being Offered to Newspapers.

2-Column Size; Six Times a Week

Not about newspapers, but for newspapers and newspaper readers, touching all subjects and foibles and phases of life.

METROPOLITAN NEWSPAPER SERVICE
 Maximilian Elser, Jr., General Manager
 150 NASSAU ST. NEW YORK

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News
 Edward H. Butler, Editor & Publisher
 KELLY-SMITH COMPANY

Representatives
 Marbridge Bldg. Lytton Bldg.
 New York, N. Y. Chicago, Ill.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
 New York

America's Best Magazine Pages
 Daily and Sunday

Newspaper Feature Service
 241 WEST 58TH STREET
 New York City

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

NEARLY every person suffering from hay fever has some pet notion as to what causes the tears. It would make a good article to get interviews from the hayfever sufferers as to just what they believe causes their trouble. Many of them also have some pet hobby as to a cure. It is not unusual for them to go to a local refrigeration plant and remain for several hours in the freezing temperature. Do they do it in your city?—C. D. M.

At this season of the year, when grapes and apples are being used to make wine and hard cider, there is a greater demand for Coca-Cola and other soft drink kegs than the ordinary sources of supply in small cities can furnish. Interesting stories on this angle of the prohibition question can be secured by interviewing clerks at soft drink fountains. They will tell you that kegs have been promised for weeks to come.—N. B. S.

Are the kids of today better swimmers than their dads? When the Salisbury country club opened its swimming pool recently, many of the kids were diving off the thirty foot tower and swimming in ten foot water while their dads were playing around in four foot water. The youngsters around here have better facilities than the old swimmin' hole and they have taken advantage of them.—J. F. H.

With the coming of September, the vacation season is drawing to a close. There are people in every town who have taken trips on their vacation this year which have given them thrills galore. Perhaps some couple advanced in years has seen Niagara Falls for the first time. Why not start a competition for the most thrilling vacation story, which can be substantiated as being founded on facts of the present season? This could be done either as a wide-open contest, with each person writing their own experiences, or by sending reporters out to interview people who had stories to tell and who notified the office in answer to an adv.—E. F. C.

In 1921 Los Angeles wanted a shoe factory. The chamber of commerce pulled off the following publicity stunt. It could be tried in other games as well. A popular movie star was prevailed upon to act a new part in bringing a shoe factory to Los Angeles. She was dressed from head to foot in togs made in Los Angeles. Gown, underclothes, hat, gloves, parasol, corset, jersey, belt, garters and facial decorations were all made in the movie city. There were no shoes made in Los Angeles, so our movie queen was forced to appear at the chamber of commerce banquet in her stocking feet, thus disclosing to the world the missing manufacture. A photo of the Los Angeles clad movie star—minus shoes—was sent to every shoe manufacturer in the world. The chamber of commerce was overwhelmed with propositions to build shoe factories at Los Angeles.—A. R. D.

What are the pawn-brokers of your city doing and what are they noticing in these days? People used to pawn articles only when in need of money. A few weeks ago in Philadelphia, a couple pawned a \$700 coat for \$200 so they could make a first payment on an auto. They pawn diamonds for vacation money. They pawn fur coats to buy gas for their autos. Work up a feature on the pawnbroking business in your city and you will find a very interesting story.—A. R. D.

In Muskogee a bunch of young fellows have been using the midnight hour to use a downtown street for a baseball-throwing contest. Several good stories have been written about the distances these amateurs can toss the ball. They put flour on the ball so that its lighting place may easily be measured. Why not organize such a contest or work up interest in the competition in your own town? You may not have to use the principal street to do it, but it will make you some good reading and attract interest for your sheet.—E. H. J.

There is certain to be at least one saleslady in every large department store who has served the firm and its clientele 25 or more years. Look her up, then write her up, and bring out the following points: How many times late or absent? What changes in working conditions has she known? She may have seen great executives come and go during her time. What marked progress has she noted of the firm? Other interesting points will present themselves during the interview.—F. E. C.

Why do people tip barbers and not grocery clerks and butchers? Personal service? How about food—isn't that pretty personal, and important to your well-being? If it's commonly agreed that the custom is disliked, perhaps the barber has his argument in its defense. The next time you get a tailor-made shave, get a story from your talkative barber. Figures that reveal how general the tipping custom is and how fruitful for the collector will be interesting.—C. L. M.

Everybody nowadays is interested in the movies and in the folks who attend the movies. So it would be a good stunt for you to go to your local movie theatres and get the answers to the following questions which you could then incorporate into an unusual story: How many single tickets are sold a day by each of your leading local theatres? How many pair of tickets are sold each day? What is the largest party ever attending a local movie theatre? What is the largest sized family regularly attending a local theatre? Most of the leading movie theatres have ticket selling machines from which this data could be easily secured and the information about the largest parties and families could be given by the ticket sellers out of their experiences.—F. H. W.

"Are Women's Feet Getting Bigger?" What do the shoe men in your city say about it? Both retailers and manufacturers will probably have something to say about it; also the chiropodists; and if there is a women's athletic director in your city she will most certainly grant an interview on the subject. The story should cover the effects of the new styles in shoes, of the necessity of business women being on their feet so many hours a day, and of the educational advertising that has been printed by the manufacturers of "commonsense" shoes.—J. T.

What has become of the home town band that used to furnish entertainment every week in the smaller towns? An investigation made by the Muskegon (Mich.) Chronicle showed the home town bands, that included the butcher, the banker and others, have disappeared. The musicians of the old day are passing and the younger generation have gone to the larger cities or are too busy operating an automobile to learn to play a musical instrument.—C. D. M.

A street dress and two hats a year, a pair of corsets once every two years, a kimona at \$2.98 every five years, seven cents a week for charity, no rouge or candy—such should be the budget of working women earning from \$15 to \$25 a week, according to the Massachusetts Minimum Wage Commission. Meals should be \$1 a day, 25 cents for breakfast, 30 cents for lunch and 45 cents for dinner. Clothes should be \$154.92 a year. What think women in your city of this? Is it fair or not?—J. M. M.

Brief write-ups gleaned from interviews with a few well-known (or even not so well-known) individuals about town, as to the most interesting fact or unique thing seen by them upon their recent summer vacation; of all times, after vacation is the most diverting time upon which to call upon one's friends and relatives, the old winter-worn subjects of "clothes" and "politics" are happily dispensed with, having given place to the recitation of the "unusual,"—C. D. S.

What is the average age at which children in your city are baptised? You could get this information from your ministers together with other interesting information regarding baptisms, oddest baptism in which the ministers have ever participated, etc.—F. H. W.

Your town undoubtedly has its quota of boys who are going to college this fall. Perhaps more would go if the money were forthcoming. Why not run a series of interviews; or a feature story on how some of the local people who are college graduates, worked their way through college. You'll not only get a real human interest story, full of pathos and humor, but you'll also be rendering a service to the boys in the community.—G. H. D.

A local feature for the woman's page would be captioned "Why My Baby Seldom Cries." Young mothers would give brief explanation of what they do when darling is fretful. Their stories would probably show that almost a revolution has taken place in taking care of baby.—B. R. A.

Your High-Class Readers Will Watch for

THE YOUNG LADY ACROSS THE WAY



THE YOUNG LADY ACROSS THE WAY.
 The young lady across the way says her father and mother have had the same family doctor ever since they were married and he's getting to be quite a veterinarian in the service.

A Daily Two by Six
 FOR

Those to Whom the Average Comic Does Not Appeal

THE McCLURE NEWSPAPER SYNDICATE,
 373 Fourth Ave., New York City.

FORTY WINNING PLAYS IN FOOTBALL

By
 MAJOR EARNEST GRAVES
 and
 JOHN J. McEWAN

SCIENCE SERVICE
 1115 Connecticut Ave., N. W.
 WASHINGTON, D. C.

26,000 last
 October—Now
 150,000

DETROIT
 Evening
TIMES

WIRE NEWS

For Evening and Sunday Newspapers
 International News Service
 21 Spruce St., New York

Traffic Records Broken This Week In New England

Thousands and thousands of New Englanders were returning to their homes, their factories and offices.

The wheels of industry have been unusually busy in New England considering the time of year and now begin to hum with increased energy. Labor Day marked the close of the vacation period.

This increased energy will mean a greater increase in the development of wealth.

The same date—labor Day—marked the exit of thousands upon thousands of vacationists from this land of mountains, lakes and seashore.

These vacationist have left millions

of dollars behind them. They are many localities where this wealth will be the spending money of the New Englanders during the Fall and Winter.

Are you National Advertisers going to secure your full share of New England's millions of new wealth?

The greatest newspaper reading classes in America are in New England and every reader is only a few steps or few minutes trolley or auto ride from a wide awake store through which you are assured unrivaled distribution.

There is only one big way to create demand Mr. Advertiser. That is through the columns of these powerful newspapers of New England.

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
*Attleboro Sun(E)	4,968	.9275	.0175
*Boston Sunday Advertiser(S)	416,358	.55	.55
Boston Globe(M&E)	284,724	.45	.45
Boston Globe(S)	322,907	.55	.55
Boston Post(M)	380,790	.90	.90
Boston Post(S)	461,797	.55	.55
Boston Telegram(E)	145,113	.20	.20
Boston Transcript(E)	38,443	.20	.20
*Fall River Herald.....(E)	12,905	.035	.035
*Fitchburg Sentinel(E)	10,739	.05	.035
*Haverhill Gazette(E)	15,425	.055	.04
*Lynn Item(E)	16,273	.06	.04
*Lynn Telegram News.(E&S)	10,886	.05	.05
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06
*New Bedford Standard-Mercury(M&E)	30,650	.07	.07
*New Bedford Sunday Standard (S)	24,853	.07	.07
Pittsfield Eagle(E)	15,845	.035	.03
*Salem News(E)	20,023	.09	.07
*Worcester Telegram-Gazette (M&E)	74,394	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15
MAINE—Population, 768,614			
Bangor Daily Commercial(E)	14,469	.05	.04
*Portland Press Herald (M&S)	19,291	.07	.06
*Portland Express(E)	25,424	.10	.07
*Portland Telegram(S)	25,906	.10	.07
NEW HAMPSHIRE—Population, 443,683			
Keene Sentinel(E)	3,312	.03	.02
Manchester Union-Leader (M&E)	28,649	.10	.0175
RHODE ISLAND—Population 604,397			
	Circulation	2,500 lines	10,000 lines
Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times(E)	24,063	.07	.06
Pawtucket Valley Daily Times (Arctic)(E)	2,475	.021429	.021429
*Providence Bulletin(E)	59,767	.135	.135
Providence Journal(M)	30,662	.08	.08
*Providence Journal(S)	54,629	.12	.12
*Providence Tribune(E)	22,591	.10	.09
*Woonsocket Call(E)	13,024	.04	.04
VERMONT—Population, 352,428			
*Barre Times(E)	6,644	.03	.02
Brattleboro Daily Reformer. (E)	3,010	.03	.015
Burlington Daily News....(E)	7,001	.04	.04
*Burlington Free Press..(M)	11,108	.05	.05
St. Johnsbury Caledonian-Record(E)	3,124	.025	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram (E&M)	43,633	.145	.14
*Bridgeport Post(S)	18,395	.065	.06
*Hartford Courant(D)	29,780	.08	.07
*Hartford Courant(S)	48,606	.10	.09
*Hartford Times(E)	44,677	.12	.12
*Meriden Record(M)	6,634	.045	.025
New Haven Register..(E&S)	32,537	.09	.08
*New London Day.....(E)	10,325	.06	.045
Norwich Bulletin(M)	11,629	.07	.06
*Norwalk Hour(E)	4,594	.025	.025
*Stamford Advocate(E)	8,254	.0375	.03
Government Statement, April 1, 1922.			
*A. B. C. Statement, April 1, 1922.			

A WONDERFUL MARKET PLACE

THE advertiser who views the advertising space of a newspaper as merely so much circulation which can be bought for so much per line or per inch loses sight of real advertising possibilities.

For the sum of approximately \$40 (according to the amount of space contracted for) he can address through a 70-line double column ad probably 700,000 readers.

To send a plainly printed postal card to these same 700,000 readers at \$17 per thousand would cost \$11,900, and take months of time in accomplishment.

For the calendar year 1921 the average net paid daily circulation of the New York Globe was 166,000; for 1922 it will probably be in excess of 160,000.

To secure the names of all of its readers for the purpose of securing the addresses for use in mailing the postal cards would be an impossibility.

Yet The Globe, by the process of its distribution, is bought by more than 150,000 people every day and on the basis of 4½ people to the family reaches approximately 700,000 people every day—a constituency larger than the total population of many very important cities.

By the same process The Globe reaches the hands of a class of people who prefer the better type of newspaper with the greatest possible purchasing power—the great middle class, who respond most generally to advertising.

It has been proved beyond discussion that there are two classes in the community who do not readily respond to advertising appeal—the very rich and the very poor. There are newspapers in New York made for each of these groups.

No advertiser desiring to reach the great newspaper market can afford to omit the New York Globe from his list—it is a wonderful market place.

THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, *Publisher*

MEMBER
A. B. C.

LORENZEN & THOMPSON, Inc., *Special Representatives*

Chicago

New York

San Francisco

Los Angeles

