



EDITOR & PUBLISHER



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No. 39

Satchel-Bearers Bitterly Denounced by Nation's Working Editors

Representative Men, in Statements to Editor & Publisher, Express Their Contempt for Unprofessional Conduct Revealed at Washington

Casper S. Yost

Managing Editor, St. Louis Globe-Democrat

TO EDITOR & PUBLISHER:

Whatever may be the facts in the case of the newspapers involved in the oil scandal, and I condemn no one on mere appearances, the general impression it gives should arouse newspaper men throughout the country to the need of recognized and definite standards of newspaper conduct and the need of maintaining such standards. It is essential to realize that a newspaper is an instrument of public service and that its owners and editors are under obligations to make that service faithful. It cannot be used as a means to personal ends that are contrary to the public good without violation of these obligations, nor without ultimate disaster to itself.

Moreover, if a newspaper is to maintain public confidence in its integrity it is necessary that the integrity of those who are responsible for its creation be not reproached. They cannot separate themselves from the newspaper they control. Their private conduct if wrong inevitably reflects upon the paper when it becomes known. Fidelity to the newspaper demands fidelity to self and to the public.

St. Louis, Mo.

George E. Miller

Editor, Detroit News

TO EDITOR & PUBLISHER:

The whole future of the American newspaper rests simply on the preservation of its integrity in the popular mind. This is the sense of the substantial editors of the country as expressed through the American Society of Newspaper Editors. To make this effective it is essential that the newspapers themselves note those instances in the profession where such integrity is lacking, and be jealously first to condemn bad faith toward the public however shocking to the American people are such revelations as those in connection with the oil scandal.

GEORGE E. MILLER

THE revelations at Washington, in the naval lease scandal, have stirred newspaper men throughout the nation. The indignant sentiment of the rank and file of working editors, who do not carry satchels for any special interest, is indicated by the appended symposium of statements by the editorial and news chiefs of leading dailies, telegraphed to EDITOR & PUBLISHER.

The resentment is far more intense among the newspaper profession because that profession's entire capital stock in trade and estate consists of a public confidence which cannot be purchased and once lost is almost impossible to recapture. The prompt repudiation by American editors of questionable transactions anywhere in the profession is the guarantee to the public that journalism has its ethics and has the courage and purpose to maintain them.

Detroit, Mich.

C. P. J. Mooney

Editor, Memphis Commercial Appeal

TO EDITOR & PUBLISHER:

In my heart and mind I am willing to join up with any number of newspaper men and see to it, if possible, that men who have other interests and own newspapers either give up their interests or give up their papers. Some newspapers in the United States are owned by men who have no conception of the decencies of life or business. They are as uncouth owning and directing a newspaper as the bum or crook would be in occupying a pulpit in a church.

The Associated Press should withdraw membership from every individual who has used his paper as a means of benefiting himself as shown by revelations before the Senate Committee investigating the oil scandals. Newspapers should be owned by men actively engaged in their publication and these men should be interested in nothing else. If they have other interests then they should publicly place someone in charge of their papers, stating publicly that the man in charge has absolute authority over policies. Caliban would be a more graceful publisher than those wretches who are mixed up in this oil business. Journalism is a profession and it is not a place for male prostitutes and high-jackers.

Memphis, Tenn.



C. P. J. MOONEY

William B. Colver

Editor-in-Chief, Scripps-Howard Newspapers

TO EDITOR & PUBLISHER:

Teapot Dome reveals to the public the invisible government which all newspaper men have known existed and many newspapers have denied. Its symptoms take varied forms: Graft for political influence; blackmail for silence; public influence for jobs for the family; perjury; indolence and stupidity; party obligations paid out of the public purse.

The whole theory of appointing bi-partisan prosecuting counsel is wrong. The bi-partisanship is on the other side of the trial table, as both political parties are on trial.

Newspapers and newspaper men have not escaped, for that this state of affairs should have flourished in secret in Washington is itself an indictment of the newspapers of the country. One definite lesson is that when a newspaper publisher substitutes for a newspaper editor the result is deplorable.

Washington, D. C.

Frank W. Taylor, Jr.

Managing Editor, St. Louis Star

TO EDITOR & PUBLISHER:

The public should see to it that a newspaper which accepts a long lease in an oil field gets a short lease in the journalistic field. Ethical American journalism disclaims responsibility for, or sympathy with, the editor or publisher who dips his pen in a "Teapot" instead of an ink pot.

St. Louis, Mo.

Walter M. Harrison

Managing Editor, Oklahoma City Daily Oklahoman and Times

TO EDITOR & PUBLISHER:

I have the utmost contempt for these whitened sepulchres of journalism. Every clean newspaper shudders at the slander that is cast in the teeth of the newspaper profession as a whole by the Judas of Teapot Dome. Few modern newspapers tolerate bribery for silence. Publishers of such a school are traitors to their country and their profession. How pathetic our code of ethics seems in the face of such poverty in high places.

Oklahoma City, Okla.

Ralph Stout

Managing Editor, Kansas City Star

TO EDITOR & PUBLISHER:

Everybody in the newspaper business knows there are a few jackals in the profession, men commanding editorial columns and news pages whose sole thought is the dollar for themselves, who make pretense of working in the public interest a mask for their selfish and greedy purposes. The Teapot Dome revelations come as no surprise. The only surprise is that blackmailing should have been long practiced without exposure to the nation's view. The vastly preponderant number of honest newspapers owe it to themselves to find a way to brand these jackals so all the people may know them.

Kansas City, Mo.



RALPH STOUT

A. H. Vandenberg

Editor and Publisher, Grand Rapids (Mich.) Herald

TO EDITOR & PUBLISHER:

The American press is the last line of defense for the integrity of American institutions. Veneal journalism betrays not only our profession, but our country. Like Caesar's wife, journalism must hold itself above reproach. The present scandalizing disclosures in high business and government are relatively a great compliment to journalism because the grease spots upon it are comparatively small and few, but all the more reason that any proven exceptions should suffer blackest odium. The new American Society of Newspaper Editors should hold a grand jury on the case and sit in professional judgment on any offenders.

Grand Rapids, Mich.

J. W. Maynard

Managing Editor, Newark News

TO EDITOR & PUBLISHER:

It isn't worth while to waste time or words merely denouncing the unethical practices of certain newspaper executives as revealed along with the rest of the rotten mess that has been coming to the surface in the oil investigation. Humiliating as it is to the respectable newspaper



A. H. VANDENBERG

worker and damaging as it may be to the prestige of the newspaper profession, it will have served a useful purpose if, as a result, we all come to a quickened recognition of the fact that a spirit of idealism is as essential to a successful newspaper—successful in the broad sense—as it is to successful government.

Newark, N. J.

E. C. Hopwood

Editor, Cleveland Plain Dealer

TO EDITOR & PUBLISHER:

I see no reason why revelations affecting a few newspapers and newspaper men in the Course of the Teapot Dome investigation should shake public confidence in the integrity of American newspapers. Generally the broad publicity given by the newspapers to every phase of this investigation should be sufficient to counteract any unfavorable impression caused by the conduct of certain individuals. Certainly this desire of the press generally to reveal every phase of the Teapot Dome manipulations, irrespective of whom it may involve, affords a high example of fidelity to the principles of the canons of journalism adopted by the American Society of Newspaper Editors at Washington last spring. The wise citizen will not condemn his official representatives at Washington as a whole because of the improper conduct of a few, and I am convinced that he will extend to the newspaper press of this country the same fair judgment.



E. C. HOPWOOD

Cleveland, O.

William E. Gonzales

Editor, Columbia (S. C.) State

TO EDITOR & PUBLISHER:

I am thinking the revelation of Bonfils' attitude toward journalism is a forecast of what may be common with the development of a "commercialized" press.

When men acquire newspapers not to put personality or soul into them, but to employ them solely as levers to gain money or political power, by hook or by crook, they are, of course, prostituting the sacred functions of the press—the functions to serve and protect public interests.

Constitutional rights guaranteed the press were not intended for blackjacks or pirates.

What was termed "personal journalism" was derided by the new school. It has passed, but with it has gone a vast deal of individual character.

In innumerable instances anonymous "editors" are serving goods as directed, like head clerks under the managers of "chain" stores. How may a man, unknown to his public and not independent, either revere or preach ethics of journalism which he cannot practice, when the newspaper he works for is conducted on the principles of a factory?

Commercialism will not voluntarily turn back. An aroused public can call a halt.

Columbia, S. C.

George S. Johns

Editor, Editorial Page St. Louis Post-Dispatch

TO EDITOR & PUBLISHER:

The conduct of Bonfils and Schaffer in the oil lease scandal suggests the question of criminality rather than that of newspaper ethics. There are no ethical

distinctions which would cover such debasement of journalism as that of which they are guilty by their own confessions. It is beyond the pale, of either honesty or decency. The reputable press cannot too promptly remove any taint that may be in the public mind regarding journalistic standards by denouncing and condemning these men and branding them as unfit to be associated or classed with the journalistic profession.

St. Louis, Mo.

B. F. Irvine

Editor, Oregon Journal

TO EDITOR & PUBLISHER:

A great incorruptible press is still an actuality in America in spite of the innuendoes and some testimony compromising to certain newspapers in the oil scandal. A high code of moral and civic ethics is the test of duty every day and every hour with the great body of American newspapers and with the working editors and writers who conduct them. Journalism's sense of its responsibility to the faith that 110,000,000 Americans have in it, constantly rises higher and higher and is a challenge to all critics and their implications.



B. F. IRVINE

Portland, Ore.

Frank E. Gannett

Gannett's Empire State Group

TO EDITOR & PUBLISHER:

Service of incalculable value has been rendered by the exposures made by the newspapers in connection with the scandal over the leasing of the oil reserves. The Senate Investigating Committee deserves credit for what it has done, but its work would have availed little if it had not been supported by aggressive newspapers who were eager primarily not to attack individuals, but to protect the public interests and to stop corruption in government.

The public conscience has been aroused as never before and unlimited good will result in developing a higher regard for the public's interest and contempt for exploitation and exploiters. The developments are a great victory for the newspapers of the country, many of which are friendly to the Coolidge Administration, and in ordinary circumstances would have been slow to promote any effort to discredit it. Even the party organs have placed their duty to the country before partisan interest.

Rochester, N. Y.

C. B. Gillespie

Managing Editor, Houston Chronicle

TO EDITOR & PUBLISHER:

The vice of Teapot Dome is that it shakes public confidence in public affairs. Politics has been facetiously defined as the art of turning influence into affluence. Grover Cleveland said that public business should be transacted behind glass windows. Honest newspapers are the windows.



C. B. GILLESPIE

Houston, Tex.

STACKELBECK, GOOD REPORTER, WINS FAME AS OIL PROBERS USE HIS NOTES

(By Telegraph to EDITOR & PUBLISHER)

DENVER, Col., Feb. 20.—D. F. Stackelbeck, prominent Denver newspaper man, whose investigation of the leasing of the Teapot Dome by Sinclair has won for him national attention in the press, following the airing by the Senate committee, has been on the editorial staff of the Denver Post for 12 years.

Born and educated in Germany, Stackelbeck came to America in his late youth



D. F. Stackelbeck

and settled in Louisville, Ky., where he cubbed on a small daily. He now is political writer and state house reporter for the Post and as such probably has a more intimate grasp of Western and state politics than any other news writer in Colorado.

Stackelbeck was married in 1904 to Miss Minnie E. Fries, formerly of Louisville and has one son. The following year he located in Denver and joined the staff of the Denver Post as police reporter. This assignment he held during the two years following. The next 4 he spent on the Denver Times and the next year on the old Denver Republican. In 1912 he returned to the Post and continued covering police until 1914 when he went over to the political side of news writing.

Outstanding assignments of Stackelbeck's prior to his investigations into the Teapot Dome scandal were the assassination of Governor-elect Goebel of Kentucky in 1900 and subsequent trials, and the notorious Colorado coal strike and Ludlow massacre in 1913 and 1914.

His activities in connection with the airing of the Teapot Dome scandal constitute the following: Two investigating trips, on assignment from his newspaper, to New Mexico, Texas, Oklahoma and Mexico. These were made in June and later in August and September, 1922, and were of seven or eight weeks' duration. They were made, it is understood, to run down rumors that the Teapot Dome lease had been discussed and agreed upon during a visit between Sinclair and Secretary Fall on the latter's ranch at Three Rivers, New Mexico.

Reports are that Stackelbeck established that Sinclair had paid Mr. Fall such a visit while ascertaining the truth of falsity of persistent rumors, he made various investigations of court records and interviewed a number of public officials and neighbors of Mr. Fall. He especially pursued rumors that Fall, prior to Sinclair's visit was a comparatively poor man and that he subsequently acquired great wealth and made extensive additions and improvements on his ranch totaling a heavy expenditure.

It is understood that Stackelbeck collected other information which has since

been turned over to Senator Walsh of the Senate Investigating Committee and which had not been made public. It has been intimated from several quarters that another sensation in connection with the Teapot Dome scandal is due as a result of this information.

Stackelbeck was called to Washington early in November and remained in that city two weeks. While there he made a lengthy report on his investigations to Senator Walsh. It is understood, also, that he provided the Senator with certified copies of deeds and assets purporting to represent Fall's holdings prior to and after the leasing of Teapot Dome.

Of special interest to newspaper men is the fact that he has been besieged on all sides by large Eastern dailies for personally written accounts of his investigations in connection with the leasing of Teapot Dome. To all these, however, he has consistently turned a deaf ear on the ground that this information does not belong to him but to his paper or the Senate Investigating Committee.

GEORGIA EDITORS MEET

Asked to Back \$15,000,000 State Port for Savannah

Co-operation of the editors of Georgia in the proposed \$15,000,000 state port at Savannah, was asked at a banquet at the De Soto Hotel, Feb. 14, tendered the newspaper men by prominent citizens of Savannah. Major Gordon R. Young, of the Corps of Engineers, U. S. Army, outlined the attitude of the war department towards the ports of entry, saying that the Government helped those ports that helped themselves. John P. Small, of North Carolina, president of the National Rivers and Harbor Congress spoke on "Free Zones for American Ports." Mr. Small showed that it is the purpose of the free zones to provide a place where raw material from abroad can be brought in without duty and held until it is converted into manufactured articles. P. R. Bomeister spoke on "Georgia."

The banquet at Savannah brought to a close the mid-winter meeting of the Georgia Press Association which began in Cairo, Feb. 14, and at which a number of matters were considered, the chief of which was the inauguration of a movement to erect a monument to the late Henry W. Grady in Washington. Georgians in the National Capital will be asked to promote the idea. About 100 editors attended the sessions, headed by the president, Charles D. Rountree, editor of the Wrightsville Headlight. A resolution was adopted endorsing the move for a Woodrow Wilson Memorial College at Valdosta.

During the session Charles D. Rountree, president, appointed a committee of three to name the conditions under which the "Sutlive trophy" shall be awarded at the annual convention. This is a silver trophy given by W. G. Sutlive of the Savannah Press, a past president of the Association, to the Georgia newspaper performing the greatest public service during the year. The trophy will be awarded for the first time at the annual meeting in Waycross.

DEALEY HEADS TEXAS PRESS

Named President Publishers' Association at Houston Meet

Walter Dealey, assistant general manager of the Dallas News, was re-elected president of the Texas Publishers Association at the final session of the semi-annual meeting in Houston.

Frank Huntress, president of the San Antonio Express and Evening News was chosen vice-president; A. Clarkson, business manager of the Houston Post, secretary-treasurer, and G. J. Palmer, Houston Post, was reappointed special commissioner for the association.

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DAILIES' 1923 AD REVENUE TOPPED 600 MILLIONS

Editor & Publisher Presents First Comprehensive and Authoritative Digest of U. S. and Canadian Lineage—473 Newspapers Carried More Than Three Billion Lines

ADVERTISING revenues of the 2,500-odd daily and Sunday newspapers of the United States in 1923 are estimated by EDITOR & PUBLISHER at \$628,848,466—somewhat higher than early predictions dared to climb, but, in all probability more accurately than those estimates which were based on guesswork and smoking-car and ante-room gossip.

EDITOR & PUBLISHER bases this figure on the known lineage totals of 152 morning papers, 321 evening papers and 208 Sunday papers in 297 American cities, having a total population of 34,842,903. Detailed statistics, showing for each paper the total lineage, subdivided into national, local and classified totals, appear on the following pages. After the American detail comes that for Canada, which covers the totals of 16 morning papers, 29 evening papers and four Sunday papers in 29 cities, having a total population of 2,383,900.

No separate figure will be quoted in this description for Sunday papers, because many publishers have not yet adopted the excellent practice of segregating Sunday from daily in their lineage. Many do so, however, and the opportunities for analysis offered by this full information will be appreciated by space-buyers and other students of newspaper attributes. The word "Morning" as used in this article covers both six-day and seven-day totals, as does the word "Evening."

All figures used in the following tabulation were supplied by publishers, either from their own records, or from the measurements of jointly supported statistical bureaus. EDITOR & PUBLISHER therefore has no guarantee of their honesty beyond its belief in the honesty of the men who furnished them. The list is in general based on the newspaper membership of the Audit Bureau of Circulations, with several conspicuous exceptions added. This mailing roster was chosen because it includes an overwhelming majority of the newspapers largely patronized by advertisers and because these newspapers have been schooled in the careful keeping of records.

Two questionnaires were sent, and as press-time approached, more than 30 telegrams were sent to newspapers which had not responded to the earlier mail requests. As a result, the tabulation is the most complete and comprehensive of its kind ever presented in EDITOR & PUBLISHER or any other journal, and newspapers of the class listed which do not find their names among those present are themselves responsible for the deficiency.

Due to the closing of EDITOR & PUBLISHER's forms a day earlier than usual, because of Washington's Birthday, it is expected that some data may be received too late for inclusion in the table. Such information will be presented in the issue of March 1.

Total advertising of the United States papers listed is 3,607,547,392 agate lines. This is divided into 2,329,730,132 agate lines for evening papers and 1,277,817,260 for morning. The latter carried 35 per cent of the listed total, evening papers carrying 65 per cent.

National advertising in U. S. papers totaled 580,148,372 agate lines, divided into 221,247,121 lines for morning papers and 358,901,251 lines in evening papers. Evening newspapers carried 61.8 per cent of this business, morning papers printing 38.2 per cent.

Local advertising in U. S. papers made 2,355,350,982 agate lines, of which morning papers had 763,424,347 lines, and evening papers had 1,591,826,635 agate lines, the latter figure representing 68 per cent against 32 per cent for the morning papers listed.

Classified advertising in American papers totaled 576,422,817 agate lines,

divided 242,704,750 in morning papers and 333,718,067 in evening papers. The percentages are 57.9 for evening and 42.1 for morning papers.

National advertising took up 17 per cent of the advertising space in morning papers and 15.2 per cent of evening paper lineage.

Local advertising had 60.4 per cent of the morning paper space and 69 per cent of evening volume.

Classified advertising occupied 18.4 per cent of morning paper advertising and 14 per cent of evening lineage.

The discrepancy between these totals and 100 per cent is due to the fact that some newspapers supplied their display figures without subdividing local and national and that several others failed to segregate classified advertising. As will be seen these are comparatively few.

Proportions run somewhat differently in Canada, where national advertising is carried in larger volume than in American dailies.

Total Canadian volume listed was 281,304,056 lines, of which 93,085,830 agate lines appeared in morning papers and 188,218,226 lines in evening papers. The proportions are approximately 66 per cent for evening papers and 34 per cent for morning papers, practically the same as the American proportionment, which is naturally based on a far broader field.

National lineage carried by Canadian dailies totalled 77,786,352 agate lines, or 28 per cent of the total volume listed. This was split 31,342,010 agate lines to the morning papers and 46,444,342 lines to evening papers, the percentages being 59 for evening papers and 41 for morning papers.

Local advertising in the Dominion papers listed totalled 143,554,280 agate

lines, or 52 per cent of the total. Evening papers carried 94,285,600 agate lines, with 49,268,680 in morning papers. Evening papers carried 65 per cent of the total, 35 per cent going to morning papers.

Classified advertising in Canadian papers totalled 41,177,345 agate lines, or 15 per cent of the total. Morning papers carried 12,070,370 lines, against 29,106,975 for evening papers, the division being at the rate of 70 per cent to the evening and 30 per cent to morning papers. The discrepancy between the total of these percentages and 100 is again due to the incomplete subdivision of lineage by some newspapers.

National advertising in Canadian evening papers occupied 24 per cent of the total advertising space. In morning papers it had 32 per cent of the advertising columns.

Local advertising in Canadian papers had 49 per cent of their space allotment; morning papers gave to it 53 per cent of their space.

Classified advertising in Canadian evening papers took up 16 per cent of their total lineage; morning papers allotted it 13 per cent.

So much for the summary totals.

It may be of interest to explain here the theory by which the total estimated revenue given in the first paragraph was reached.

Members of EDITOR & PUBLISHER staff have long held the belief that there is a mathematical relation between the population of a city and the amount of advertising it should produce for its daily newspapers. No proof that will stand more than a cursory examination has yet been found. It is not at all improbable, however, that a number of factors in the

question have not yet received the consideration they deserve and that their proper evaluation will some day give a newspaper mathematician his name attached to a law as immutable as those of physics.

Meanwhile, however, EDITOR & PUBLISHER has assumed that such a direct relation between population and lineage exists, and the results have checked up remarkably with the estimates of those as close to the firing line of advertising as the Bureau of Advertising of the A. N. P. A. and the American Association of Advertising Agencies.

Given, then, we have the total listed lineage—3,607,547,392 lines; the population of the 297 cities—34,842,903, or 32.7 per cent of the country's total, according to the 1920 Census; the average minimum foreign advertising rate of all daily and Sunday papers, calculated from the figures given on page 71 of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK for 1924—5.7 cents per agate line.

Incidentally, it may be noted here that the minimum foreign advertising rate of daily newspapers in the mass strikes the average of all the rates on their cards.

Taking the direct ratio between the given lineage and population, the estimated total for the country's 1923 lineage is 11,032,253,800 agate lines, which, multiplied by the average rate per line, gives the total of \$628,848,466.

By the same system, the Canadian total advertising revenue for 1923 is estimated at \$52,000,000, in round numbers.

Space in the newspapers listed, which have an average rate per agate line, daily and Sunday, of 11 cents per agate line, has an estimated value of \$396,830,213. This is in accord with the estimate made 5 months ago by EDITOR & PUBLISHER on the basis of the lineage in practically the same list of papers for the first 6 months of 1923. Our figure, printed in the issue of Aug. 25, 1923, placed the value of advertising from Jan. 1 to June 30 in these newspapers at \$193,331,027.23.

The system of indicating the time of publication of the listed newspapers by key letters is explained on Page 41.

LINEAGE UP IN JANUARY

Figures from 127 Dailies Show 1.8 Per Cent Increase

One hundred and twenty-seven newspapers in 29 cities show a total advertising volume for January 1924 of 106,768,921 lines, compared with 104,832,391 during the same month in 1923, a gain of 1,936,530 or 1.8 per cent.

Of the total number of newspapers, 79 showed a gain, 44 a loss, 1 an even figure, and 3 no comparison.

The figures as issued by the New York Evening Post, Inc., follow:

	1924	1923	Gain
New York	14,161,320	13,818,068	343,252
Chicago	6,689,319	6,603,975	85,344
Philadelphia	7,052,909	6,797,280	255,629
Detroit	4,393,368	4,307,100	86,268
Cleveland	3,677,625	3,490,875	186,750
St. Louis	3,549,080	3,462,700	86,380
Boston	4,838,910	4,562,423	276,487
Baltimore	3,741,162	3,768,668	*27,506
Los Angeles	7,779,001	7,606,781	172,220
Buffalo	3,229,477	2,964,896	264,581
San Francisco	4,269,259	4,344,676	*75,417
Milwaukee	2,677,157	2,720,944	*43,787
Washington	3,670,302	3,695,193	*24,891
Cincinnati	3,024,900	3,155,100	*130,200
New Orleans	2,582,429	2,591,694	*9,265
Minneapolis	2,490,534	2,633,297	*142,763
Seattle	2,348,192	2,308,250	39,942
Indianapolis	2,676,345	2,712,357	*36,012
Denver	1,940,176	2,042,516	*102,340
Providence	2,489,869	2,222,189	267,180
Columbus	3,046,673	3,010,316	36,357
Louisville	2,468,646	2,308,211	160,435
St. Paul	1,876,574	2,006,314	*131,740
Oakland	1,978,270	1,866,844	111,426
Omaha	1,854,516	1,850,968	3,548
Birmingham	1,832,544	1,532,328	300,216
Richmond	1,658,802	1,848,174	*191,372
Dayton	2,329,320	2,410,968	*81,648
Houston	2,444,232	2,186,786	257,446
Total	106,768,921	104,832,391	1,936,530
			Net Gain

*Loss.

THE NATION'S MARKETPLACE

HIGHLIGHTS of the accompanying lineage tabulation and explanation are brought out in these summarized statements:

Number of Morning Papers Listed—168.
Number of Evening Papers Listed—350.
Number of Sunday Papers Listed—518.

Total Lineage of Morning Papers—1,370,903,090 Agate Lines.
Total Lineage of Evening Papers—2,517,948,358 Agate Lines.
Total Lineage, Daily and Sunday—3,888,851,448 Agate Lines.

Number of U. S. Morning Papers Listed—152.
Number of U. S. Evening Papers Listed—321.
Total U. S. Daily and Sunday Papers—473.
Number Canadian Morning Papers Listed—16.
Number Canadian Evening Papers Listed—29.

Total Lineage U. S. Morning Papers Listed—1,277,817,260 Agate Lines.
Total Lineage U. S. Evening Papers Listed—2,329,730,132 Agate Lines.
Grand Total Lineage U. S. Daily and Sunday Papers Listed—3,607,547,392 Agate Lines.

Total Lineage Canadian Morning Papers Listed—93,085,830 Agate Lines.
Total Lineage Canadian Evening Papers Listed—188,218,226 Agate Lines.
Grand Total Lineage Canadian Papers Listed—281,304,056 Agate Lines.

Total All National Advertising Listed—657,934,724 Agate Lines.
Total All Local Advertising Listed—2,498,905,262 Agate Lines.
Total All Classified Advertising Listed—617,600,162 Agate Lines.

Total National Advertising U. S. Morning Papers—221,247,121 Agate Lines.
Total National Advertising U. S. Evening Papers—358,901,251 Agate Lines.
Total Local Advertising U. S. Morning Papers—763,424,347 Agate Lines.
Total Local Advertising U. S. Evening Papers—1,591,826,635 Agate Lines.
Total Classified Advertising U. S. Morning Papers—242,704,750 Agate Lines.
Total Classified Advertising U. S. Evening Papers—333,718,067 Agate Lines.

Total Estimated Value Advertising U. S. Daily and Sunday Papers Listed—\$193,331,027.23.

Total Estimated Value Advertising All Canadian Daily and Sunday Papers Listed—\$6,685,202.38.

Grand Total Estimated Value All Advertising Listed—\$200,016,229.73.

LINDSAY OF INDIANA WINS ELECTION AS PRESIDENT OF INLAND PRESS

**Publisher, Marion Chronicle, Chosen Head at Chicago Meet—
Advertising Development Center of Discussion—
Committees Named**

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Feb. 21.—Delegates from Indiana achieved their ambition of placing a publisher from their own state at the head of the Inland Daily Press Association, when George D. Lindsay of the Marion (Ind.) Chronicle was elected president at the association's annual meeting Feb. 19 and 20.

Lindsay succeeds Frank H. Burgess of the La Crosse (Wis.) Tribune. He has just completed a term as president of the Indiana Republican Press Association. Will V. Tufford of Clinton, Ia., was re-elected secretary-treasurer.

Development of advertising on a basis that will be profitable to the advertiser, the reader and the newspaper was the central theme of discussion at the two-day convention. Sessions were held at the Morrison Hotel.

Following the Convention the newly elected directors met and tentatively approved applications for the association meeting to be held at the Morrison Hotel Chicago, May 20 and 21.

An intensive program of speeches by leaders in publishing and advertising fields and round-table discussions occupied association members during the two day session.

"Never before has the Inland held a convention at which so much knowledge was gained and so many problems were thought out and fought out," was the statement of President Burgess.

Problems of national advertising were discussed by D. F. McMahan, Western manager of national advertising for the Chicago Tribune.

"One of the greatest assets of a salesman of national advertising is a thorough knowledge of the prospect's business, his product and his market," he said.

There are six principal ways in which the Tribune helps the advertiser in planning his campaign: Mr. McMahan declared, in outlining the scope of the market, in supplying information relative to the market, in suggesting a system for efficiently working the market; in coordinating sales and advertising, in giving advice based on actual contact with sales problems, and in building trade recognition of the newspaper as an advertising medium.

The value of advertising and of the service an advertising department gave in building up a chain of 16 candy stores in Chicago was related by W. E. Donohue, manager of local display advertising of the Chicago Tribune.

Harry Bliss of Janesville, Wis., representing the third generation of the Bliss family in the operation of the Janesville Gazette, told how enterprise of the Gazette recently brought good business to the newspaper and to the Janesville merchants. When the roads in the surrounding territory became impassable and farmers stopped going to Janesville, the merchants cut down on the advertising. The Gazette employed a crew of 12 men to make the principal roads of the Janesville trade territory passable and caused purchasers to come into the city to such an extent that the next weekend brought a record-breaking business, increased advertising and the gratitude of the farming communities and of the Janesville advertisers.

Wallace Odell, of Tarrytown, N. Y., president of the National Editorial Association, explained the work of that or-

ganization and told of the results which have been obtained. He urged the inland editors to join the national organization in time for the convention to be held in May in Oklahoma.

The importance of the "angle" in advertising was emphasized in the speech of James A. Austin, of the Omaha Bee. Everybody knows that the chief point of one talking machine company is the great number of leading artists it has under contract, he pointed out, while another company emphasizes the tones produced by its machines, but other manufacturers have failed to make such a lasting impression on the public.

Mr. Austin made a plea for truth in advertising, without which, he said, any campaign is sure to fail.

George F. Thayer, of the Marshalltown (Ia.) Times-Republican, spoke on the farmer as "A Patron of the Daily Newspaper."

The work of the Iowa dailies in "selling" their state to manufacturers as a market was described by Frank D. Throop, of the Davenport Democrat. The campaign has been so successful that newspapers of other states are planning

to do the same work, Mr. Throop said. C. A. Baumgart, of the research department of Successful Farming, Des Moines, told of a survey made in 4 Iowa towns of less than 6,000 population to sound out the opinion of the readers regarding the value of the newspaper as a news and advertising medium and to learn the attitude of the newspaper readers and the general public toward the business houses of the towns. The survey showed that 93.4 per cent of the readers read the advertisements and that 84.15 per cent believe the advertisements. The reports also showed that reader interest ranks as follows: Local news, general news, editorial, farm department, country department, features, and market.

They found that 42.1 per cent claimed a cause for complaint because of treatment of clerks or proprietors, whereas 57.9 per cent made no complaint.

The Wednesday afternoon session was devoted to a round-table discussion of newspaper problems. These included the relationship between newspapers and radio; how newspapers can get their just share of national advertising; the campaign of the Iowa newspapers in advertising their state as a market for national advertisers and the applicability of the same plan to other states; and churches and church advertising.

Miss Emily J. Smith, business manager of the Wausau (Wis.) Record-Herald, read a paper entitled, "When the Boss Is Away," and talked on the work of women in the newspaper world.

The association adopted a resolution

on the death of D. M. Conroy, of Mason City (Ia.) Globe-Gazette.

Other officers besides Mr. Lindsay and Mr. Tufford elected were:

VICE-PRESIDENTS

Arkansas, George H. Adams, Pine Bluff Chronicle.
Illinois, E. J. Raymond, DeKalb Chronicle.
Indiana, George L. Saunders, Bluffton News.
Iowa, S. G. Goldwaite, Boone News.
Kansas, Charles F. Scott, Iola Register.
Kentucky, W. B. Ballhauser, Paducah Democrat.
Michigan, T. O. Huckle, Ypsilanti Press.
Minnesota, L. D. Whitcomb, Albert Tribune.
Missouri, W. C. Vanclave, Moberly Morning Journal.
Nebraska, Jennie S. Workman, Falls City Journal.
North Dakota, E. A. Tostevin, Mandan Press.
Ohio, E. E. Alford, Sandusky Star-Journal.
Pennsylvania, J. I. Steinman, Lancaster Evening Journal.
Ontario, H. B. Mims, London Advertiser.
South Dakota, George H. Bowen, Huronite.
Wisconsin, C. E. Broughton, Sheboygan Press.

DIRECTORS RE-ELECTED

Iowa, Lee P. Loomis, Muscatine Journal.
Wisconsin, Frank H. Burgess, La Crosse Tribune.
Michigan, A. L. Miller, Battlecreek, Enquirer, News, chairman.
Ohio, E. E. Alford, Sandusky Star-Journal.
South Dakota, J. H. McKee, Aberdeen American-News.
Ohio, A. Haswell, Bowling Green Sentinel Tribune.

NEW MEMBERS OF THE BOARD OF DIRECTORS

Michigan, E. J. Oitaway, Port Huron Times Herald, 3 years.
Minnesota, C. R. Butler, Mankato, Free Press, 3 years.
Illinois, John Fisher, Cairo Citizen, 3 years.

NEW DIRECTORS

Homer Gard, Hamilton, (O.) Journal.
Carl Davenport, Creston (Ia.) Advertiser.
Robert O'Brien, Council Bluffs (Ia.) Nonpareil.

COMMITTEES APPOINTED BY DIRECTORS

Postal: Urey Woodson, Owensboro (Ky.) Messenger, chairman; James F. Powell, Ottumwa (Ia.) Courier.
Cost-Finding: C. R. Cutler, Mankato (Minn.) Free Press; A. L. Miller, Battlecreek (Mich.) Enquirer-News; E. H. Harris, Richmond (Ind.) Palladium, chairman.
Labor: Will Feudner, Kushville (Ind.) publican; W. J. Parrett, Danville, (Ill.) Commercial-News.
Paper: E. P. Adler, (re-elected), Davenport (Ia.) Times.
Publicity: C. A. Beal, Laporte (Ind.) Herald.

LINCOLN STAR'S NEW HOME ADDS TO BEAUTY OF NEBRASKA'S CAPITAL



THE Lincoln (Neb.) Star moved into its new home at Twelfth and M streets, Lincoln, recently. The new building is of reinforced concrete with an exterior of light cream-colored terra cotta. It has a frontage of 90 feet on Twelfth street and 112½ feet on M street, is two stories in height with a full basement. The Star's new home is one of the most beautiful business buildings in the Nebraska capital. It is a modern and complete newspaper plant.

The main floor is devoted to business offices, the main lobby and waiting room, circulation and advertising departments. The second floor contains the news and editorial rooms and the offices of the vice-president and general manager and president of the company, the composing room and stereotype rooms. The main stairway leads from the lobby to the local news room which is separated, by glass partitions, from the art department, sports editor's room, library, managing editor's office and the offices of the Associated Press.

In the basement is located the new Hoe Superspeed Octuple press, capable of printing and folding 80,000 sixteen-page newspapers in one hour. Here also is located the mail-room, heating plant,

storage places for paper and ink and various utility rooms.

All equipment is operated by electricity. Plates for the press are carried from the stereotype room by an electric elevator. Bundles of papers from the mail-room are sent to the loading platform on the street by an electric conveyor.

The entrance to the business offices and editorial rooms of the new building is particularly attractive. It leads first into a large vestibule, then through glass doors into the main lobby. A comfortable waiting room is provided there, as well as an information booth. The lobby is floored with marble, the other floors being hardwood laid over concrete.

No pains were spared to make the new plant attractive, as well as practical. The exterior is finished with light cream-colored terra cotta, with a base trimming and foundation of Carthage stone. The interior is finished throughout with buff-colored walls and walnut woodwork. All stairways are of fireproof construction.

The windows are large, lighting the building with shadowless light.

H. E. Gooch is president of the company and L. B. Tobin, vice-president and general manager.

LETZLER JOINS MUNCIE PRESS

Becomes General Manager Succeeding Walter S. Steele

MUNCIE, Ind., Feb. 21.—Walter A. Letzler, formerly business manager of the Terre Haute (Ind.) Post, a Scripps-Howard newspaper, has been appointed general manager of the Muncie Press. He succeeds Walter S. Steele, who resigned to become advertising manager of the National Republican, the party magazine published at Washington, D. C.

Both the National Republican and the Muncie Press are managed and largely owned by George B. Lockwood, secretary of the Republican National Committee. Mrs. Letzler is the sister of Mr. Lockwood.

Anti-Bonus Propaganda Charged

News matter is being sent out to country newspapers by the Republican Publicity Organization in Washington, stating falsely that there can be no tax reduction if the soldier bonus is paid, John R. Quinn, national commander of the American Legion, charged in a telegram sent Feb. 17, to John T. Adams, Republican national chairman. He requested that the practice be discontinued.

Editors Visit Porto Rico

Accepting the invitation of Acting Governor Coats, the 150 editors and publishers, guests of the United States, spent Friday and Saturday this week at Porto Rico, observing at first hand the internal conditions and development of the Inland. The newspaper men sailed recently for Southern waters from Charleston on board the S. S. Henderson.

One hundred and thirty-four dailies in the United States publish merchandising papers for the benefit of their advertisers.

MORNING-EVENING GROUPS CONTROL 212 DAILIES

Combined Ownerships by Individuals and Corporations in Single Cities Total 105, Editor & Publisher Year Book Analysis Shows—8 of 14 Maryland Dailies So Owned

By ARTHUR T. ROBB, Jr.

MATCHING in interest to newspaper-makers, space-buyers, and readers, the subject of group ownership of newspapers in different cities, a summary of which was presented by EDITOR & PUBLISHER last week, is that of control of morning and evening newspapers in the same city by an individual or corporate group.

As might be expected, there are many more examples of this kind of operation than of the group spreading over several cities or states. Analysis of the records presented in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK FOR 1924 shows that there are 105 ownerships of this class, controlling 212 daily newspapers in the United States. In Canada there are 12 morning and evening combinations, controlling 24 dailies.

Maryland, for its size, has the largest proportional number of morning and evening combinations, 8 of its 14 dailies being so owned.

Massachusetts numbers 10 such combinations, 4 of them in Boston.

New York State exceeds Massachusetts by 1, its 11 including 5 in New York City.

Ohio furnishes 6, Pennsylvania 10, Texas 5, Virginia 5, and Washington 5.

Taking the states in alphabetical order, Alabama has only one city—Mobile

—in which morning and evening newspapers are owned by one man—the Register, morning and Sunday, and the News-Item, evening, owned and published by Frederick I. Thompson, Democrat and member of the U. S. Shipping Board for several years past.

Arizona supplies no example, and Arkansas had none until a few months ago, when the evening Fort Smith Times-Record owners, headed by John S. Parks, acquired the morning and Sunday South-west American from Col. W. E. Decker.

Los Angeles, Cal., has the Examiner, morning and Sunday, and the Herald, morning, owned by W. R. Hearst, who likewise owns the Examiner, morning and Sunday, and the Call-Post, evening, in San Francisco, as well as the Post-Enquirer across the bay in Oakland.

In San Diego, the Union, morning and Sunday, and the Tribune, evening, are owned by a company of which James MacMullen is chief.

The Sun Company in San Bernardino publishes the Sun, morning and Sunday, and the Telegram, evening.

The group of dailies in and near Los Angeles, controlled by F. W. Kellogg and E. A. Dickson, were mentioned in the previous article.

Colorado Springs has the Gazette, morning; Telegraph, evening, and Gazette-Telegraph, Sunday, controlled by C. C. Hamlin.

In Denver, the Rocky Mountain News, morning and Sunday, and the Denver Times, evening, are the farthest west members of the Shaffer Group, owned by John C. Shaffer, of Chicago.

George C. McCormick owns and edits the Evening Courier and the morning and Sunday Express in Fort Collins.

The Tribune-Republican in Greeley, controlled by a company, with F. E. Merrill as editor and Charles Hansen as general manager, publishes morning and evening editions.

In Bridgeport, Conn., a corporation, with George C. Waldo, as editor and Ed Flicker as general manager, controls the evening and Sunday Post and the morning Telegram.

Waterbury's evening American and morning and Sunday Republican are also owned by a corporation, with William J. Pape, former publisher of the Republican, as directing head.

Little Delaware's one big city—Wilmington—has the Morning News and the Evening Journal under common ownership, with George Carter and Clarence

J. Pyle as chief executives of the News-Journal Company.

Washington, D. C., is another city with a William R. Hearst team—the evening Times and the morning and Sunday Herald.

Florida, Georgia and Idaho voting "present," the next pair encountered is another of Mr. Hearst's—the Evening American and the morning and Sunday Herald & Examiner in Chicago.

Also, in Illinois is Peoria, where Henry M. Pindell owns and publishes the Evening Journal, the Morning Transcript and the Sunday Journal-Transcript.

Across the line in Indiana, the Evansville Morning Courier, Evening Journal and Sunday Courier-Journal are pub-

lished by the Evansville Courier, Inc., of which W. H. Robertson is chief.

In Lafayette, a Courier and a Journal are joined with amprnsard, morning and evening editions being issued by a company headed by Henry W. Marshall.

J. M. Stephenson is publisher, and Boyd Gurley, editor, of the South Bend News-Times, which puts out morning, evening, and Sunday editions.

In Iowa, the Des Moines Register, morning and Sunday, and the Evening Tribune are owned and published by Gardner Cowles and edited by Harvey Ingham.

Sioux City has the Journal, morning, evening and Sunday, owned by the Perkins Brothers Company, Inc.; and the Tribune, morning and evening, owned by the Tribune Company, edited by John H. Kelly and managed by Eugene Kelly.

Kansas offers the metropolitan name of Manhattan—1920 census population 7,989—with the morning and Sunday Chronicle and the evening Mercury owned by Fay N. Seaton.

Kentucky has its Louisville, with two groups dominating its four newspapers. Of long standing is the common bond between the Courier-Journal, morning and Sunday, and the Louisville Times, evening, now under the ownership of Judge Robert Bingham. Alliance between the Herald, morning and Sunday, and the Post, evening, is of 1924 vintage, with James B. Brown, local banker, as controlling owner; Richard G. Knott as publisher, and Lewis C. Humphrey, editor.

In Hendersonville, Ky., the morning

manager, Richard Hooker, publisher, and Waldo L. Cook, editor of the twain.

Their neighbor, the Union, also publishing morning, evening and Sunday editions, is owned by a company, of which George von L. Meyer, Jr., son of Roosevelt's Secretary of the Navy, is president.

Waltham lately became the field of another Massachusetts combination, when the Evening Free Press-Tribune and the Evening News passed to the ownership of A. P. Langtry, formerly owner of the Springfield Union and active in Bay State politics.

In Worcester, the Telegram, morning and Sunday, and the Gazette, evening, are owned by Theodore T. Ellis.

Michigan has no entries, the trend in the Wolverine state the past few years having been toward one-newspaper towns.

Minnesota advances with Minneapolis, St. Paul and Red Wing. The Minneapolis Tribune, made a power by the late W. T. Murphy, and now controlled by his brother, Frederick E., issues morning, evening and Sunday editions.

The St. Paul Pioneer Press, morning and Sunday, and the Dispatch, evening, are owned by Mrs. George Thompson, widow of the editor and publisher who died in 1917, and C. K. Blandin, now president and publisher.

In Red Wing, the Republican, owned by Jens K. Grondahl, issues morning and evening editions.

Passing over Mississippi, where one-newspaper towns are also the rule, several types are found in Missouri.

Joplin's morning and Sunday Globe and Evening News-Herald are locally owned, edited by Phil Coldren and managed by Cowgill Blair.

Kansas City's Star, morning, evening and Sunday—the morning edition known locally as the Times—is owned by the estate of the late William Rockhill Nelson, edited by Irwin Kirkwood, son-in-law of the founder, and managed by A. F. Seested.

The Kansas City Journal, morning; Post, evening, and Journal-Post, Sunday, are owned by W. L. Dickey, prominent Republican, edited by Walter S. Dickey and managed by E. O. Syman.

Sedalia's morning Capital and Evening Democrat are owned by the Sedalia Democrat Company, with Col. George H. Scruton as chief executive.

Montana, a state where the morning newspaper predominates in numbers, has morning and evening combinations in Billings and Missoula. In the former the Gazette has morning, evening and Sunday editions, published by the Gazette Printing Company, with P. B. Snelson as editor and Leon Shaw as manager.

The Missoulian, morning and Sunday, and the Sentinel, evening, are printed in Missoula by the Missoulian Publishing Company, with Martin J. Hutchens as editor and publisher.

Nebraska has double-enders in Lincoln and Omaha. The Nebraska State Journal is published morning, evening and Sunday at the capital by J. C. Seacrest.

In Omaha, the Bee, owned by Nels B. Updike, and the World-Herald, property of former Senator Gilbert N. Hitchcock, compete in the morning, evening and Sunday fields.

New Hampshire, formerly the scene of several such combinations, now has only the Manchester Union, morning, and the Leader, evening, control of which is owned by Major Frank Knox.

Only one is found in New Jersey—the Press, morning, and the Union, evening, in Atlantic City, owned and published by F. E. Crossdale and Albert J. Feyl.

New York shows results from the top of the list down.

Albany's Knickerbocker Press, morning and Sunday, and the News, evening,

AN ISSUE OF FACT

THAT'S what a legalist might call this issue of EDITOR & PUBLISHER if he combined a tendency to pun with his lawyer's glossary.

The only defect in the pun is that the last word should be plural. For this issue is unusually replete with facts—vital information about the newspaper profession and newspaper business—what it strives to do and what it does.

Standards of truth and honor are borne high on Pages 3 and 4 by editors and managing editors whose sole endeavor is the honest service of the public weal.

Ownership and business operation methods of over 200 daily newspapers are described on this and the succeeding pages. This is the second of the series of articles which started last week. Others will appear in early issues.

Advertising volume and the revenue it brought newspapers last year are analyzed in detail on Pages 7 and 28-34, inclusive. This is a regular semi-annual feature of EDITOR & PUBLISHER, which is presented in smaller compass for the more important newspapers every month.

Facts—the information that is a fundamental necessity to the newspaper executive and advertiser who wishes to keep in touch with the constantly moving procession—appear in

EDITOR & PUBLISHER EVERY WEEK

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New York shows results from the top of the list down.

Albany's Knickerbocker Press, morning and Sunday, and the News, evening,

are under the direction of Lynn J. Arnold, Jr.

In Auburn, the Citizen (Independent-Democratic) and the Advertiser-Journal (Republican), both evening papers, are issued by the Auburn Publishing Company, of which William O. Dapping and Charles D. Osborne are principals.

Buffalo has the Courier, morning and Sunday, and the Enquirer, evening, the property of William J. Conners, Jr., who has succeeded his father as their active head.

Frank E. Gannett owns all the Elmira newspapers—the Advertiser, morning, the Star-Gazette, evening, and the Sunday Telegram.

Mr. Hearst appears again in New York City, with the American, morning and Sunday, and the Journal, evening, bearing his eagles.

The Press Publishing Company, in which Ralph Pulitzer is the dominant factor, has the World, morning, evening and Sunday.

Then, Mr. Munsey, by his processes of purchase and consolidation, stands forth with three great properties—the Herald, morning and Sunday; the Sun and the Globe, evening, and the New York Telegram and Evening Mail, evening and Sunday.

For the financial district, the Wall Street Journal's morning and evening editions are published every business day by Dow, Jones & Co., with C. W. Barron, met before in Boston, as a large factor in the ownership.

The textile field has the Daily News Record, morning, and Women's Wear, evening, owned by E. W., A. E., and L. E. Fairchild.

In Troy the Record is issued morning and evening with Dwight Marvin as editor and D. B. Plum as general manager.

Skipping North Carolina and passing to North Dakota, Grand Forks gets its daily news from the Herald, morning, evening and Sunday, under the direction of W. P. Davies as editor and J. F. Bacon as manager.

Ohio, a great newspaper state, has relatively few double-enders, though a number of groups control newspapers in different cities, as was shown last week.

The Circleville Herald, morning and evening, is owned by Walter C. Darst. Dayton's Journal, morning and Sunday, and Herald, evening, are owned by the Burkam-Herrick Publishing Company, in which E. G. Burkam, the editor, and Ambassador Myron T. Herrick are chief owners.

In Columbus, the Dispatch, evening and Sunday, and the Ohio State Journal, morning and Sunday, are owned by Robert T. Wolfe, but operated independently of each other and with entirely different financial and editorial organizations and policies.

Louis H. Brush, with Roy D. Moore, owner of the Marion Star, has for some years owned and published the East Liverpool Tribune and Review, morning and evening. He also owns the Salem News, evening.

Harry E. and George M. Taylor are the chief owners of the Portsmouth Sun, morning, Times, evening, and Sunday Sun-Times.

J. P. and J. A. Chew, long active in Xenia newspaperdom, now own and operate the Republican, morning, and the Gazette, evening, in that town.

In Zanesville, W. O. Littick and C. W. Gibson conduct the Times-Recorder, morning, the Signal, evening, and the Sunday Times-Signal.

Oklahoma's best known combination is the Daily Oklahoman, morning and Sunday, and the Times, evening, owned and published by E. K. Gaylord.

In Enid, Okla., the News, morning and Sunday, and the Eagle, evening, are under the direction of M. C. Garber.

Oregon's report is blank, the moving finger now writes of Pennsylvania, where plenty of material is available.

Harrisburg's Patriot, morning, and News, evening, are the property of Vance C. McCormick, National Democratic Committeeman.

J. F. and J. H. Steinman control the Lancaster News-Journal, morning, and the Intelligencer, evening.

In Philadelphia, the Estate of Thomas

THEY OWN THE MARION STAR



Roy D. Moore and Louis H. Brush wore smiles as they faced the photographers after telling the Senate's oil committee how they bought the late President McKinley's newspaper for \$250,000 of their own money. Mr. Brush is mentioned in an article in this column as also the owner of the East Liverpool (Ohio) Tribune and Review, and the Salem (Ohio) News.

Wanamaker owns both the North American, morning and Sunday, and the Record, morning and Sunday. The former is operated and completely controlled by E. A. Van Valkenburg, editor and publisher, under a lease. The Record is operated by the owners, with John P. Dwyer as editor and Rowe Stewart as manager.

Cyrus H. K. Curtis has the Public Ledger, morning and Sunday, and the Evening Public Ledger.

Pittsburgh also has two important newspaper spans. The Gazette-Times, morning and Sunday, and the Chronicle-Telegraph, evening, are the property of George S. and A. K. Oliver.

The Post, morning and Sunday, and the Sun, evening, are conducted by A. E. Braun, who succeeded to their control after the death of T. Hart Given, the banker who owned them, in 1919.

Pottsville's Evening Republican in 1922 established a morning partner under the noteworthy title of Morning Paper. Both are owned and personally conducted by Joseph H. Zerbey and Joseph H. Zerbey, Jr., known and feared locally by coalmine operators for the vigor of their editorial policies, and nationally regarded in similar fashion by paper manufacturers.

Hilly Uniontown has the Herald, morning, and the Genius, evening, owned by the Fayette Publishing Company with H. G. Sturgis as editor.

Warren's Times, evening, and Mirror, morning, are owned by the Times Publishing Company, Inc., with S. E. Walker as managing editor and general manager.

John L. Stewart, last week re-elected president of the Pennsylvania Associated Dailies, owns and edits the Washington Observer, morning, and the Reporter, evening.

In Rhode Island the only combination is the Providence Journal, morning and Sunday, and the Evening Bulletin, of which the late John R. Rathom was editor and manager for many years. His successor has not been chosen by the local company which owns the paper.

South Carolina's only representative appears in Spartanburg, where William W. Holland and Charles O. Hearson last week purchased from the Columbia State Company the Herald, morning and Sunday, and the Journal, evening. They had operated the properties for several years prior to the purchase.

South Dakota enters the Aberdeen American, morning, News, evening, and American-News, Sunday, owned and operated by J. H. McKeever. The Aberdeen Journal was recently consolidated with the News.

Tennessee added a double two weeks ago when the Johnson City Chronicle, a two-year-old morning and Sunday paper, purchased from E. Munsey Siack the Johnson City Staff, which has been operating evening and Sunday. The evening edition continues, and the Sunday editions are combined. Guy L. Smith is editor and manager of the combination. The largest combination in Tennessee is Col. Luke Lea's Tennessean, which issues morning, evening and Sunday editions.

Texas also notes several combinations. The most recent is that in Amarillo, where J. E. and J. L. Nunn, owners of the morning and Sunday News, started the Evening Post on Nov. 1, 1923.

Beaumont for three years has had the Enterprise, morning and Sunday, and the Journal, evening, conducted under the ownership and management of former Gov. W. P. Hobby and J. L. Mapes.

A. H. Belo & Co., Inc., in Dallas have the Morning and Sunday News, and the Evening Journal, with George B. Dealey as president and general manager, Alonzo Wasson editor of the News, and Tom Finty, Jr., editor of the Journal. This company in 1923 sold its Galveston News to a Galveston group.

In Houston, Roy G. Watson owns, edits and publishes the Post, morning, evening and Sunday.

San Antonio has the Express, morning and Sunday, and the News, evening, owned by Frank G. Huntress and edited by M. M. Harris.

Utah and Vermont react negatively to this test, but Virginia, next in line, supplies an abundance of material.

Danville has the Register, morning and Sunday, and the Bee, evening, owned and conducted by Rorer A. James, Jr., who succeeded to his father's chair upon the latter's death three years ago.

Senator Carter Glass and his sons, Powell and Carter, Jr., own and operate the Lynchburg News, morning and Sunday, and the Advance, evening.

Down on Hampton Roads, the Newport News Press, morning and Sunday, and the Times-Herald, evening, are under the ownership and editorial direction of W. S. Copeland.

In Roanoke, the Times-World Corporation, headed by J. P. Fishburn, has the Times, morning and Sunday, and the World-News, evening.

Col. H. L. Opie issues for Staunton folks the News-Leader, morning and Sunday, and the Leader, evening what time Uncle Sam's Army calls him not.

The next step takes the investigators clear across country to Washington, where the first stop is at Bellingham, whose Reveille, morning and Sunday, and

Hera'd, evening, are owned by Frank Seifrit, editor and general manager.

At the capital city, the Olympia Olympian, morning and Sunday, and the Recorder, evening, are under the direction of Richard Hatton, editor, and Frank E. Mayol, general manager.

W. H. Cowles is the publisher of the Spokane Spokesman-Review, morning and Sunday, and the principal owner of that paper as well as of the Evening Chronicle, which is operated under separate management and as a distinct institution.

In Tacoma, Frank S. Baker, son of Elbert H. Baker, publisher of the Cleveland Plain Dealer, owns and edits the Ledger, morning and Sunday, and owns the Evening News-Tribune, which is edited and managed by Charles B. Weir.

W. W. Robertson and his family own both of Yakima's newspapers—the Herald, morning and Sunday, and the public, evening.

West Virginia's only combination is that owned by H. C. Ogden in Wheeling—the News, evening and Sunday, and the Register, morning.

Wisconsin, a state with only two morning newspapers, notes that both are accompanied by evening editions.

In Eau Claire, the Leader, morning and Sunday, and the Telegram, evening, are edited by P. C. Atkinson and managed by C. W. Fiske.

Milwaukee has the Sentinel, morning evening and Sunday, edited by Charles Pfister and managed by A. B. Cargill.

Wyoming has no double-enders. The practice in that state in recent years has been to combine two existing papers into one, usually with a hyphen preserving the old identities. For instance, there is the Wyoming State Tribune-Leader, Cheyenne; the Republican and Bozeman in Laramie, and the Post-Enterprise in Sheridan, each a consolidation of properties that were separate until a few years ago. The only Wyoming city with two daily newspapers is Casper, where the Herald has the morning, the Tribune the evening field, and both publish Sunday papers.

Canada has several operations of this class.

None exist in Alberta or British Columbia.

Manitoba has the Winnipeg Free Press, morning, and Free Press evening Bulletin, of which E. H. Macklin is president and J. W. Dafoe is editor.

New Brunswick furnishes the St. John Telegraph-Journal, morning, and the Times-Star, evening, with E. W. McCready as editor and T. W. Drummond as general manager.

In Halifax, W. H. Dennis owns and operates the Herald, morning, Mail, evening, and Sunday Leader. He is best known in the United States as the founder and trophy giver in the annual fishermen's sailing contest between Nova Scotia and Gloucester fleets.

Also in Halifax is the Chronicle, morning, and Echo, evening, conducted by H. W. Jones as editor and G. F. Pearson as general manager.

The Post in Sydney issues morning and evening editions, under the editorship of H. P. Duchemin and the management of Roy Nicholson.

Two Ontario cities, London and Ottawa, are served by strong combinations. The London Advertiser, edited by Arthur R. Kennedy and managed by H. B. Martin, and the Free Press, of which A. S. Blackburn is publisher and A. R. Fox editor, both issue morning and evening editions.

Ottawa has the Journal Dailies, morning and evening, with P. D. Ross as editor and Col. R. F. Parkinson as general manager; and the Citizen, morning and evening, owned by the Southam family, edited by C. A. Bowman, and managed by H. S. Southam.

In Saskatchewan, the Regina Leader, morning, and Post, evening, and the Saskatoon Phoenix, morning, and the Star, evening, are owned by a group in which Randolph Patton is the common editorial executive, associated with Burdett Hooke, who is editor and manager of the Regina papers. Both groups are owned by local business interests.

PHILADELPHIA INQUIRER'S NEW PLANT IS SKYSCRAPER BUILT ON STILTS

Twenty-one Story Structure When Completed Will Be Largest Newspaper Home in World is Claim—Clock Tower Will Dominate Skyline

PRE-EMINENCE as the largest newspaper plant in the world is claimed by the Elverson Building, new home of the Philadelphia Inquirer, now under construction and to be occupied in part this year.

The new building is to be 21 stories high and covers a block, bounded by Broad and 15th streets and Callowhill street and Pennsylvania avenue, in which are located depressed tracks of the Philadelphia & Reading Railway. The building, with a ground area of approximately 70,000 square feet, is built entirely over a network of railroad tracks. It is literally a skyscraper built on stilts—heavy concrete caissons extending down to the solid natural rock, which lies from 10 to 40 feet below the railroad tracks.

When the Inquirer moves into its new plant it will have an entirely new mechanical equipment throughout.

Care and welfare of the newspaper's employees is guarded in all the planning of the structure. Features include rest and recreation rooms, a modern restaurant, a barber shop and an emergency hospital.

The building is in two sections, the tower building, facing Broad street, which will rise to a height of 340 feet, and the plant building in the rear, of a height corresponding with six stories of the tower building.

The tower building, flashing the hours in powerful shafts of light from its cupola at night, will rival the nearby tower of City Hall as a dominating feature of the city's skyline. The advertising value of this building in such a location may easily be visualized.

The site was chosen by Col. James Elverson, Jr., president and publisher of the Inquirer, after consideration of other locations, for the reason that it appeared to be not only a most desirable situation considered with relation to the city's future growth, but also that it offered a practical solution of the problem of prompt and dependable delivery of paper, one of the necessities of a great newspaper plant.

The building itself is the freight delivery station. Cars loaded with paper from the mills arrive on the tracks under the building and alongside a freight platform. The paper is rolled directly from the cars to elevators, which carry it to the paper storage room on the first floor of the building. Present weekly consumption of newsprint by the Inquirer is approximately 1,000 tons, or 40 carloads.

News and advertising material start on the fourth floor of the plant. News departments of the paper are on the fourth floor. The local and telegraph news-rooms will extend along one side of the building, with the composing room and its banks of typesetting machines across a corridor. The photographic staff, the art department and the engraving section and Sunday colored section are all located on this floor.

Printing presses are located on the third floor. The height of this floor is double that of the other stories in the building.

Matrices are sent down from the steam tables by gravity to the pressroom floor, where the stereotyping is done by five double autoplate machines located close to the presses.

Newsprint rolls are lifted by the elevators to the first floor paper storage. This floor is approximately 22 feet above the railroad tracks and is directly accessible from 15th street and Broad street. It has a storage capacity of 5,000 tons.

From this floor the newsprint rolls are lifted to the reel room beneath the presses. Under each of the four lines of presses are 12 reels.

The pressroom is 26 feet in height and covers three-fourths of the entire area of the building. Two batteries of Wood

presses of 12 units, each 160 feet long, and two batteries of Hoe presses, of 12 units each, 140 feet long, comprise the equipment.

Space is provided for the future installation of two additional batteries. The Wood presses are driven by eight 200-horsepower Reliance motors, and the Hoe presses are driven by eight 120-horsepower Reliance motors.

Floors of the tower building will be entirely occupied by the executive offices up to and including the sixth floor. Above this, rentable office space will be available to such extent as may prove to be in the interest of the owner.

Architecture and construction of the building is simple. The building is of structural steel frame sheathed in concrete. Floors are of heavy reinforced concrete. The frame is enclosed in the rear or plant building with brick and terra cotta, and in the tower building the covering consists of a granite and limestone base with white glazed terra cotta for facing above the second floor. No wood is used, all windows, doors and interior partitions being of steel.

As to architecture, strong vertical lines mark the upright supports, fixed in

RECEIVER TO BE NAMED FOR MINNEAPOLIS STAR

Factions Warring for Possession Will Make Move to Save Daily—Townley Admits He Would Welcome Control

MINNEAPOLIS, Minn., Feb. 19.—Members of two factions who recently carried the battle for control of the Minnesota Daily Star to Hennepin County District Court, Feb. 16, agreed that a receiver must be appointed to save the paper.

The agreement came at a court hearing continued from Feb. 14, which was brought about through disagreement of several directors with the present management of the paper in an action in which they sought to obtain a restraining order to prevent Thomas Van Lear, former president and treasurer, and John Thompson, general manager, from continuing in the active management of the paper.

Judge George W. Buffington continued the application for a receivership, made by the Seaman Paper Company, to Feb. 21, with the hope that the two factions could unite upon a receiver or receivers for recommendation to him. He said that the idea in his mind was to appoint two receivers, one a financial man and the other a newspaper man. He also said that the so-called liberal policy of the paper should be continued by any appointees to the receivership.

The question of determining the validity or invalidity of the present membership of the board of directors which is in controversy should wait until the receivership matter is settled.

A. C. Townley, former Non-Partisan League president, who it is claimed is behind the movement to oust Van Lear and Thompson from management of the paper, today issued a statement denying that he was a candidate for governor of Minnesota or any other office, but admitting that the claim that he was trying to obtain control of the paper was "more true" than the political assertion. His statement follows, in part:

"It has been stated that I have sought to obtain personal possession of the Daily Star. This is more true than the assertion that I am a candidate for office. I am, however, vitally concerned about the success of the Star. More than six months ago I became convinced that the financial policies of the Star were such that unless there was a change in the board of directors and management of the paper it would be lost to the farmers and workers who built it. Accordingly, I have, with others, made a consistent effort to acquaint the stockholders with the situation and to arouse the stockholders to a point where they would take steps to recover and manage their own paper.

"The assertion that I have sought to name the board of directors, control their actions, or that I will hereafter seek to do so, is unwarranted and as untrue as the claims which have been made that I am a candidate for office."

Old Time Printers Meet

More than 100 printers who were in business in Colorado prior to 1890 gathered recently at the Metropole Hotel, Denver, for their annual reunion. The Rev. George S. Lackland spoke on "The Use and Abuse of the Printing Press," including in his address reviews of two books which treat of the power of the press, "Public Opinion" by Walter Lippman, and "The Brass Check" by Upton Sinclair. August Koester, president of the Colorado Pioneer Printers, presided.

Crothers Denies Sale Rumors

R. A. Crothers, publisher and owner of the San Francisco Bulletin, denied emphatically to an EDITOR & PUBLISHER representative rumors to the effect he intended to sell his newspaper property and retire. V. S. McClatchy, whose name had been mentioned as purchaser, declared the rumor entirely without foundation.



Towering 21 stories above the street, the tower of the new Philadelphia Inquirer plant will be an outstanding feature of the Quaker City skyline. The plant, when completed, will be one of the largest newspaper homes ever built.

Papers are carried from the presses by overhead conveyors and dropped to the wrapping tables at the rear of the pressroom, and passed to other conveyors, and by conveyor chutes to the loading platform in the rear of the building on 15th street.

The Inquirer will continue its offices for the receipt of want ads and subscriptions in the present building at 1109 Market street, making this location its "downtown" office.

In the new building there is a magnificent floor on the Broad street front for public offices. In the two-story counting room will be counters for direct receipt of want ads. On a mezzanine gallery around these will be batteries of telephone want ad takers.

On the next floor of the tower building, facing Broad street, will be the office of the business manager and the display advertising offices. Above are the offices of the publisher and his staff, with the bookkeeping and accounting forces and the circulation department. The next two floors are devoted to the editor-in-chief, the managing editor and the editorial staff.

one direction by the spacing of the railroad tracks and in the other by the height requirements of the presses. The tower building recedes in artistically diminished mass at the sixth, twelfth and fourteenth stories as required in many cities by zoning laws, though there are none as yet in Philadelphia.

Simons' Application Denied

Application of David Simons, former head of the New York local union, International Printing Pressman & Assistants' Union, to compel union officers to reinstate him as a member was denied Feb. 19 by Supreme Court Justice DeLahanty in New York. Simons called the outlaw strike of pressmen in New York last fall. The court held Simons had not exhausted all his opportunities for reinstatement within the union before appealing to the courts.

Birmingham Daily to Print Roto

Birmingham (Ala.) News will issue an eight page gravure section, beginning March 16. It has joined the Gravure Service Group.

STONE TELLS A. P. IDEALS TO MINNESOTA EDITORS

Says a Free Press Made Country Free
—McGowan of Appleton Press
Elected President at Minneapolis Meet

Associated Press history and the ideals of that news-gathering association were detailed by Melville E. Stone, for 25 years general manager of the A. P., now counselor, when he spoke before members of the Minnesota Editorial Association, Feb. 15, at Minneapolis.

The Minnesota editors gathered for a two-day convention, discussed farm problems and elected officers for 1924.

M. J. McGowan, of the Appleton Press, was chosen president at the closing session Feb. 16. Other officers elected were H. Z. Mitchell, Bemidji Sentinel, first vice-president; Carl Eastwood, Le Sueur Herald, second vice-president; J. V. Weber, Murray County Herald, third vice-president; H. C. Hotaling, Mapleton Enterprise, treasurer.

Mr. Stone's address was delivered at a dinner given by the Minneapolis Journal. He termed the action of Western editors in forming the co-operative news-gathering association as "the revolution of 1893," and told how all through its history the Associated Press had striven to present accurate, unbiased news.

"When, in this country, we speak of the Revolution," Mr. Stone said, "of course we refer to the contest which began at Concord Bridge and ended at Yorktown. Little more than a century later there was another revolution in our land, which seems to me to have been also of distinct consequence.

"Government control of the press was universal throughout the world for many centuries, and though the first clause in our bill of rights was broken down in this country, we did not appreciate that private control was no less malign than government control.

"In the late forties, a few of the New York journals organized a little company called the Associated Press, and its news they sold to the papers in the hinterland as these papers developed. It was a close corporation.

"This was the immediate cause of the revolution of 1893. The newspapermen served by the Western Associated Press, mindful as well of our public duty as of our private duty, revolted against this sort of control. There followed a struggle of four years' duration. It was a bloodless contest, yet none the less revolutionary.

"The Western men set out to form a national organization and place it in the hands of a purely co-operative organization—an organization that should sell no news, make no profits, declare no dividends, but should be the agent or joint reporter of its members.

"The privately owned organization went down in defeat and in bankruptcy in 1897."

Mr. Stone next turned to the present activities of the Associated Press, which he said were carried on "in the daylight, under a blazing sun." One interesting point he brought out, was that in the 30 years since the association was founded the total cost of lawyers' fees and all other payments incidental to libel suits has been less than the cost of lead pencils used in the service.

"This must be some proof that accuracy is earnestly sought," he declared. "I do not pretend that the Associated Press is perfect," he added in conclusion, "absolute inerrancy is impossible. The frailties of human nature attach to its work as they do to others; but this much is certain, that it is not intentionally untruthful."

The Minnesota editors adopted a resolution urging passage of the McNary-Haugen bill in Congress providing for the creation of a government export agency to help bolster the price of wheat and other farm commodities. M. L. Countryman, vice-president of the Great Northern Railway, said in an address that improvement of journalists and editorial standards during the past generation

is one of the surest signs of human progress. Other speakers were Theodore Christianson, chairman of the Minnesota House Committee on Appropriations and editor of the Dawson Sentinel; Frank W. Murphy, of Wheaton, and Charles F. Collison, agricultural editor, Minneapolis Tribune.

The latter's topic was "Golden Butter and Golden Dollars," in conjunction with which he explained functions of the \$50,000,000 Norbeck-Burgess livestock loan bill and the \$10,000,000 Agricultural Service Corporation and the improvement they would bring to the Northwest credit situation.

Two hundred fifty members and wives were guests of Herschel V. Jones, publisher, Minneapolis Journal, at the annual dinner Feb. 15, at which Melville Stone was the principal speaker. Mrs. Thomas G. Winter, president, General Federation of Women's Clubs, and Rev. Thomas E. Culeen, president, St. Thomas College, St. Paul, were also speakers.

Ad Pioneer Leaves \$1,043,459

Samuel Pratt, late president of the United Advertising Corporation and chairman of the United Advertising agency, who died Feb. 23, 1922, left a gross estate of \$1,043,459, according to an appraisal filed by the New York State Tax Commissioner last week.

NEWSPAPERS AND OIL

By WILLIAM T. ELLIS

THERE is a journalistic aspect of the Washington scandals that should send every newspaper publisher, editor and writer apart with himself for a season of soul-searching. Ours is a calling that naturally sits in the scorners' seat, rather than at the mourners' bench. It thrives on the failings of other men; and consequently is not prone to self-examination.

This ugly situation at the National Capital is fraught with grave and far-reaching consequences to more interest than those of the politicians and capitalists. It may even be the occasion for the inauguration of a more fearless and aggressive conception of the newspaper's mission.

Aside from a few certain nasty incidental journalistic aspects of the great exposures, the press of the country has not been implicated. But the conscience of the profession is aroused.

The press boasts of its mission as the watchman of the welfare of the people. Where, then, were our eyes when these gigantic frauds against the public were being perpetrated?

Whispers, rumors, suspicions, and at least half-knowledge of these crimes, have long been current among correspondents and reporters. Did the press lack ability or courage or desire to follow these trails to the bringing down of the quarry? A more militant journalistic policy would have bequeathed the profession today greater honor and power than comes from mere innocence; which, after all, although cardinal, is only a passive virtue. The great part that the newspapers are now playing in following hot after the story of the scandals is not to be compared to the distinction that would have been won by initiating the investigations and exposures. These were not private offenses, but public crimes; and clearly within the proper province of the newspaper press.

A nationally-known American tells me that he personally called upon certain eminent editors and publishers, long months ago, and urged them to look into the Teapot Dome leases and expose the inwardness of the thing. That he got no adequate response or co-operation is manifest. "Muck-raking" had rather gone out of fashion; and the average newspaper is a veritable flapper for following fashions.

The criticism that lies fairly at the door of the press is the charge of lack of zeal, of initiative, of vigilance, and of

SPHINX CLUB SEES BIG YEAR

Switchboard Demonstration Features
168th Dinner, February 19

A bigger and better year, indicated by sound economic signs, and a general atmosphere of optimism, characterized the Sphinx Club dinner on the roof of the Waldorf, Tuesday night, while a wintry blast rattled the timbers without. It was the 168th event of the sort in the history of this famous organization.

The talk was of first-class buying, in many important industries, automobiles being particularly stressed as significant, and excellent economic reasons given for a satisfactory year in advertising. E. J. Cattell dropped in from Philadelphia to report a nation-wide tour and to assure his auditors that things in this country were "all right," with all signs pointing to speedy restoration of order in Europe.

It was "telephone night" and the New York Telephone Company officials gave a demonstration of the activities that lie beyond the point of vision in that huge public service, while pretty, smiling hello girls revealed how utterly fatuous is a rattling of the telephone hook to attract attention, when one should only hold it down for a moment, and how unkind and thoughtless is he who jumps on central for being cut off, when the poor girl couldn't possibly be the guilty party.

FILM MEN FROWN ON VULGAR MOVIE ADS

Hays Says Producers Do Not Wish Ad Standards Lowered—Detroit News Bans "Rottenness" in Local Copy

"The members of this association, Motion Picture Producers and Distributors of America, Inc., do not expect and do not want any newspaper to lower its advertising standard for any motion picture advertisement."

This was the statement of Will Hays, when EDITOR & PUBLISHER this week called his attention to vulgarity and indecency in moving picture advertising, reaching such a depth of "rotteness" that the Detroit News revolted and banned it from its columns.

Action of the Detroit News was directed against the local theater managers. In a letter addressed to them, H. S. Scott, general manager, stated the News had the best interests of the managers in mind in refusing to publish such "rotteness," as shown by cut lines he quoted.

Moving picture advertising writers seem to be a law unto themselves, Scott declared in his ultimatum.

The suggestiveness of their copy, he pointed out, is only exceeded by its plain vulgarity. Pictures of partially naked women accompany the text, he charged.

Censors stand between the exhibitor and the public, but the advertising copy in newspapers, telling of "betrayed womanhood," the "girl who gave blindly at the altar of love," the "kiss, which was the beginning—and the end" goes into homes and is read by men, women and children everyday, the News maintained.

"Here's the sensational story of a pretty woman who sold herself to a wrinkled old fossil," screams only one part of one advertisement quoted by Scott.

"She wanted to marry and become a mother—but HOW? Her past illicit love orgies stood revealed—and so she did the next best thing," is one more quotation which led Scott to place the ban.

"Whether it is competition or the desire to appeal to the public with the best office wholly in mind, or just plain indecency on the part of those who prepare the copy, we are not prepared to say," Scott, of the Detroit News, wrote to the theater managers.

"The News is decided on one point, however, which is that if it has to forego the advertising of the motion picture houses of Detroit, it will gladly do so, in preference to continuing the publication of advertisements containing pictures of all or partially naked women, many times in the most suggestive poses, and accompanied by cut lines that equally aim to direct the mind of the reader along sex lines or convey the idea of rottenness, which we find never is borne out on the screen."

Intertype Officials On Tour

G. C. Willings, vice-president in charge of sales of the Intertype Corporation, Brooklyn, N. Y., and C. W. Gaskell, vice-president in charge of production, left Feb. 2 for a trip to the branch offices of the corporation throughout the country. Salesmen in each territory will come into their branch offices for get-together meetings. At these meetings, honor awards will be made to the leading salesman for 1923 in each territory. E. H. Hosteller led the Pacific Coast Territory, L. R. Holly the Middle Western territory, Albert Sterling the Eastern territory, and C. C. Chadwick the Southern territory. Meetings will be held at the branch offices in Memphis, Chicago and San Francisco.

Employees Hurt in \$50,000 Fire

Fire recently wrecked the plant of the Huber Publications, Inc., at Rochester, N. Y., causing a loss of more than \$50,000. Eight employees suffered burns.

INSIDE STORY OF GERMANY'S MUDDLED PRESS

Critical Dailies Promptly Suppressed, Editions Confiscated—Vicious Propaganda Distorts News—Strict Censorship Prevails—Foreign Correspondents Face Difficult Task

By GUS M. OEHM

For the past two years, Gus Oehm has been Berlin staff correspondent for the United Press Associations. He has just returned to this country and is now able to present a picture of newspaper conditions in Germany, heretofore confused by censorship.

FREEDOM of the press in Germany, though nominally guaranteed under the constitution, is today nothing more or less than a myth. Even before the somewhat unpopular document, drawn up at Weimar in 1919 and eventually ratified as the constitution of the so-called new republic, was to all intents and purposes set aside and dictatorial powers granted President Ebert and his cabinet and their appointed "dictator" German news was largely inspired and full of vicious propaganda.

The chief weapon used by the central government at Berlin and the government of Bavaria at Munich is the prohibition or suspension of newspapers for a given time as the result of some article disagreeable to the "dictators" of one or the other governments. Von Kahr, the Bavarian dictator, countenances no periodical which even so much as criticizes him or his policies. No more do the leaders in Berlin. Under the "empowering bill" and the modified "state of siege" in Germany, General von Seeckt, head of the German army and recently named dictator of all Germany, simply orders any unfriendly newspaper "verboten." As a matter of fact, the issue of any newspaper carrying an unfavorable article is never permitted to be sold—it is prohibited and copies confiscated before it becomes generally circulated. Recently the government announced that any paper printing any article tending to discredit the present stable currency—rentenmarks—would be suspended and the writer of the article put into jail for 6 months. Though for several days before the whole press was filled with missivings and warnings, all straightway began rooting for the wonderful stable currency which the government had caused to be created. Regardless of the personal opinion of financial experts to the contrary, the public was fed with inspired propaganda upholding the rentenmark. This is but an isolated example. One might pick out dozens upon dozens.

The Communist "Rote Fahne" has been appearing, disappearing and then appearing again for years. Now it has finally been completely suppressed and will undoubtedly continue to be until conditions are more nearly normal. Perhaps there is some justification in this suspension, though for the most part the tirades of the paper were taken for what they are worth.

But the suspension of newspapers and threats against writers are not the only weapons. The German propaganda machine works wonderfully despite its inherent clumsiness. It is effective in getting results—and that is what counts. An example of how government inspired news successfully brought about a national movement, which much to the surprise of its originators resulted in the long run in reacting most unfavorably against Germany, may be seen in the anti-foreigner movement in Germany. Last summer when Germany was going through its financial gyrations and was overrun with foreigners who came from all over the world on tourist trips, there was an organized fight against the visitor within German borders and everything was done to make it uncomfortable and discouraging for him. Every day the entire press carried articles, evidently inspired from one central source, scathingly criticizing foreign visitors—regardless of mission or standing. The German government let it be known publicly that it wanted the foreigners to leave Germany to Germans. Berlin alone taxed every foreigner 80 per cent of his living

costs, just because he was a foreigner. (This tax has now been reduced slightly.) The foreigner was bounded and followed and found it next to impossible to get anything done or even obtain the normal civil courtesies. There is no malice in this statement; merely the cold facts gained from actual experience in living in Berlin during these times. And the government said not a word against it; the government would do nothing to aid foreign journalists gain a good impression of the country. It appeared that they wanted these gross injustices continued so that foreigners would be warned by the newspaper dispatches to keep away. And the foreign correspondents living in Berlin, who themselves were subject to daily insults of the most open nature, granted their wish. The newspapers of the world were full of stories of mistreatment of visitors in Germany. Their dispatches did the work. Folks at home, reading these tales, refused to come to Germany. Business went from bad to worse. Of a sudden the people began to realize their mistake. Big hotels, bathing and health resorts, taxicab lines and even the government owned railroads began to see the harm they had permitted to be done in the name of Germany. They brought direct pressure to bear upon the government. A German newspaperman, a friend of mine, recently told me the foreign office had instructed the German newspapers to cease their attacks against foreigners—that Germany was being damaged too much outside. And immediately the subservient and obedient press changed its tune according to the wishes of their government. Long articles began to appear arguing for courtesy and fair treatment of visitors from abroad.

Another method of curtailing the press in its freedom of thought and publication of news is through the government press conference. This is not open to foreign correspondents. Every day the chief

writers of German newspapers are called into a conference in the foreign office press bureau. Here the wheels of propaganda turn. The government spellbinders, from the foreign minister on down, talk for hours filling these writers full of things they want printed and belittling the things they believe are detrimental to Germany or at least to the existing government.

All foreign correspondents in Germany have in their employ one or two of these German writers who sit in these conferences. The best stories that come from them are never printed in the German press—though the German press is the first to be informed. The government uses the so-called "voluntary censorship," upon which EDITOR & PUBLISHER recently opened a fight in the United States. The writers are pledged to secrecy and will not break their pledge. However, they usually pass their information along to their colleagues of the foreign press and the news later usually leaks back into Germany under a Paris, London or New York date. But in general, news is simply suppressed by means of pledging the correspondents who attend the conferences to secrecy.

The foreign correspondents scarcely ever are called into conference and when they are the information given out is usually of no spot news value—merely a speech or handout. Foreign correspondents, especially American and English, are much freer from the pressure of propaganda than the German press. However, when a big story is running, such as the Kuestrin putsch, the Hitler burlesque and such, an unannounced censorship is placed not only on German papers but on dispatches filed to papers abroad. But in normal times the American correspondent stationed in Berlin digs up much of his own news. He has his own sources, to some extent free from propaganda—but still somewhat dependent upon the usual sources of propaganda. The American correspon-

dent takes what is given with a grain of salt.

Every paper has its own axe to grind—either politically, religiously, financially or whatnot—and they grind it openly. The Deutsche Allgemeine Zeitung, for instance, is a Stinnes owned newspaper, and it shows it. Its policies are those favoring big business, especially big Stinnes business. Telegraphic Union, the press agency most nearly approaching the Wolff agency, is another Stinnes subsidized concern and spreads its influence to many hundreds of newspapers not only in Germany but through its foreign connections to all the world—especially North and South America where news based on its dispatches form a considerable portion of the German report of one of the biggest American press agencies. The Wolff agency, with its government inspired news, forms the basis of much of the German news of another big American agency. And so all the papers from the Socialist Vorwaerts to the monarchist group on the other end, see things only in the light of their political leanings and they color their news to conform.

The German knows the value of the interview though he does not know how to put his ideas into such form as to make a good story. This popular "stunt" of American newspapers and press agencies is a most dangerous weapon in the hands of a clever propagandist. Every German interviewed gives the correspondent material which helps swell the wave of German propaganda spreading over the world. Though the German's views and statements are usually full of whine and complaint, the clever newspaperman rounds out the story so that it is printed in his paper or his papers and the interview has its effect. The result is a story filled with material mostly to the credit of Germany or her causes, and to the discredit of her rivals.

And so, German newspapers, both voluntarily and involuntarily, through coercion and through lack of enterprise and originality, are far from free. And because of them and the other sources of inspired propaganda much news sent to America regarding Germany is, to a more or less degree, unwittingly colored and twisted and made to reflect favorably on German institutions. Editors and press agency officials may reply that they have their own men on the ground to avoid this very danger, but they must admit that most of the dispatches these very capable men send are based on material gained from sources whose interest it is to spread German propaganda. They are about the only sources available—outside of a few whose information is usually valueless in building a story. But be it said in fairness to the American correspondents in Germany they have a difficult task in trying to pick the good from the bad. That they often fail is no fault of theirs. Working under the ever-present urge of beating their competitors, even if by only a few minutes, and of filing so-called "exclusive" stories, they are bound to be victimized occasionally.

Our Berlin correspondents are in the midst of a boiling, vicious propaganda, idle gossip, political intrigue and bickerings. It is no small task to pick the bits of truth from this whirling sea of news filth. I can frankly say, after two years as an American correspondent in Berlin, that if the boys sending our news back to us from Germany are more or less successful it is due entirely to their own ability. They need the encouragement, not the attacks of partisan editors or readers back home. Added to their professional difficulties are the difficulties of actually living in the country. These together form a situation which requires the best there is in a man. Since I have returned to the land of Volstead I can only propose the following:

"Hats off to the boys I left behind."

DEMAND FOR TRAINED WRITERS GROWS AS RADIO SECTIONS INCREASE

MILLIONS of words are written daily about radio for newspaper reader consumption by a smaller army

of experts, according to E. L. Bragdon, radio editor, New York Herald and Sun & Globe, who this week told EDITOR & PUBLISHER splendid opportunities are waiting in the field for those who could write interestingly as well as authoritatively on the latest indoor sport.

Bragdon is a pioneer in radio editorship. From the staff of Popular Science Monthly, he went to the old New York Globe, which in February, 1924, put out the first weekly tabloid section devoted to radio appearing in the United States.

At present nearly 1,000 newspapers have daily radio sections and at least a score print weekly tabloids giving the news of the air. The tabloid is the latest and largest medium of expression offered the radio "expert," Bragdon pointed out.

These tabloids are gaining in popularity, he said, and this month, the height of the "radio season," because the cool, crisp air of these days makes transmission easier, interest is increasing and

more and better writers are needed.

To fill the weekly tabloid sections of the Sun & Globe appearing Saturday, and the Herald, printed Sundays, Bragdon must find approximately 150,000 words each week, written in sequence, entertainingly and authoritatively on the radio subject. Where?

"In the United States," he estimated, "there are only 250 radio experts capable of writing in a way entertaining as well as instructive to the broadcast list."

"There are of course thousands of radio engineers who could write for a public of radio engineers. Their copy is far too technical for newspaper use. The combination of radio expert and newspaper writer, which is what we need, is difficult to find."

"The best radio writer is the man who has been a licensed amateur. He knows the mechanics of the game and in expression is apt to be not too technical for the average fan."

"Real sources of radio news are private laboratories and the manufacturers of radio equipment."

Of the total number of radio tabloids, 4 are in New York, Bragdon pointed out. Besides the two he edits, there is that of the Telegram & Evening Mail, published Saturdays, and of the World, also published Saturdays.

Others in the tabloid list include those published by the Chicago Daily News, the Chicago Evening Post, Philadelphia Public Ledger, Buffalo Times, Boston Traveler, and Los Angeles Times.



E. L. BRAGDON

CLASSIFIED ADVERTISING

The New Public Service

VII—MAKE EVERY ADVERTISER in YOUR MEDIUM AN ADVERTISER of YOUR MEDIUM

By BASIL L. SMITH

CONSIDER the significance of these national advertising slogans: "Ask the man who owns one." "Let Fatima smokers tell you." "One man tells another." "Ask Dad—he knows." They mean just one thing: in the analysis, the best advertising that a product can have is the good word about it that is passed from mouth to mouth by its satisfied users.

We are constantly hearing of the cigarettes and alarm clocks and confections that are "put over" by their advertising. We are likely to conclude that if enough magazine pages, newspaper "double trucks" and billboards boom with the name and merits of any product—that its success is assured. But it is not. And the most extensive advertising campaign that has ever been attempted wasn't enough—by itself—to "put over" the product it was pushing.

The truth is that what we can actually see of an advertising campaign is only a fraction of the advertising that a product needs to be successful. The real volume of advertising that an article or a service must have is that which comes—not from the comparatively few public recommendations in display ads—but from the daily recommendations and conversations of millions of people.

Henry Ford was voted the best advertised man in the world at the recent convention of the Associated Advertising Clubs. And at the same time, it was pointed out that only the merest fraction of the advertising that Ford gets is paid for. The richest man in the world is the man most advertised—by other people.

If these things are true of the advertising of products in general, how much more true are they of an individual service like that given by a classified advertising medium? If automobiles and cigarettes are so largely dependent on the friends they make, how much more bound up with public favor are classified ads, which satisfy intimate, personal needs?

The final goal of a medium is, of course, to win the patronage of the greatest possible number of advertisers. To accomplish this, the newspaper directs its efforts to winning the greatest possible number of readers for its classified pages, with the assurance that abundant reader-interest means results for advertisers, and hence, an ever-increasing number of users of classified space. So it is that reader-interest and advertiser patronage are forever closely linked in successful classified development.

The first step, then, in a newspaper's advertising of its classified advertising is to use reader-educational publicity that will turn the attention of a larger and larger percentage of its circulation to the classified section every day. This promotion publicity corresponds to the display advertising that any large manufacturing company does to popularize its soap or its sewing machines. It can accomplish, in proportion, just as much as the advertising of the merchandising concern. If national advertising is profitable, the advertising of a classified medium is no less so. But, like any national advertiser, the newspaper cannot depend on its promotion matter as anything more than the first step in popularizing its medium. The real success of Ford automobiles or Fatima cigarettes, depends on the number of people to whom they have given satisfaction and who are willing and anxious to recommend them to their friends.

National advertising and classified promotion publicity do one thing well—they give the public the idea that the advertiser would like them to have of the thing advertised. By doing this persistently, intelligently and attractively, they give the product or the service a running start in public favor. After that, the success of the automobile or the classified medium

depends on what sort of automobile or classified medium it really is. And here we are—right back on the familiar but all-important subject of genuine service!

We have referred to the fact that reader-interest always means advertiser-patronage. And by the same token, service to the advertisers, i.e., full description ads, perfectly indexed and catalogued, means the best possible service to read-

SCALED RATES—AND ADDED VOLUME FOR THE CLASSIFIED MEDIUM

THE selling of multiple-insertion ads is one of the big steps in building lineage for a classified medium.

And the secret of promoting multiple insertions, Mr. Smith believes, is in the correct scaling of the newspaper's rates for three and seven time orders and for daily lineage contracts throughout the year.

"The Rate's the Thing—In Selling Multiple Insertions," is the title of his article for next week. In it he brings out some highly important points of successful classified promotion.

ers. The "product" a newspaper has to sell in its classified advertising is this combined service-to-readers-and-advertisers. And, just as this is kept up to a standard of convenience and all-around usefulness, it will give the sort of service to the circulation of the newspaper that will build lasting good will and patronage for it.

The reader who turns to the classified section to satisfy a need and finds it easy to locate the offers he wants, who finds the various propositions well and truthfully described, and who is able to get what he wants through the ad that most appeals to him, that reader is going to turn more and more frequently to these classified columns as different needs arise. And, more than that, he is going to tell his friends about the satisfaction and economy he has found through reading these classified ads. Multiply this instance by five hundred or a thousand and then keep on multiplying it as more and more readers begin to pass the word along to their friends, and we get an idea of the power of genuine classified advertising service to build the sure dominance of a medium in the minds of a community.

The same thing is true, perhaps even more so, of classified advertisers. Results obtained for them mean recommendations given by them to their friends. A printed result story each day is a splendid means of promoting advertiser-patronage, but in addition to that, there is the possibility of having hundreds and hundreds of unprinted stories of results told by advertisers to other people of the city, who, in turn, will become advertisers in the medium on the strength of these good words.

The service given by solicitors and ad-takers in selling the right kind of classified ads is the real source of the finest advertising that a medium can have. When the claims and the standards set forth in the newspaper's promotion publicity are backed up by the actual service that readers find when they turn to the classified columns, then the newspaper is successfully advertising and successfully promoting its medium as a public utility in its city.

Mayfield Pleads Guilty to Libel

Col. Billie Mayfield, publisher of a weekly paper at Houston, Tex., an unsuccessful candidate for lieutenant governor in the last Texas election, recently pleaded guilty at Columbus, Tex., to a charge of libel in connection with an article about State Representative Joseph Frnka. Mayfield was fined \$500. He

was ill at the time and counsel represented him at the trial. It was agreed that Mayfield would publish a retraction and an apology.

La Nacion Fetes Martin

Frederick Roy Martin, general manager of the Associated Press, who is on a visit to South America and who is now in Buenos Aires, was entertained at a luncheon Feb. 15, by Jorge Mitre, publisher of La Nacion. The entire diplomatic corps, including Hon. John W. Riddle, United States Ambassador; Hon. Romulo Naon, former Argentine Ambassador to the United States, and representatives from the Brazilian, Peruvian and Chilean Embassies and Legations, as well as journalists of Buenos Aires were present.

BOND NAMED N. Y. POST MANAGING EDITOR

Former Public Ledger Junior Editor, and Haywood, Telegraph Editor Out

Merritt Bond, who was junior managing editor of the Philadelphia Evening Ledger, became managing editor of the New York Evening Post, Feb. 18, succeeding Charles McD. Puckette. The appointment was made by David S. Curtis, editor of the Post and the Public Ledger, both newspapers owned by Cyrus H. Curtis.

Samuel Morse, news editor, and William B. Haywood, telegraph editor, also have not yet been named.

Bond's new New York position is the first outside of Philadelphia, where he commenced as reporter on the Philadelphia Evening Bulletin, in 1905, after leaving the University of Delaware. He is 38 years of age, Philadelphia, whom he replaces, has been associated with the Evening Post since 1908, was managing editor since Jan. 1, 1918. He has no plans for the future.

After a short time on the street copy desk of that newspaper, in 1917 he went over to the Evening Public Ledger, becoming assistant city editor. This position he held 4 years, and then was appointed city editor. When the year the morning and evening editions of the Public Ledger were made one newspaper, Bond was promoted to managing editor, with supervision over the Evening Public Ledger.

EDITOR & PUBLISHER interviewed Bond on his first day in New York. Slight of build, with mild blue eyes, light hair and a pleasant smile, he is a general secretary. To him the change to New York is very much an experiment.

"It has pleased me to find out already that several of New York's newspaper men weren't born in this city," he said with a smile. "Perhaps a man from the country can make a success here."

"After all, newspapering is about the same everywhere. What we want to get is all the news accurately. But still it is going to be quite an experiment for me an experiment which, I think, I am going to enjoy very much."

Despite the experimental aspect of the sudden shift from the City of Brotherly Love to Gay Gotham (he had no idea he was slated for the New York position, he said, before Feb. 14), Bond has certain definite ideas in mind.

He intends to pay more attention to local news, although not at the expense of Washington or foreign copy. New Yorkers, the same as natives of other cities, he thinks, must like to see themselves and their neighbors in the news.

Puckette came to New York City 25 years ago from Seawee, Tenn. He graduated from the University of the South, Seawee, in 1908, with a B. A. and M. A. degrees. He represents the third generation of a family of crusading journalists.

Starting as reporter on the Evening Post, Puckette was, for a while, on the sporting staff of that newspaper. During one summer he held the position of assistant editor of the Nation. Finally he was appointed assistant city editor of the Evening Post, which position he held one week, being immediately promoted to city editor. After a year as city editor he became assistant managing editor, and in 1918 managing editor.

Abbott Hits Yellow Press

Advertisers are turning more to readers and less to mass readers, William J. Abbott, editor of the Christian Science Monitor declared, addressing the Los Angeles (Cal.) City Club recently. In his speech he decried yellow journalism and maintained circulation gained by sensationalism at tremendous cost does not pay in the long run. He said advertising columns are infinitely clearer than they were 15 years ago.

LIBEL BILL INTRODUCED

Virginia Legislature Considering New Drastic Regulations

RICHMOND, Va., Feb. 21.—Delegate Charles Henry Smith, of Alexandria, has introduced in the House of Delegates of Virginia a drastic bill concerning the publication in newspapers, magazines or periodicals of criminal libel. The bill provides:

That any publisher, editor, reporter or other person in connection with or writing for any newspaper, magazine, or other periodical, who publishes or causes to be published, a malicious libel, shall be guilty of a misdemeanor, and on conviction thereof shall be punished by a fine not exceeding \$5,000, or imprisonment in jail for a period not exceeding one year, or by both fine and imprisonment.

In case of a corporation, punishment shall be by fine, but the prosecution or conviction of any such corporation hereunder shall in no wise affect the prosecution or conviction, upon a charge arising out of the same publication, of any natural person who writes for or is an employe of the said corporation, or who procures the publication of said libel by it.

Franklin Statue to Vassar

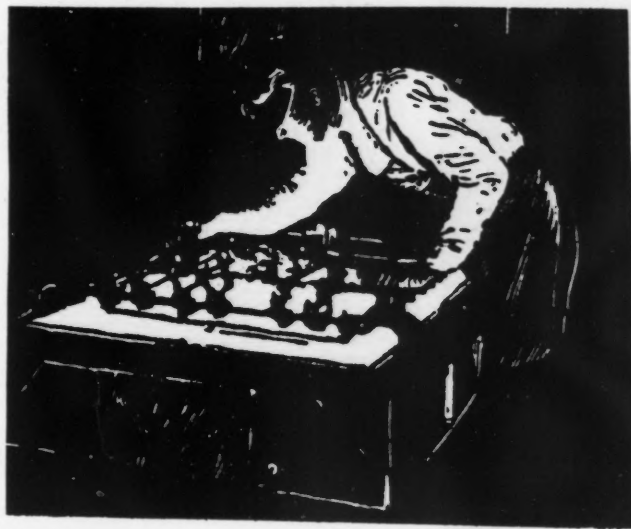
The statue of Benjamin Franklin, formerly on the Harper Building, New York, has been presented to Burgess Johnson, associate professor of English at Vassar College, who announced this week it would be placed in the publication office of the institution. This office also contains 2 old hand presses, one of which, used to publish an account of Lincoln's death, was presented Professor Johnson by the Albany (N. Y.) Argus.

New Daily for Indianapolis

Indianapolis will have a new morning newspaper not later than March 15, it was announced Feb. 20. Milton Elrod has resigned as head of the Bureau of Education of the Ku Klux Klan to become its managing editor. It will be independent in politics, and is said to be financed for its first year.

Italian Newspaper Man Shot

Nicolas Buonservici, correspondent of Mussolini's newspaper, Popolo D'Italia, was shot in the head by an Anarchist posing as a waiter in a Paris restaurant, Feb. 20.



Some- thing Finer

A YEAR AGO almost 4,000 readers of the Coloroto Magazine Section of the Chicago Sunday Tribune told us what they thought of it. From them we learned that the news photo surpasses all other features in popular interest. Therefore, we are going to publish more and better news photos in a new

Picture Section

On April 6th the Coloroto Magazine Section of The Sunday Tribune will be discontinued and its place taken by The Picture Section, to consist entirely of news photos and advertisements, printed in rotogravure. Its page size will be about double the size of the present page.

Lower Rates

On a Milline basis, the page rate of the new Picture Section of The Sunday Tribune is exceedingly low. For one-color rotogravure, the cost per Milline is \$2.06. The New York Times rotogravure costs, per Milline,

\$3.43. For Coloroto (four-color rotogravure) the cost per Milline for the new Picture Section is \$2.64. Compare this with Ladies' Home Journal color—which is \$8.08 per Milline!

Better Printing

The new Picture Section will be printed on high finish paper, which combined with The Tribune's perfected process for printing four colors from copper rotogravure cylinders, will make available the finest color presentation ever offered to advertisers in a newspaper.

A Remarkable Buy!

Here is unprecedented opportunity for smashing, dominating color copy—an opportunity to buy newspaper advertising—with high return-velocity—with magazine color presentation—with assured position in the most eagerly read part of The Chicago Sunday Tribune!

Market and Medium

The Chicago Territory, Zone 7, overshadows every other zone in point of desirability as a market. And The Chicago Sunday Tribune overshadows every other medium—weekly or monthly—as a selling influence in this market. Its 900,000 circulation performs an unparalleled feat. Consider:

168 cities of more than 5,000 population, 334 towns of 1,000 to 5,000 population, 562 villages of less than 1,000 population—

In these villages, towns, cities, totaling 1,064 communities, from one-fifth to four-fifths of the families read The Chicago Sunday Tribune regularly!

And investigation has shown that practically every member of every family makes a special point of reading the rotogravure section.

The Chicago Tribune

The World's Greatest Newspaper

SERVICE DEPARTMENT
The Chicago Tribune maintains a special service department for Coloroto advertisers. Inquiry is invited from advertiser or agency.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Exclusive Editor & Publisher Photo
"Get Good Men and Leave Them Alone."—KEATS SPEED.

"GET a lot of good men around you and keep out of their way." Keats Speed, managing editor, New York Herald, thus summed up his position.

"This is particularly true of managing editors for metropolitan evening newspapers," he qualified. "On a morning newspaper, where the game is not so fast, there is, of course, more detail to be attended to."

Speed, who will be 45 next September and looks much younger, is a real newspaper man. He is no believer in the after-dinner horn blower. He doesn't sit back and talk of the "good old days."

"The newspaper game today is just filled with good men," he continued. "It isn't a hard job to pick them. The trouble lies in getting the best. In fact, there are so many good newspaper men around that the question is one of elimination, not choice."

"People are always talking about the old days, when, they say, times were so much better. I don't agree with them."

"Prize fighters, baseball players, and newspaper men are better today than they were one year or twenty-five years ago."

And members of the Herald staff will tell you a certain Keats Speed is one of the best, when reference is to the newspaper men.

Speed bases his optimism on the improvement in news-gathering and news writers on 25 years' experience. After attending the University of Virginia and the Central University of Kentucky he decided newspapering would be his profession.

In those "good old days" to get a start, he had to work 6 months on the Louisville (Ky.) Post, with a pay envelope which contained a flock of zeros. After this test, he was given \$10 a week. Irvin Cobb, who was on the same paper at the same time, went Speed \$2 better.

Such was journalism in the South in 1899. Speed decided to move to a cooler climate, and first picked Philadelphia, where he became a reporter for the Philadelphia North American.

Then he came to New York, working first for the World and then for the Morning Telegraph. On the latter newspaper, he won his first desk position, that of city editor.

For a while he was dramatic editor of the old Daily News, then owned by Frank

Munsey. In 1904, Hearst took him away from Munsey and put him to work on his Evening Journal, of which, after 3 years, he was appointed managing editor. Speed's Hearst association lasted altogether 10 years, the last 2 of which saw him editor in charge of the Atlanta (Ga.) Georgian.

In 1914, Mr. Munsey brought Mr. Speed back to New York and made him managing editor of the New York Press.

These last 10 years have been for Keats Speed one newspaper merger after another. He has directed the merging of the editorial departments on 4 different occasions, the last being that of the New York Telegram and Evening Mail, the work of which he completed this week. His first was when Mr. Munsey merged the New York Press with the Sun. Next came in 1920 the Sun and Herald deal, from which he emerged as managing editor of the Herald. He played an important part also in the merger of the Sun and Globe in 1923.

After having so long been a cog in the machinery of Munsey invention, which makes strong newspapers out of weak ones, Speed is a firm believer in the system.

"New York's evening newspapers are in better shape now than they have ever been," was his comment, an echo of his

sentiments expressed by the proprietor of his newspaper.

His advice to the younger generation of newspaper men, whom he admires so much, is "keep away from New York."

"You can get the best experience in newspaper work on the small town newspaper," he declared. "I came to New York after the grind in Louisville, and, let me remind you, newspaper work in New York in 1899 was small town stuff."

IMBER TO CHANGE CHRONICLE

Will Sell London Daily's Front Page to Advertisers

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

Horace S. Imber had only been in active control of the London Daily Chronicle for 18 hours when I met him to ask what his plans were for the paper.

He told me that it had already been arranged for the paper to be changed in style. The front page, at present devoted to news, will be given over to display advertisements, Monday and Tuesday for drapery and store advertising, and the other days of the week for commercial advertising. The back page will be a picture page.

The rate for the front page will be \$2,500, normal exchange; the existing rate card will stand for the present. The size of the page will be enlarged to provide better display areas.

The changes here announced become effective from March 17 and, although not officially made known, they have been welcomed by space-users to such an extent that Mr. Imber tells me he has already booked over a hundred whole front pages for advertisers.

The Daily Chronicle circulation is under 1,000,000 at present, but the circulation boosting plans are now in process of formation.

Accounts Short, Editor Suicide

Albert Whitney, editor of the Colorado (Col.) Tribune and town clerk of Eads, committed suicide recently following disclosure of an \$850 shortage in his accounts. Whitney bought the Tribune a few months ago from R. P. Matson, now editor of the Weldona (Col.) Tribune. The deceased is survived by a wife and two children.

"Thirty" for Utica Globe

The Utica Saturday Globe has been published, and "30" has been written on the career of an illustrated weekly newspaper that was famous as well as prosperous in its best days. At that time, in the early 90's its circulation attained 300,000 and it sold in Canada and various other parts of the continent. It was a 5-cent paper containing lectures, news and pictures; editions were printed nearly every day of the week for various sections of the country. It was founded in 1881 by two brothers, Thomas F. and William T. Baber, residents of Utica, one a printer, the other a marble cutter.

N. Y. News Opens Engraving Plant

New York Daily News has opened and is now operating its own photo-engraving plant on the fifth floor of the News building. Thomas S. Fuller, formerly connected with the photo-engraving department of the Chicago Tribune, is foreman

Forty Wholesale Grocers and One Newspaper!

What does it cost you to get one efficient wholesale grocer to stock and push your line, Mr. Food Product Manufacturer?

Multiply it by forty.

Then consider that Cincinnati offers you the services of forty of the strongest wholesale distributing organizations in the country, with blanket service over a market that comprises the richest industrial, agricultural and mining region in the United States.

Better than that! Cincinnati offers you access to these forty through one medium that controls the buying habits of the retailers as well as the consumers who set the pace for this market.

Where will you find another trading center in which your advertising and selling appropriation can accomplish so much with so little waste?

That The Times-Star is bought for its advertising information as well as for its editorial and news features is attested by the fact that, for sixteen consecutive years it has carried more local and national display advertising than any other newspaper in its field. In 1923 this paper published 4,852,337 lines of display advertising more than both morning papers combined carried during the same days, and 4,481,358 lines more than the second evening paper.

Write for market information relative to your product.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

242,607

That was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the month of January, 1924—a gain of 13,497 average net paid daily over January, 1923.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

—you can theorize ad lib.

—but

—eventually you will come back to the simple truth that consumer advertising mediums should be so selected as to reach the greatest number of prospects *in territories where your goods are on sale.*

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas

New York

Atlanta
San Francisco

Serial Advertisement No. 74.

Among the tests given all data received and issued from our offices are: Is it accurate? Is it complete? What is the authority? What is the date?

*E. Katz Special Advertising Agency
58 West 40th Street, New York City*

AT 26 JOHNSTON IS SPACE BUYER AND SECRETARY, PHILIP RITTER COMPANY

By ROSALIE ARMISTEAD HIGGINS

JOHN HAROLD JOHNSTON, secretary and space buyer of the Philip Ritter Company, New York, began assuming responsibilities at an early age, and that is probably the reason why at the age of 26 he holds his present position. Mr. Johnston was born in Brooklyn, N. Y., Aug. 2, 1898, and at the age of 10 moved with his parents to Ridge-wood, N. J. He attended public school. It was a college, but if he went, it was necessary for him to work his way through. But that did not discourage him, and he found numerous ways in which to earn expenses. For more than a year he worked every night from 7 to 11 and one night a week from 7 in the evening to 7 o'clock the next morning, for the sum of 20 cents an hour. This position was in a large plant where surgical dressings were manufactured and shipped. Not very interesting work, one might suppose, but according to Mr. Johnston it taught him many lessons which have since been valuable to him, and more than that, it gave him the money to pursue his favorite study of chemistry, in which he was specializing. He was graduated from Rutgers College, New Brunswick, N. J., in 1920 and from the standpoint of scholarship, was sixth in a class of 206. When asked how he accomplished such a record, and when he studied, when he worked every night, Mr. Johnston replied he lived entirely by schedule and never wasted a minute.



JOHN HAROLD JOHNSTON

"When I knew I had a French lesson to learn and had but half an hour to do it, I learned it. Every night, after I finished work, I made out a written program for the next day. I found it a system that worked splendidly. It is surprising how much one can do in a short space of time, if he knows he has to."

In the summer of 1920, Mr. Johnston entered the Philip Ritter Company.

While in college, Mr. Johnston had formed a warm friendship with Philip Ritter, Jr., son of the founder of the Philip Ritter Agency. Young Ritter saw in his friend good material for an advertising man. Due to his interest and persuasion, Mr. Johnston consented to lay aside his chemistry for a time anyway, and try the advertising profession. In the summer of 1920 he entered the Philip Ritter Company as assistant to John S. Norton, secretary of the company. In 1921, Mr. Norton and Mr. Johnston established a space buying department, and in September, 1922, Mr.

Johnston succeeded him as space buyer and secretary of the company.

When his youth was commented upon, Mr. Johnston smilingly remarked that it was responsible for some amusing experiences.

"The first year I was space buyer a representative of a large Southern newspaper came into our office and asked for the space buyer. I remarked I was the man he was looking for, and he chatted with me for a few moments, and then said he would like to see one of the men in charge. I persuaded him that such was the case, and we had a very satisfactory conversation."

Mr. Johnston has some very definite views on the relation between the agency and the publisher, and thinks it should be on a different basis than exists at the present time, since each is dependent on the other for his existence.

"Publishers' representatives do not appreciate the agency problems," said Mr. Johnston, "too many representatives are simply order takers. They have no constructive plan to offer. They know a list is being made up and all they are interested in is getting the business for their publishers. They do not have the interest of the client in mind. Or, after the list is made up, they see the copy in a newspaper in some nearby city, and think they should have the copy too, again failing to take into consideration the general plan of the client."

"What kind of representatives do you like to see?" Mr. Johnston was asked.

"The agency studies the product or service in order to determine the advantages and disadvantages inherent in the product itself, its relation to competition, its present and potential market, distribution, sales, etc. A definite plan is then made. After it has been adopted, the publisher's representative comes into the picture. The agency welcomes a representative who can appreciate the advertising and sales policy of the client from the national viewpoint and who can contribute something definite and worth while to the solution. We like to talk to constructive advertising men, rather than lightweight order takers."

"There are men selling advertising today who are destructive influences in the field. They may think they are not treated fairly in some agency with the result that they suggest to some other agency that the account is not being handled properly, and that an agency solicitation is in order. All they are interested in is increased lineage and the best welfare of the manufacturer is not considered. Some of these men cannot be trusted with more or less confidential information. A lot of irresponsible and destructive gossip could be nipped in the bud if the representatives would not give it circulation."

"What can the agency do to improve its contact with publishers?" Mr. Johnston was asked.

"The space buyer is interested in learn-

ing of anything that will help his client. This means that he should always be ready to listen to a worth-while solicitation. It is foolish for any man to believe that he knows everything about any given local situation. He should always be available, within reasonable limits of course, for consultation with representatives.

"The space buyer should be a man in authority. That is, he should actually make up lists and not merely be a buffer for the account executive or some one else in the agency. This man's sole duty should be to keep in touch with publishers' representatives and publication values, for in this way the publishers' representatives would know that he is not wasting his time, and the agency would secure the best results because they would not be depending upon personal preferences of men for publications, nor would they be depending on lunches or personal friendships.

"The space buyer should be fair and impartial and he should have patience. All the representative can hope for is the opportunity to present his story. He is entitled to a fair hearing and he should know that his story will receive honest and impartial consideration.

"If publishers' representatives would make a bigger effort to understand the problems of the agency, and if the agencies would likewise make a greater effort to treat publishers' representatives more fairly and courteously, we believe that the resultant good for the profession in general will be worth the effort."

In addition to his work, Mr. Johnston is very loyal to his Alma Mater and to his fraternity, Pi Kappa Alpha.

FORESHADOWED EVENTS

Feb. 23—Women's Press Club of New York, luncheon, Hotel Astor, New York.

Feb. 25—New York Employing Printers' Dinner, Hotel Astor, New York.

March 3—Pittsburgh Advertising Club celebration and entertainment, Pittsburgh Athletic Club.

World Wide Corporation Elects

World Wide Advertising Corporation, New York, has elected the following directors: Emil Maurice Scholz, S. H. Somerton, Miss E. M. Majer, E. M. Cameron, S. P. Booth, W. G. Fallon and Miss N. D. Prendergast. The directors elected the following officers: Emil Maurice Scholz, president; S. H. Somerton, senior vice-president; W. G. Fallon, vice-president; H. W. Moore, vice-president; G. W. Kennedy, treasurer; Miss E. M. Majer, assistant treasurer and assistant secretary; J. W. Dickey, secretary.

Seidman Launches Own Agency

Nathan H. Seidman, who recently resigned as president of the American Association of Foreign Language Newspapers, has formed a new foreign language special advertising agency, the Inter-Racial Press of America, Inc.

Who's Who in the CONSOLIDATED PRESS



JOHN B. FOSTER

JOHN B. FOSTER, who writes a daily baseball dispatch for the newspapers receiving the Consolidated Press service, is god-father to hundreds of amateur teams scattered over America.

He not only helped to compile the rules of the game when professional sport was in its infancy but he has also been sought as advisor and counsellor. From big leagues to corner lots John Foster's name is known as that of a final authority.

John B. Foster knows baseball statistics—the record, fitness and possibilities of every player of note in America.

He tells his millions of readers what the shifting of players means, why the umpire was right or wrong, why the team's chances are lessened or increased by the addition or dropping of a player.

His dispatches from the camps last year were voted by sporting editors as containing a most complete and correct forecast of the 1923 season. John B. Foster will write from the Southern training camps of the big leagues during March.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

A New Service!

DAILY RADIO PROGRAMS

Big Step Forward!

from ONE central source can now be obtained by newspapers. Set in galley form, with late daily telegraphed changes from all popular broadcasting stations, ready for you to linotype.

And, on Fridays, a complete program of over 50 American stations and several foreign for the full week in advance, classified by hours—the most approved system; authentic, absolutely complete.

And, in addition, the latest and most complete Tabulated Directory of 600 broadcasting stations, in matrix form. Gives full data of capacity and programs. A useful, handy reference chart for your readers.

COMPLETE SERVICE \$1.00 PER DAILY

No subscription for less than three months

(\$1.50 if Over 50,000 Circulation)

SATISFACTION GUARANTEED

RADIO PROGRAMS ASSOCIATION

The Broadcasters' Clearing House

Gotham National Bank Building
Columbus Circle, NEW YORK



ONE OF THE FINEST AND BEST EQUIPPED NEWSPAPER PLANTS OF ITS SIZE IN AMERICA

DANVILLE, VIRGINIA

REGISTER AND BEE

(Founded 1847)

MORNING—EVENING—SUNDAY

(Founded 1899)

Member Associated Press

Member Audit Bureau of Circulations

METROPOLITAN FEATURES

Consolidated Press, N. E. A. Service, Chicago Tribune Fiction and Features, N. Y. World Features, "The Gumps," "Bringing Up Father," "Barney Google," "Polly and Her Pals," "Gasoline Alley," "Mutt & Jeff," and twelve other leading comics.

LEADERS IN CIRCULATION AND ADVERTISING

Circulation

Register and Bee . . . 12,869
 Sunday Register . . . 8,300

(A.B.C. Audit 6 mos. ending Sept. 30, 1923)

10.62% INCREASE over 1922

DANVILLE

is
 The leading Bright Tobacco market of The World, and sells annually 40,000,000 pounds—a \$10,000,000 cash crop. Largest Cotton Mills in South with \$125,000.00 weekly payroll.

Advertising Lineage

	Local	Foreign
1923...	5,274,970	1,554,742
1922...	4,907,756	1,262,296
	367,214	292,446

INCREASE 7.28%—23.16%

ADVERTISING RATE 5c per agate line flat

Combination rate covering morning and evening or evening and Sunday

Trade Surveys

MERCHANDISING SERVICE DEPARTMENT

Efficient Co-operation

DANVILLE REGISTER and BEE

Rorer A. James, Jr., Owner and Publisher

H. B. Trundle, Business Manager

NATIONAL ADVERTISING REPRESENTATIVES

Chas. H. Eddy Co., New York—Boston—Chicago

Geo. M. Kohn, Inc., Atlanta

Obituary

CHARLES W. BOVARD, 82, father of O. K. Bovard, managing editor of the St. Louis Post-Dispatch, died at his home in St. Louis recently. The elder Bovard was connected with the Post-Dispatch for many years, holding the post of telegraph editor at the time of his retirement at the age of 60.

D. HOWARD O'SHEA, reporter for the Hackensack (N. J.) Record and the Rutherford (N. J.) Republican, died Feb. 13, in Hackensack.

WILLIAM A. GLIMPSE, 50, associate editor, Bloomington (Ill.) Pantagraph, died Feb. 8, after a week's illness. He had been with the Pantagraph a third of a century, as reporter, telegraph editor and finally head of the corps of rural correspondents.

JOHN A. RULE, 67, a resident of Cincinnati, O., a Democratic leader in that state and for years a political writer for the Cincinnati Enquirer, died Feb. 11, at the home of his son in Aurora, Ill.

W. G. BENNEGG, 70, a Rockford, Ill., newspaperman for many years, died Feb. 14, at his home in Austin, Ill.

JAMES F. FROST, 39, employed in the mechanical department, San Francisco Examiner, died suddenly Feb. 8. He was gassed in the World War.

GEORGE DIETRICH, first pressman of the Buffalo (N. Y.) News, when it was established in 1880, died recently at his home in Buffalo.

DR. FRANKLIN C. GRAM, former city editor, Buffalo (N. Y.) Times, and more recently registrar of vital statistics of the Buffalo health department, died recently.

FRANCIS L. BALDWIN, 60, editor and publisher of the Escanaba (Mich.) Journal, a weekly newspaper, died suddenly while walking to his office.

THOMAS HEDGE, 49, of the Burlington

(Ia.) Gazette staff, died Feb. 11. He was taken to the hospital suffering from pneumonia and while delirious plunged through an open window and fell 25 feet. He was a veteran of the Spanish-American War.

GEORGE LANE MAURER, 33, vice president of the Charles W. Hoyt Company, Inc., advertising agency, died in New York, Feb. 18.

FREDERICK F. HOUGHTON, 66, proofreader, New York Telegram and Evening Mail, died at Delmar, N. Y., Feb. 18. He has been employed as a proofreader by the Evening Mail for 25 years and when that newspaper was consolidated with the Evening Telegram he retained his old position.

HAY STRAFFORD STEAD, 49, telegraph editor, Montreal Star, died Feb. 19, at Montreal General Hospital, after several months' illness.

NORMAN WALKER PENFIELD, 66, proprietor Pictorial News Company, New York, and former newspaper man, died Feb. 20 in Stamford, Conn.

BIG YEAR FOR INTERTYPE

Annual Report Shows \$966,190 Net Profits Made in 1923

Annual report of the Intertype Corporation for 1923 shows a net income of \$1,956,098 and net profits of \$966,190, after depreciation interest and other deductions.

"More machines, matrices and supplies were manufactured and shipped to customers during 1923 than in any previous year," H. R. Swartz, president of the company said in a statement to stockholders.

The general balance sheet on Dec. 31, 1923, shows net current and working assets of \$5,628,550, against net current liabilities of \$606,373. There was a general surplus of \$2,087,264.

Pearson Before Trade Commission

A. C. Pearson, publisher of the Dry Goods Economist, took the stand this week before the Federal Trade Commis-

sion, which is hearing testimony in New York in connection with an "unfair practice" complaint of alleged unfair practices in the photo-engraving industry. Hearings started February 18 and were still in progress when Editor & Publisher went to press. It is expected union leaders will be called next week.

Kwapil to New York Evening Post

Joseph F. Kwapil, librarian of the Philadelphia Public Ledger, came to New York this week to take charge of the library and files of the New York Evening Post. He will spend part of his time in New York and part in Philadelphia.

Offers to Fight Tuberculosis

Lord Atholstan, publisher of the Montreal (Quebec) Star has offered to provide \$500,000 to fight tuberculosis in Montreal if the Quebec government will "thoroughly clean up" the present tuberculosis situation.

OUR MEN

ARE TRAINED TO A DEGREE BEYOND WHICH IT WOULD BE DIFFICULT FOR ANY GROUP OF MECHANICS TO GO • A MAJORITY OF OUR MECHANICS HAVE BEEN WITH US FROM FIVE TO FIFTEEN YEARS • • SOME TWENTY • SOME TWENTY FIVE • AND QUITE A NUMBER THIRTY YEARS • • • THE GOSS PRINTING PRESS COMPANY • CHICAGO, ILL.



THEIR DAILY TASKS ARE SUCH AS TO DEVELOP THE HIGHEST DEGREE OF SKILL AND PRIDE IN THEIR CRAFTMANSHIP • THE HARMONIOUS CONDITIONS WHICH HAVE ALWAYS PREVAILED SERVE TO DRAW AND HOLD THE BEST MECHANICS IN THE COUNTRY

"Singularly Complete"

The New York Times is in my personal judgment America's greatest newspaper for the following reasons:

It has no comics, those inane and sad attempts at humor.

It prints the full text of almost all important documents and utterances of public men both here and abroad. It does not satisfy itself with mere excerpts or inadequate and partial summaries.

It covers in a singularly complete way all of the important news of the world and apportions its space usually on the basis of the intrinsic importance of the news. For example, during the last two or three years its Russian correspondent, Mr. Duranty, has given the most illuminating accounts of all phases of Russian developments.

In short, The New York Times is "file copy" for all those who wish to follow intelligently the news of the world.

James G. McDonald,
Chairman of the Foreign
Policy Association, Hotel
Astor, Saturday, Febru-
ary 2, 1924.

**The Herald-Post Company
of Louisville, Kentucky**

Announces

The Louisville Herald

Continued as a Morning Newspaper

The Louisville Post

Continued as an Evening Newspaper

The Sunday Herald-Post

A Combined Sunday Newspaper

Contract rate for each of the three papers
separately **9c**

Combination contract rate for the Louisville
Herald and the Louisville Post . . . **14c**

Combination contract rate for the Sunday
Herald-Post and the Louisville Post . . . **15c**

The rate on the two dailies

Based on 86,000

is $\frac{1}{6}$ of a cent per 1000 circulation, the lowest rate for any
Louisville Newspapers

Sunday Circulation 60,000

THE KELLY-SMITH COMPANY
NEW YORK CHICAGO

Has Been Appointed NATIONAL ADVERTISING REPRESENTATIVES.

WILEY AND VANDERBILT ON LONDON PROGRAM

New York Times Manager to Talk on American Newspaper Development—Pacific Coast Owner on Tabloid

Sr. Louis, Feb. 19.—Louis Wiley, business manager of the New York Times, and Cornelius Vanderbilt, Jr., of Los Angeles, Cal., president of Vanderbilt Newspapers, Inc., will be two of the principal speakers on the program of the convention of the Associated Advertising Clubs of the World, to be held in London, England, July 16-17, 1924. Announcement of the acceptances of Messrs. Wiley and Vanderbilt



LOUIS WILEY

was made in St. Louis by George M. Burbach, chairman of the program committee of the Newspaper Departmental, A. A. C. W.

Mr. Burbach, who is advertising manager of the St. Louis Post-Dispatch, said he is in correspondence with other distinguished representatives of American journalism, as well as prominent advertisers, who have been chosen to address the London meeting. British and other foreign representatives on the program will be chosen by the European committee and will include, it is understood, several titled personages.

"We desire to have as American representatives on this program outstanding

men, who will not only have a message to deliver, but who will be a credit to our country," Mr. Burbach said today. "Every man on the program must be an ace, for he will come up for comparison with distinguished British and French journalists and other public men who will speak.

"I want to say the London convention will be the greatest gathering of advertising men and those interested in advertising ever held in the world. Lord Burnham says it will be the greatest assembly of business men that has ever met in Great Britain.

"In every sense the convention will be international in its scope. Speakers of world-wide prominence from America, England, France and other parts of the continent will be on the programs of the general sessions and the departmentals.

"We hope, on account of the prominence of the speakers and the importance of their messages, to arrange for the publication of their addresses, so the world may preserve in permanent form the knowledge and experience thus recorded.



Washington corps gathers in Secretary's office to hear him read announcement that he will leave the Cabinet. Carter Field, New York Times correspondent at Mr. Denby's right, expresses disapproval of flashlight photographs by gently lowering his eyelids.

"It is estimated that more than 1,500 delegates, representing all branches of the newspaper industry, will attend the convention from the United States. In addition to the American contingent, delegates from all parts of the civilized world will be present.

"The trip affords an unusual occasion to combine business with pleasure. It is an opportunity to take on ocean voyage and see Europe under most favorable conditions, as the London committee has well under way a splendid program of social entertainment."

Mr. Burbach said the subjects had not been definitely assigned, but in view of Mr. Wiley's extensive and successful experience in all branches of newspaper making, he would probably be asked to speak upon the development of the American newspaper. Mr. Vanderbilt will discuss the tabloid or illustrated newspaper, its origin, growth and possibilities. Other subjects of interest to the entire industry will be handled by men who are at the head of their class.

Mr. Burbach's committee is planning to have an American advertiser who has made a big success in Europe tell how he did it, while an English advertiser who is "putting it over" in this country, will also speak.

Vanderbilt Appoints Ad Chief

F. J. Reilley, for the past 4 years assistant advertising manager of the San Francisco Examiner, has been appointed advertising manager of the San Francisco Illustrated Daily Herald, recently established by Vanderbilt Newspapers, Inc.

ADDRESSES WANTED

Letters addressed to the following names are being held at the office of EDITOR & PUBLISHER: Wallace Piper, F. J. Young, Regina Roth, Sam Little.



C. VANDERBILT, JR.

DENBY BREAKS THE NEWS TO THE NATION

Chicago Printers' Pay Raised

Agreement was reached last week between Chicago newspaper publishers and newspaper printers, increasing the latter's basic pay \$3 per week and reducing the work-week three hours. Hours are now 45 per week, with a scale of \$58.20 days and \$63 nights per week.

Honor for Hambidge

The Newspaper Club of New York will give a testimonial dinner early in April to Charles G. Hambidge, New York Times, who retires on May 1 from

the presidency of the club, which he has held since its organization two years ago. The dinner will be in recognition of Mr. Hambidge's share in developing an organization which now numbers more than 1,000 members.

Editor Killed by Son

J. M. McDowell, who was killed with his wife by their son Frank Feb. 20 at St. Petersburg, Fla., had been for 30 years a Georgia and Florida newspaper man, at one time owning the De Kalb (Ga.) New Era.

Radio Advertisers

will find Rhode Island a live, powerful buying market for Radio sets and accessories.

Much of the interest shown here is due to the support of Rhode Island's Great Newspapers, THE PROVIDENCE JOURNAL and THE EVENING BULLETIN, which publish live information and detailed programmes daily—and on Sundays a complete up-to-the-minute Radio section.

During January, these papers carried

78,693 Lines of Radio Advertising

—sufficient proof that Rhode Island people are interested in this absorbing subject.

Advertisers who place their selling messages in these newspapers will be assured of the interested attention of the Rhode Island reading public.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles



CLARENCE

By CRAWFORD YOUNG

The Chippewa Herald is the new paper this week.

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

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

Now Offering the Best

RADIO

Tabloid Magazine —and it won't cost you a cent

We selected the best weekly radio tabloid magazine in New York City,—the supplement issued by one of the great New York City newspapers.

Then we arranged with this newspaper to syndicate that magazine.

It is now available.

Complete proofs of the text contents of this magazine — six tabloid pages weekly — with mats of all illustrations, shipped once a week for publication Saturday or Sunday.

You can use this material either in a separate tabloid or as part of your regular newspaper.

This particular magazine added 30,000 to the Saturday circulation of the New York City paper publishing it and is bringing in pages of Radio advertising each week. Here's a feature that will *make money* for your newspaper.

The articles are written by the highest priced experts in America and are paid for at a figure many times the cost at which this material can be delivered to you. This material is the last word in authoritative, instructive and entertaining Radio Comment.

Don't delay in hooking up to this new source of newspaper revenue.

*Territories Now Closing
Wire for Samples and Rate*

Here's a feature that won't cost you a cent because, in addition to building and holding circulation, it will actually net you a profit from the increased advertising revenue.

**UNITED FEATURE
SYNDICATE**

A NEW YORK CORPORATION

One upstate N. Y. publisher writes: "This feature clinched the radio circulation we already had, added 5,000 more and gave us a profit on the whole proposition in increased advertising revenue. Why shouldn't we want it?"

NORRIS A. HUSE

General Manager

World Building

New York City

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XVII.—SAN JOSE—Where King Fruit Reigns

By HARRY R. DRUMMOND

ONE of the great drawbacks which, unfortunately cramps the style of statisticians along the Pacific Coast is the proximity of the Pacific Ocean.

Were it not for this great body of water the "immediate vicinity" of Pacific Coast cities might be widened considerably, and it is unfortunate that the matter of "trading territory" must be north, south and east, with no western area to rave over.

The perusal of dope furnished by civic bodies reminds one of the immortal quotations ascribed to the late lamented Charles A. Dana, who is reported to have said: "There are three kinds of lies; lies, damned lies and statistics."

This thought is brought forward after a more or less careful perusal of a couple of booklets furnished by the San Jose California Chamber of Commerce, and issued to give "A Brief Summary of the Industrial Situation in San Jose and Vicinity."

The "vicinity" of San Jose, according to these booklets, extends no further north than the Canadian line; no further south than the Mexican line, and no further east than Pittsburgh, Pa., and we wonder why the compiler did not include New York, Newark and Jersey City.

These booklets list lumber, oil, silver, gold, oranges, raisins, wheat and various other natural resources contained within the United States, and having no more to do with San Jose than with Lima, O., or Providence, R. I.

In comparing distances between San Jose and "The Great Foreign Markets" with the distance between New York and the same great foreign markets, the "Great Foreign Markets" listed are Vladivostok, Shanghai, Hongkong, Manila, Batavia, Java and Sydney, Australia, all of which are closer to San Jose than they are to New York—but, through oversight, perhaps, no mention was made of Liverpool, London, Paris, Bremen or Havre—or, perhaps, by comparison they are only minor markets.

The writer, however, has no quarrel with reports of this kind for, if there was any degree of accuracy in them this series of letters home would have no value whatever, except, perhaps to "yes" the ravings of paid ravers who, whatever they receive in remuneration are overpaid for overplaying good things.

San Jose, like many other Pacific coast cities, strikes the tourist, commercial or otherwise, as being so good, so self-sustaining, and so altogether satisfactory as it really is, that it needs none of this bunk and bombast to put it over.

Situated 50 miles south of San Francisco in the very heart of the Santa Clara Valley, which begins some 30 miles south of San Francisco and extends 60 miles, and is 20 miles wide, San Jose is the largest city and metropolis of one of the richest valleys in the world, and is a city overrun with money.

In substantiation of this statement the banks of San Jose must go outside of their own territory to find investments for savings deposits, said savings deposits being far greater than the demand for money for local use.

The Santa Clara Valley is literally "full of prunes," shipping some 150,000,000 pounds of prunes annually.

The city of San Jose in the 1920 census mustered up 39,604 people, and local estimators in 1924 boost this figure to 67,000—shades of Charles A. Dana!

This heavy increase, however, may be explained by the statement made by the Chamber of Commerce. I quote—"Nearly half the total population of San Jose are native whites of native parentage. The addition of the native whites of foreign parentage brings this up to three-fourths of the total. Thus the entire foreign born population is only one-fourth of the total. The largest single foreign nationality represented is Italian, numbering

about one-third of the foreign born"—and Italians are famous for high birth rate.

There are approximately 12,000 dwellings in San Jose, and it is a race between 11,900 of them which is the prettiest. The bungalow order of architecture is, of course, the most popular.

Either the city authorities, or local pride, or some other well organized reason keeps these homes in splendid repair, and the city itself with its palm trees, spacious yards, beautiful lawns and artistic homes looks very pleasing and restful.

Being a rich, home city, San Jose is not much given over to excitement or high life, but rather is conservative and refined in its social activities.

This does not mean that it is a dead one, anything but!

Social life, however, is developed along home life lines. Home life, as envisioned by San Joseans, means social, life at home, entertaining and being entertained.

Distance, particularly in the Santa Clara Valley, is something of very small consequence, for there are lots of ideal roads, 11,842 good automobiles, pretty girls and gallant gentlemen, and "let's go over to Nellie's" may mean round the block or a spin of 20 miles—and who cares which!

One of the big annual affairs of San Jose, and one which gives a distinct thrill to one and all, is the Blossom Festival, held when millions of fruit-bearing trees are in bloom, furnishing a scene never to be forgotten.

Beauty lovers see this as a wonderfully pretty sight, and the more sordid humans see in it a prediction of a crop of ripened fruit which, in due time will be packed and shipped to the east where hungry hearts—no, hungry stomachs, will be waiting with open arms and open pocket-books to welcome the visitors from Santa Clara Valley.

While it is well, perhaps, to discount any statements regarding lumber, minerals or oils as enriching the Santa Clara Valley; while dairy products, hay, alfalfa and oranges are merely local, and consumed locally, it is safe to give strict attention to statements regarding prunes, apricots and many other things. For instance:

Santa Clara Valley annually produces

200 tons of almonds
10,000 tons of apples
25,000 tons of apricots
10,000 tons of cherries
40,000 tons of grapes
500 tons of olives
25,000 tons of peaches
35,000 tons of pears
3,700 tons of plums
60,000 tons of prunes
500 tons of walnuts
150,000 tons of sugar beets
500 tons of beans
150 tons of peas
10,000 tons of spinach
60,000 tons of tomatoes
2,500 tons of potatoes
2,500 tons of other vegetables

There are 40 canneries in Santa Clara County, and these 40 canneries pack and ship one-third of the entire canned fruit output of California.

To get an idea of the value of this product step into Park & Tilford's and price these canned goods in 1/12 dozen lots. Oh, Boy!

All of which is by way of saying that San Jose as it is is a pretty good place.

San Jose enjoys a very heavy and very profitable tourist business, and enjoys it profitably. A most excellent hotel, the Vendome, set in a wonderful yard of palm and other trees, extends charming hospitality and at the same time furnishes a smart social center for the elite of the city, and a perfectly legitimate and praiseworthy place for the fair residents of San Jose to vie with visitors in wearing smart clothes in a smart way.

In mentioning the retail part of San Jose, and in measuring it in terms of

blocks, one must explain that a block in San Jose is, as Abe Potash would put it—"Something else again, Mawruss."

A block is not a block unless intersecting streets meet, and many of them fail to meet, thus making blocks as long or longer than blocks in Salt Lake City.

First street for 3 blocks; Santa Clara street for 3 blocks and San Fernando street for 3 blocks—equaling some 20 New York City blocks—together with quite a number of intersecting streets form the downtown trading district of San Jose. The San Jose street cars run into and through Santa Clara, and the stranger must inquire which city one is in, or go ignorantly forward. Santa Clara has no shopping district, but buys in San Jose.

There are 85,000 people in the shopping district of San Jose, and darn few poor folks—remember that.

O. A. Hale & Co. is the big department store of San Jose, and the classiest. Hart's is big, too, but catering more to the cheaper trade. Together they do some \$3,500,000 annually, and the retail turnover for the entire city is somewhere between \$19,000,000 and \$20,000,000.

There are a number of smart specialty shops, and San Jose is a well dressed city, good taste for the most part, conservative but smart, if you know what I mean.

Industrially the city proper has some 73 purely industrial concerns, representing an investment of \$21,891,980; employing 3,717 people and having a payroll of \$3,580,000, with an output valued at \$25,255,000. In the county the gross annual manufacturing business runs to \$50,000,000, with an employees list of 17,000 people and a payroll of \$10,517,000.

With these facts, divorced from and uncontaminated by local pride, it is not hard to see that San Jose as it stands, unadorned by any extra trimmings, is a market worthy of friendly interest on the part of any manufacturer who wishes to further extend the scope of his activities, and as such is hereby commended to the careful consideration of such.

TRUTH WEEK OBSERVED

A.A.C.W. Members Respond to S. T. Leaming's Idea

TRUTH went into the upper case this week, in honor of George Washington, and at the suggestion of the Associated Advertising Clubs of the World, which urged that during the week special attention should be paid to its slogan, "Truth-in-Advertising."

Several weeks ago, Earle Pearson, director, of the Educational department, A. A. C. W., sent out to affiliated clubs a suggested program for "Truth Week" celebration, and this week, he told **EDITOR & PUBLISHER**, there was widespread response, and observances were held in many sections of the country.

"Silas T. Leaming, manager of the Better Business Bureau of Providence, R. I., is the originator of the Truth Week idea," Pearson explained.

"When Mr. Leaming was manager of the Better Business Bureau of Richmond, Va., two or three years ago, he conducted a local Truth Week at Richmond with considerable success, and later, when he became manager of the Better Business Bureau of Providence, the Providence bureau carried on a more elaborate plan for Truth Week in co-operation with the Town Criers of Rhode Island, the public schools, churches, newspapers, and various other organizations in the city.

"The week was so successful the Town Criers of Rhode Island recommended to the executive committee of the Associated Advertising Clubs at their meeting in Atlantic City in June that the idea of Truth Week be carried out by all of the clubs and Better Business Bureaus throughout the association. The suggestion met with the hearty approval of the executive committee and thus became an official activity of the association."

Rate per line per million circulation of U. S. daily newspapers—morning and evening combined—was \$3.09, Jan. 1, 1924.

OREGON EDITORS SCORE P.O. CIRCULATION LAW

Call Present Statute "Ridiculous" Because No Penalty Provided for False Statements—McDaniel President

The present law covering post office statements of ownership and circulation of daily newspapers came in for an attack by the Oregon Newspaper Conference at its sixth annual session held in Eugene, Ore., Feb. 15 and 16, under the auspices of the University of Oregon.

The editors believe that the statement is worthless because no penalty is provided for falsifying the circulation figures and speakers expressed the opinion that this is frequently done.

Lee Drake of the Astoria Budget declared that the requirement for a circulation statement is ridiculous when no steps are taken to require publishers to give reliable figures. The conference voted to urge upon Congress the necessity of providing such a penalty, just as a misstatement of ownership is already penalized.

The Conference elected as president Edgar McDaniel of the Coos Bay Herald, with Dean Eric Allen of the University chairman of the program committee, and Professor George Turnbull as secretary.

A discussion of the press agent evil was another high light in the conference. G. Lansing Hurd of the Corvallis Gazette-Times contended that small dailies find it hard to reject press agent stories brought to them by advertisers in view of the practice of metropolitan papers to use such articles, particularly in the automobile section.

A group of Portland editors, led by Edgar B. Piper of the Oregonian, replied that the position of city newspapers on press agent material is much misunderstood and that such articles are handled strictly on a news basis, even in the automobile section.

Favorable consideration was given to a plan to gain more foreign advertising for the Oregon dailies outside Portland. It was decided to have W. F. G. Thacher of the Oregon journalism faculty work out an advertising service program for the newspapers and then endeavor to increase the amount of foreign space. Details of the project were turned over to the State Editorial Association.

In consideration of the help given the State press by the University of Oregon in fathering the annual conferences the organization voted to carry on a State-wide crusade for the gift campaign of the University.

DENVER WANTS A.A.C.W. MEET

1925 International Convention Discussed at 11th District Gathering

Ernestly advocating that Better Business Bureaus be founded in Denver and in Colorado Springs and expressing desire that the next international convention of advertising men be held in the Rocky Mountain region with its wealth of entertainment facilities and central location between the Atlantic and Pacific coasts, Carl Hunt, general manager of the Associated Advertising Clubs of the World brought the annual convention of the Eleventh District to a close Feb. 12.

The last morning session, devoted to retail advertising, was featured by the address of John Rice, advertising manager, Joslin Dry Goods Company, Denver, who called attention to the fact that unless the fast ebbing confidence in advertising is restored, the future of advertising is threatened. He placed the blame on the habit of over-emphasis, and said:

"Perhaps the effort after volume has caused us to lose sight of some of the essentials of advertising. Advertising today is news, as much as it ever was, but in our tendency to hip burrah, the valuable essential of news has been lost sight of."

"Shouting in advertising is usually a futile attempt to be emphatic. The simpler the wording, the greater the possibility to use words in their real meaning without recourse to superlatives."

San Jose, Calif.

**A City of 50,000 with a Trading Territory of
100,000 People—The Metropolis of
The Santa Clara Valley**

Where 1/3 of the entire fruit pack of California comes from

San Jose, fifty-one miles south of San Francisco—the market for 150,000,000 pounds of prunes annually; headquarters for farmers who market \$50,000,000 worth of produce each year, is a city of distinctive personality.

A Tourist Resort

An Agricultural Headquarters

A College City of Parts

Leland Stanford Jr. University

College of the Pacific

University of Santa Clara

State Normal School

All in the immediate vicinity of San Jose

12,000 Homes in the City—28,000 Homes in the County

11,842 Automobiles in San Jose

San Jose Mercury Herald

Member A. B. C.

Circulation, Daily 16,020. Sunday, 16,820

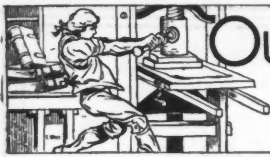
Delivered by carrier every morning in the year into every English speaking home in Santa Clara County.

The San Jose Mercury Herald reaches these people with local news, holds undisputed predominance in a city and county rich in natural resources, money, culture and health—a city of beautiful homes, pretty progressive stores and refinement.

H. D. La Coste
45 West 34th St.
New York

La Coste & Maxwell
R. Heath Davis
Marquette Building
Chicago

M. C. Mogensen & Co.
San Francisco
Los Angeles
Seattle



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A COPY of "Seeing the Sun" by Henry Edward Warner has just reached my desk. Briefly, the booklet is a description of the making of a newspaper as illustrated in the publication of the Sun, the Evening Sun and the Sunday Sun. The Suns of Baltimore have always been unusually courteous to visitors—especially to the students and teachers of the public schools. A systematic visitation was begun by the latter in November, 1922. Later, other organizations wanted to see how the wheels go around in a newspaper office. The result was the establishment, by the Abell Company, of a special department called "Seeing the Sun."

The booklet is remarkable for its clearness. Mr. Warner is to be congratulated upon the way in which he has interpreted the editing and making of a newspaper to the lay reader. He has written something that every visitor will want to preserve as a permanent record of the trip through the Sun's plant. Other newspapers might well follow the example set by the Sun, and publish similar booklets. A perusal of such a booklet convinces the reader that a newspaper is something more than a mere printed sheet: that it is an institution designed to be of public service to the community.

"THE Stolen Story" by Jesse Lynch Williams (Charles Scribner's Sons) has probably been quoted more frequently than any other tale about newspaper life. Mr. Williams has again hit the bull's eye with "Not Wanted" (Charles Scribner's Sons). The wonderful success of this tale so far as sales are concerned, shows that the American reading public is not so much interested in sex stuff as it is in genuine affection of a father toward his son. Some of the contributing incidents in "Not Wanted" deal with printer's ink, and therefore, should appeal to reporters.

WASHINGTON'S farewell address was not delivered before Congress, but it was given to the nation through publication in Claypoole's Daily Advertiser of Philadelphia. Claypoole kept the original manuscript. It is now in the possession of the New York Public Library.

THE Christian Science Monitor for Feb. 14, contains a resume of the speech delivered at Edinburgh University by Dr. George Kitehin on "The Press as a Means to International Solidarity." According to Dr. Kitehin, English newspapers are just "trade and family circulars with a little well directed snippet of news, doped and dodged." Of criticism of the press, there seems to be enough and to spare in all countries.

EDITORS' of house organs and employees' magazines find their special needs discussed in Direct Reflections, a monthly publication edited by Robert E. Ramsay, and issued by J. F. Newcomb Company, 229 West 28th street, New York City.

AT a time when so much matter comes to the editor's desk, warning should be given lest the Government pamphlet, "Printing and Publishing and Allied Industries," finds its way into the waste basket. Frankly, this pamphlet is dull reading, but with its statistical tables, it has boiled the news down so that important facts may be obtained at a glance.

Of the numerous tables tabulated in the pamphlet, those dealing directly with newspapers and periodicals start on page 23. Figures are given for 1914, 1919 and 1921, with columns for the percentage of

increase or decrease. While there has been a very material decrease in the number of newspapers, the circulation figures show a remarkable increase in the number of papers printed. Quotations from the pamphlet are not necessary, as a copy may be obtained from the Government Printing Office at Washington.

A. W. HOFFMAN of the Freeman of Kingston, New York, has published an interesting circular about the issue of The Ulster County Gazette for Jan. 4, 1800. This issue of The Gazette has probably been reprinted more frequently than any other issue of an American newspaper. The reason may be found in the excellent report of the death of George Washington. The original was interesting from a typographical point of view because the column rules had been inverted to give the appearance of mourning.

One frequently sees reference to this issue. Such notices, however, are usually printed under the impression that the copy in question is genuine and not a reprint. Only a few copies of the original are known. The circular mentions specifically one original which was for many years on display in the Eden Musee, long located on Twenty-third street, New York City.

The Freeman has to answer on the average of 150 letters a year about this issue of The Ulster County Gazette—a fact which explains why the circular has been printed. At the time of the Centennial Exposition in Philadelphia in 1876, a New York printer made a facsimile edition of more than a million copies. Visitors bought them at five cents apiece to take back home. Consequently, there is usually considerable truth in the assertion of individuals that the paper has been in the family for a good many years. Just what would be the value in dollars and cents of an original copy is somewhat problematical. Only an auction sale could settle the matter.

IN "A Brief Survey of Printing History and Practice" by Stanley Morrison and Holbrook Jackson (Alfred A. Knopf), one finds an elaboration of an earlier contribution on the same subject in the columns of The Manchester Guardian. The subject matter of this book is not so open to criticism as the mode of treatment. Because the authors jump so easily from one phase of the subject to another, the reader is not always quite sure where he is being led.

If the survey has any general theme it is the relation between handwriting and printing. On this subject, the authors seemed to be most at home. The book does, however, treat of the more important personages in the history of printing. What it says about names of types is well worth reading. Its glossary of printing terms is rather jejune. Its chief value will be to the printers of books rather than to the printers of newspapers.

ELMER DAVIS, for many years an editorial writer on the New York Times, publishes in the February number of "Our World," a piece of copy of more than passing interest to newspaper people. The title of the article is sufficiently descriptive, "Through the Looking-Glass at Washington."

HARPER & BROTHERS announce for Spring publication a book on advertising copy by George Burton Hotchkiss, chairman of the courses in advertising at New York University. Those who have seen the manuscript say that it is one of the best things Professor Hotchkiss has yet done.

Bank Deposits in INDIANA

Nearly Seven Hundred Million

Bank deposits in Indiana total \$673,617,000 and the average per capita savings is \$229.87.

The population of Indiana is 2,930,390, ranking it eleventh in the United States.

In manufacturing, Indiana ranks ninth. The growth has been largely dependent upon natural resources, consisting of an abundant supply of timber, important agricultural products and a large output of petroleum and natural gas. Its geographical location and excellent transportation facilities have also been responsible for making Indiana one of the nation's manufacturing centers.

Indiana, as a state, presents many attractive points worthy of consideration on the part of National Advertisers.

These daily newspapers exert a community influence valuable to any manufacturer who wants to intensively cultivate an exceptional territory.

	Circulation	Rate for 5,000 lines
††Decatur Democrat (E)	3,186	.025
**Evansville Courier and Journal (M)	26,872	38,274 .08
(E)	11,402	
**Evansville Courier and Journal (S)	33,443	.08
**Fort Wayne Journal-Gazette (M)	26,812	.07
**Fort Wayne Journal-Gazette (S)	32,729	.07
**Fort Wayne News-Sentinel (E)	39,165	.09
**Gary Evening Post-Tribune (E)	11,292	.05
**Indianapolis News (E)	127,361	.23
**Lafayette Journal & Courier (M)	7,415	19,975 .06
(E)	12,360	
††La Porte Herald (E)	4,124	.025
**Newcastle Courier (E)	4,474	.025
**South Bend News-Times (M)	9,676	21,663 .06
(E)	11,987	
**South Bend News-Times (S)	19,776	.06
**South Bend Tribune (S)	19,107	.06
**Terre Haute Tribune (E&S)	24,084	.06

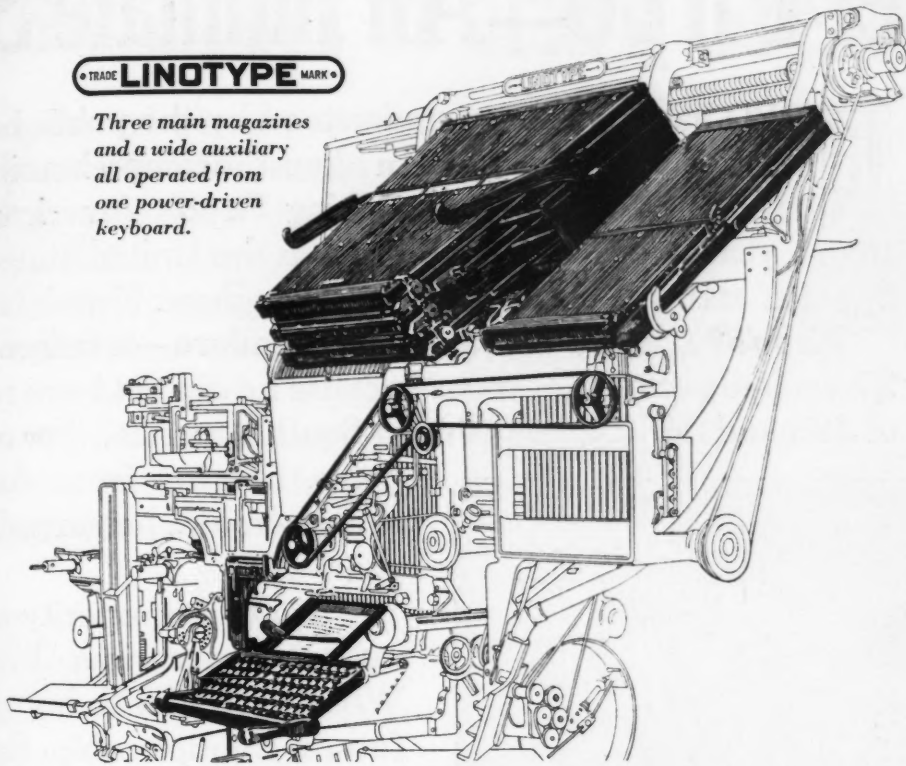
**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION

TRADE **LINOTYPE** MARK

Three main magazines and a wide auxiliary all operated from one power-driven keyboard.



**A Single Keyboard
for Main and Auxiliary Magazines**

To build a Linotype that will do more kinds of work and do more of it in a day.

Linotype engineers solved this problem by increasing the size of the auxiliary magazine and controlling it from the same power-driven keyboard that operates the main magazines.

The prosperity of the Linotype depends inseparably on the prosperity of its users. The Linotype Company has no use for "improvements" that are only for the purpose of selling more machines. It seeks every improvement that will pay the user.



Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

Some of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:

- The Circulating Matrix
- The Slug (Complete line of Type)
- The Spaceband
- The Power-Driven Keyboard
- The Two-Letter Matrix
- The Quick Change Magazine
- The Auxiliary Magazine
- The Split Magazine
- The Front Removal of Magazines
- The Multiple Magazine Machine
- The Seventy-two Channel Magazine
- The Display Machine
- The Text-and-Display Machine
- The Multiple Distributor
- The Two-Pitch Distributor Screw
- The Universal Mold
- The Four-Mold Disk
- The Recessed Mold
- The Automatic Font Distinguisher
- The Universal Knife Block
- The Universal Ejector
- The Sorts Stacker and Multiple Sorts Stacker
- The Forty-two-Pica Measure Machine (1897)
- Linotype Typography
- AND
- The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Luis Angel Firpo—An Intimate Story



FIRPO has never been understood by the public because his acts are so peculiar as to seem almost incomprehensible. Although he has written twenty-five articles describing Firpo's American experiences in more than a year and traveled with him in the United States, in Mexico and Spanish and was correspondent throughout Firpo's tour for a South American newspaper.

Firpo's early life was a complete failure—a failure which he has never forgiven himself for. He once walked across the Andes because he did not have railroad tickets worth of \$65 and the championship of South America. For months he has

been waiting to get a hearing from American promoters. When he smiled on him he earned more than \$10,000 a year.

How has prosperity affected him? How has he made a precarious living selling his services? What effect will his peculiar life have on his future championship fights?

Firpo is returning to the United States in March to try again for the heavyweight championship. Publication of this series of articles will tell you of this man who will command the attention of several pages for many months to come. The publication of several of the photographs have never

*A mi amigo Sr. Alfredo Mayer con amor y gratias
Luis Firpo
New York
5-5-23*

**TELEGRAPH FOR AN OPTIMUM
BE FORWARDED IMMEDIATELY
BEGINS MARCH**

William E. Yelverton
Managing Director

Current News

Incorporated

of the Sport World's Greatest Paradox

actions in and out of the ring
ed Mayer, author of a series of
ences, lived with Firpo for more
Mexico and in Cuba. Mayer speaks
South American newspaper.
sisted until Firpo at the age of
are in order to fight for a purse
the United States he could not
promoters, but when fortune
an \$400,000 in less than one

the man who for several years
selling knickknacks to children?
training methods have upon

United States the latter part of
weight world's championship.
les will create an understanding
a great deal of space on sport
The articles are illustrated and
never been published.



OPTION. COPY WILL
IMMEDIATELY. SERIES
MARCH 10

ews Features

Incorporated

Evening Star Building
Washington, D. C.

NEWSPAPER LINEAGE IN 1923—TOTAL, DISPLAY, AND CLASSIFIED

Table with columns: City, Newspaper, TOTAL LINEAGE, DISPLAY (National, Local, Classified), and City, Newspaper, TOTAL LINEAGE, DISPLAY (National, Local, Classified). Lists various newspapers across different cities with their respective lineages and display statistics.

(Continued on page 30)

Advertisement for 'The Columbus Dispatch' featuring the slogan 'FIRST IN OHIO' and 'OHIO'S GREATEST HOME DAILY'. It highlights 1,612,702 lines of advertising and mentions the paper's long history and circulation in Central Ohio.

(Meaning of Key Letters on Page 41)

The unequalled combination of leadership in diversified industry and in value of dairy products has given the 3,000,000 people in Wisconsin and upper Michigan, the most stable prosperity of any market in America.

What Are You Going To Do About It?

¶ You have realized the necessity for eliminating guess-work from 1924 sales and advertising plans.

¶ You have determined to concentrate on the markets where satisfactory results are certain.

¶ You know that the Milwaukee-Wisconsin market is perhaps the most desirable in America for 1924 sales effort because of its rare combination of stability and prosperity.

¶ Your advertising cost will be lower here because you can concentrate in *one* newspaper at *one low rate*—and cover the market effectively.

¶ Your selling expense should be less in Milwaukee because The Journal's thorough, concentrated coverage will make your advertising far more productive than in average markets.

¶ You have complete advertising service from which to choose—ROTO, Black and White, or Color—whichever suits your needs best.

¶ Your sales possibilities in this market will be presented in a dependable survey—on your request. Write or wire today.

—Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee JOURNAL
FIRST—by Merit

—the choice of four out of five newspaper readers in Greater Milwaukee.

LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 28)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Buffalo	News (f)	13,967,880	2,585,713	7,984,754	3,397,413
Boston	Globe (h)	13,858,740			
Portland	Oregonian (b)			4,105,270	3,167,514
	Sunday (i)			2,252,184	1,732,934
Cincinnati	Total (a)	13,782,073		6,357,454	4,900,448
	Times-Star (f)	13,624,093	2,300,137	9,410,002	1,913,954
Atlanta	Journal (f)	9,599,092	1,815,660	6,255,914	1,526,518
	Sunday ed. (i)	3,859,282	753,312	2,322,156	793,814
Grand Rapids	Total (k)	13,458,374	2,568,972	8,578,070	2,320,332
	Press (f)	13,432,706	2,080,386	9,589,874	1,762,446
New York	American (b)	5,094,948	1,221,542	2,548,916	1,314,490
	Sunday ed. (i)	8,225,410	2,532,304	5,278,038	415,068
Cleveland	Total (a)	13,310,358	3,753,846	7,826,954	1,729,558
	News (f)	10,133,466	1,567,916	7,633,360	932,190
Sacramento	News-Leader (i)	3,147,400	623,900	2,106,172	417,328
	Total (k)	13,280,866	2,191,816	9,739,532	1,349,518
Flint	Bee (f)	13,259,694	1,442,056	9,470,846	2,346,792
	Journal (f)	11,398,982	1,432,270	8,653,694	1,313,018
Scranton	Sunday ed. (i)	1,773,898	79,800	1,518,720	175,378
	Total (k)	13,172,880	1,512,070	10,172,414	1,488,396
Houston	Times (f)	13,100,360	2,001,356	10,255,035	843,969
	Chronicle (k)	13,099,604	2,492,154	7,878,626	2,728,824
St. Louis	Globe-Democrat (b)	8,482,545	2,422,041	4,184,568	1,875,936
	Sunday ed. (i)	4,596,393	837,795	2,254,977	1,503,621
New York	Every morning (a)	13,078,938	3,259,836	6,439,545	3,389,557
	Journal (f)	13,011,766	2,241,048	10,458,200	312,518
Seattle	Times (f)	9,035,306	1,656,312	5,360,054	2,018,940
	Sunday ed. (i)	4,001,802	469,574	2,086,266	1,445,962
Springfield	Total (k)	13,037,108	2,125,886	7,446,320	3,464,902
	Republican (a)	6,653,990	1,705,704	3,386,838	1,561,448
Akron	News (f)	6,343,960	1,193,304	3,816,876	1,333,780
	Total (h)	12,997,950	2,899,008	7,203,714	2,895,228
Reading	Beacon-Journal (f)	12,897,234	1,577,366	8,925,000	2,394,868
	Eagle (k)	12,730,682	2,172,688	9,501,960	1,056,034
Indianapolis	Star (b)	7,172,490	1,387,821	3,536,814	2,247,855
	Sunday ed. (i)	5,347,392	1,083,831	3,197,151	1,066,410
Youngstown	Every morning (a)	12,519,882	2,471,652	6,733,965	3,314,265
	Vindicator (f)	9,991,951	1,317,799	7,354,647	1,317,505
Roanoke	Sunday ed. (i)	2,402,817	152,600	1,808,201	442,016
	Total (k)	12,394,768	1,470,399	9,162,848	1,759,421
Wilkes-Barre	Times (b)	3,385,706	1,026,830	2,549,246	259,630
	Sunday ed. (i)	2,599,464	158,382	2,257,626	183,456
Dallas	Every morning (a)	5,985,170	1,185,212	4,806,872	443,086
	World-News (f)	6,366,038	1,102,906	4,689,104	574,028
Hartford	Total (h)	12,351,208	2,288,118	9,495,976	1,017,114
	Times-Leader (f)	12,251,204	1,299,564	10,383,324	568,316
Rochester	News (b)	6,970,680	1,699,553	3,410,029	1,861,098
	Sunday ed. (i)	5,258,758	777,897	3,328,195	1,152,666
Chicago	Total morning (a)	12,229,438	2,477,450	6,738,224	3,013,764
	Journal (f)	5,597,690	651,754	3,082,861	1,863,075
San Diego	Times (f)	12,139,863	2,116,591	9,109,623	913,649
	Times-Union (f)	12,067,314	1,677,970	7,963,116	1,026,228
San Francisco	Herald-Examiner (b)	6,264,555	1,355,424	3,217,740	1,691,391
	Sunday ed. (i)	5,789,451	1,531,416	3,714,444	543,591
Trenton	Every morning (a)	12,054,006	2,886,840	6,932,184	2,234,982
	Union (f)	6,695,052	982,996	4,046,182	1,665,874
Boston	Total (a)	5,316,920	880,460	3,722,642	713,818
	Tribune (f)	12,011,972	1,863,456	7,768,824	2,379,692
Omaha	News (h)	11,941,440	1,623,748	9,303,322	1,014,370
	Herald (b)	8,429,450	3,217,308	4,125,265	1,086,877
Richmond	Sunday ed. (i)	3,556,095	954,436	1,483,582	1,118,077
	Total (a)	11,985,545	4,171,744	5,608,847	2,204,954
New York	Times (f)	9,141,800	1,516,872	6,127,141	1,358,949
	Sunday ed. (i)	2,642,165	221,349	2,037,605	378,291
San Jose	Total (k)	11,783,965	1,738,221	8,164,746	1,737,240
	Mercury-Herald (b)	11,764,592	1,450,162	8,774,318	1,540,112
Peoria	News (f)	9,945,564	1,360,845	6,386,654	2,198,065
	Sunday ev'g. (j)	1,788,566	119,378	1,339,588	329,600
San Francisco	Total (l)	11,734,130	1,480,223	7,726,242	2,527,665
	(Note—Sunday edition discontinued October 1, 1923.)				
San Francisco	Star (f)	8,937,163	1,261,483	5,249,469	2,426,211
	Sunday ed. (i)	2,509,931	237,214	1,970,110	383,607
San Francisco	Total (k)	11,528,094	1,498,697	7,219,579	2,809,818
	Chronicle (a)	11,473,622	1,793,498	6,583,248	3,096,876
Omaha	World-Herald (g)	7,687,778	1,567,489	4,371,927	1,748,362
	Sunday ed. (i)	3,667,034	476,686	2,135,945	1,054,403
Utica	Total (h)	11,354,812	2,044,175	6,507,872	2,802,765
	Observer-Dispatch (f)	9,577,200	1,385,025	7,516,885	675,290
Miami	Sunday ed. (i)	1,778,378	117,082	1,549,688	111,608
	Total (k)	11,355,578	1,502,107	9,066,573	786,898
New Haven	Herald (a)	11,335,290	1,355,843	8,120,688	1,858,759
	Register (f)	8,575,643	1,959,615	5,165,929	1,450,099
Hartford	Sunday ed. (i)	2,756,338	486,914	1,934,495	334,929
	Total (k)	11,331,981	2,446,529	7,100,424	1,785,028
New York	Courant (a)	11,152,960	1,889,897	7,949,199	1,315,864
	Herald (b)	6,610,922	1,295,128	4,325,042	990,752
Richmond	Sunday ed. (i)	4,456,288	1,076,574	2,850,802	598,912
	Total (a)	11,067,210	2,371,702	6,205,844	1,589,664
Richmond	News-Leader (f)	11,010,412	1,885,926	7,529,004	1,595,482

(Meaning of Key Letters on Page 41)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Detroit	Times (f)	8,289,117	1,077,567	6,475,170	778,552
	Sunday ed. (i)	2,674,909	583,967	1,534,145	1,534,145
	Total (k)	10,964,026	1,661,534	8,009,315	1,282,697
New Orleans	Item (f)	7,351,136	1,063,176	5,451,626	1,282,697
	Sunday ed. (i)	3,589,575	284,369	2,725,681	583,575
	Total (k)	10,940,711	1,347,545	8,177,307	1,416,272
Beaumont	Enterprise (a)	6,390,293	1,417,479	4,105,808	1,416,272
	Journal (f)	4,472,562	798,735	2,922,985	1,416,272
	Total (h)	10,862,865	2,216,214	7,028,793	1,619,544
Tampa	Tribune (a)	10,805,704	1,747,970	7,045,948	1,619,544
Binghamton	Press (f)	10,691,599	1,609,539	7,481,496	2,018,940
New York	Sun and Globe (f)	10,669,292	2,368,588	8,264,322	1,619,544
Chicago	American (f)	10,544,658	1,963,647	7,590,601	1,619,544
South Bend	Tribune (k)	10,480,383	1,570,596	7,342,906	989,544
Altoona	Mirror (f)	10,410,533	1,129,107	8,145,620	1,519,544
Spokane	Chronicle (f)	10,365,751	1,230,631	7,355,681	1,770,544
Buffalo	Times (k)	10,333,554	1,536,584	8,796,697	1,770,544
Buffalo	Courier (b)	3,814,962	752,236	2,273,679	770,544
	Sunday ed. (i)	4,644,534	968,571	2,641,105	770,544
	Every morning (a)	7,779,496	1,720,807	4,914,784	770,544
Enquirer (f)	2,522,487	513,231	1,233,352	770,544	
	Total (h)	10,302,983	2,234,038	6,148,136	1,919,544

(Continued on page 32)

New Ludlow Century Expanded

(No. 5-E)

COMMONER Debates Issue

THINK RIGHT You Cannot Fail

DIFFICULT TASK Easily Overcome By

ART IN DECORATION Carefully Planned Style

MEN WHO HAVE TRAVELED Relate Stories of Adventure and

SUCCESS IN THE WORLD DEPENDS Upon How You Accepted Opportunities

Ludlow Typograph Company

2032 Clybourn Avenue

San Francisco: Hearst Bldg.

CHICAGO

New York: World Bldg.

3rd consecutive year

WORLD ADVERTISING LEADERSHIP

1921
26,987,478
Agate Lines

1922
26,795,244
Agate Lines

1923
29,520,848
Agate Lines

1923 Honor Roll

-The newspapers carrying the most advertising in their respective cities for 1923, with volume in agate lines*

LOS ANGELES TIMES	29,520,841
Detroit News	29,067,696
Chicago Tribune	28,041,477
Pittsburgh Press	24,273,004
New York Times	24,101,226
Washington Star	23,846,758
Baltimore Sun	23,530,006
St. Louis Post Dispatch	22,516,760
Columbus Dispatch	21,242,341
Cleveland Plain Dealer	19,211,640
Milwaukee Journal	18,354,313
San Francisco Examiner	18,201,255
Oakland Tribune	16,507,470
New Orleans Times Picayune	16,341,282
Dayton News	15,807,232
Long Beach Telegram	14,778,456
Toledo Blade	14,330,119
Dallas Times Herald	14,257,801
Portland Oregonian	13,782,076
Boston Globe	13,682,102
Cincinnati Times Star	13,624,373
St. Paul Dispatch	13,259,232
Houston Chronicle	13,038,228
Seattle Times	13,037,108
Des Moines Register Tribune	12,627,874
Omaha World Herald	11,998,904
Louisville Courier-Journal	10,599,696

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

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.
Chicago Office: 360 N. Michigan Ave. New York Office: 225 Fifth Ave.

The Garrison-Wagner
Printing Company, St.
Louis, Uses HOYT Type
Metals.



HOYT TYPE METAL

IT'S the careful attention to points that other manufacturers so often overlook which distinguishes the HOYT products as type metal of high inherent worth. Every pound is backed by an institution with a quality ideal, which has grown in fifty years to be one of the largest manufacturers of type metal in the country—HOYT Quality Type Metal gives the right start for producing quality printing:

- HOYT Faultless Linotype Metal
- HOYT AX Monotype Metal
- HOYT N.P. Stereotype Metal
- HOYT Standard Electrotype Metal
- HOYT Combination Linotype & Stereotype Metal

Let us send you a trial order—test it in your own shop—compare it with the metal you have been using. Address Dept. E.

HOYT METAL COMPANY
ST. LOUIS - CHICAGO - DETROIT - NEW YORK

To Advertising Men attending the London Convention

A trip to Europe on a Cunarder is like a restful, yet invigorating few days sojourn at a luxurious modern hotel. For four generations Cunard Liners have typified the highest development in ship building and the business of ship managing.

Whether you intend to travel to England alone—going at the time which is most convenient for you—or journey with your family, or with friends—you will find on Cunard Ships the unsurpassable—in comfort, luxury, cuisine—in efficient, experienced and obtrusive service.

The World's Fastest Passenger Service De Luxe

From New York to Southampton via Cherbourg
AQUITANIA MAURETANIA BERENGARIA

From New York--(Boston) to Liverpool via
Cobh (Queenstown) by new oil-burning
FRANCONIA, SAMARIA, LACONIA, SCYTHIA.
From New York direct to Glasgow via
Londonderry by new oil-burning CALIFORNIA,
TUSCANIA, CAMERONIA.

Also exceptionally well-equipped Cabin
Steamers TYRRHENIA, CARONIA, CARMANIA
at lower rates.

**CUNARD
and ANCHOR**
STEAMSHIP LINES

25 Broadway New York
or
Branches and Agencies



LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 30)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Fresno	Republican (a)	10,292,016	1,643,110	6,724,886	1,743,696
Houston	Post (b)	5,064,556	790,776	2,853,354	1,420,426
	Post (f)	1,947,386	255,038	1,675,296	17,052
	Sunday edition (i)	3,126,102	297,038	2,351,916	477,146
	Total (h)	10,138,044	1,332,852	6,879,566	1,914,620
Salt Lake City	Tribune (a)	10,105,074	2,012,724	*5,857,838	2,234,522
	*Local includes	138,586	Legal		
Elizabeth	Journal (f)	10,093,384	801,206	7,498,036	1,794,142
St. Paul	Pioneer Press (b)	6,951,952	2,079,994	3,278,632	1,591,326
	Sunday ed. (i)	3,176,222	642,446	1,746,766	787,010
	Total morning (a)	10,128,174	2,722,440	5,025,398	2,180,336
	Dispatch (f)	10,083,010	2,072,350	6,437,298	1,573,362
Columbus	Citizen (f)	10,065,328	1,213,604	7,126,252	1,741,124
Wheeling	News (f)	6,761,930	1,203,230	5,116,874	441,620
	Sunday ed. (i)	3,231,592	316,106	2,766,386	149,100
	Total (k)	9,993,522	1,519,336	7,883,260	590,720
Tulsa	World (a)	9,963,660	1,682,940	6,420,288	1,800,432
Norfolk	Ledger-Dispatch (f)	9,921,156	1,591,562	7,707,924	1,258,620
Davenport	Times (f)	9,888,844	1,299,970	7,601,328	987,536
Schenectady	Gazette (b)	9,849,182	1,374,422	6,878,767	1,184,548
Toledo	News-Bee (f)	9,829,994	1,115,086	6,796,878	1,918,610
Albany	Times-Union (f)	9,824,876	2,024,069	6,650,837	1,490,970
Little Rock	Arkansas Gazette (b)	6,331,934	1,547,560	3,863,580	920,776
	Sunday ed. (i)	3,403,988	583,296	2,471,980	348,712
	Every Morning (a)	9,735,922	1,931,856	6,345,560	1,269,516
Terre Haute	Tribune (k)	9,723,126	1,346,044	7,460,684	916,388
Utica	Press (b)	9,707,250	1,212,792	8,494,458	1,549,228
Knoxville	Sentinel (k)	9,650,067	1,456,728	6,844,110	1,349,228
Pawtucket	Times (f)	9,601,112	1,276,182	7,439,226	885,364
New York	Tribune (b)	6,066,634	532,980	4,116,148	300,744
	Sunday ed. (i)	3,523,766	986,582	2,403,616	124,300
	Total (a)	9,590,400	1,519,562	6,519,864	485,130
Kalamazoo	Gazette (f)	7,237,959	1,387,620	5,271,869	575,470
	Sunday ed. (i)	2,326,100	252,596	1,882,803	190,710
	Total (k)	9,564,059	1,639,216	7,154,672	766,180
Lansing	State Journal (f)	9,471,693	1,652,644	6,360,816	1,380,288
Seattle	Post-Intelligencer (b)	5,517,872	1,293,600	2,879,506	1,354,766
	Sunday ed. (i)	3,857,472	1,271,228	1,794,338	787,986
	Total (a)	9,375,344	2,564,828	4,673,844	2,142,752
Portsmouth, O.	Sun (a)	3,358,166	980,938	2,147,782	229,440
	Times (f)	6,002,374	828,002	4,853,380	320,982
	Total (h)	9,360,540	1,808,940	7,001,162	550,422
San Francisco	Call-Post (f)	9,330,166	1,705,358	6,301,633	1,323,175
San Diego	Sun (f)	9,279,112	957,944	6,707,192	1,613,976
Cincinnati	Post (f)	9,265,718	1,473,332	5,684,000	2,108,380
Phoenix	Republican (b)	7,122,512	1,133,776	4,036,662	1,835,330
	Sunday ed. (i)	2,133,642	248,514	1,498,028	387,100
	Total (a)	9,256,154	1,382,290	5,534,790	2,222,430
Camden	Courier (f)	9,200,422	1,049,524	6,965,826	1,185,672
Knoxville	Journal & Tribune (a)	9,118,713	1,106,825	6,394,764	1,617,124
Springfield, Ill.	State Journal (a)	8,998,696	1,364,608	5,845,602	1,788,468
	Includes 743,372 legal; 23,240 readers.				
Allentown	Call (b)	8,218,910	1,455,132	5,682,334	1,081,444
	Sunday ed. (i)	815,640	163,128	546,476	106,620
	Total (a)	9,034,550	1,618,260	6,228,810	1,188,064
Portage, Me.	Express (f)	6,975,206	1,692,432	5,282,774	901,066
	Sunday Tele-gram (i)	1,900,696	269,220	1,631,476	231,240
	Total (k)	8,875,902	1,961,652	6,914,250	1,132,304
St. Petersburg	Times (a)	8,854,516	8,281,146	1,167,790	1,167,790
New Orleans	States (k)	8,821,121	932,851	6,720,471	1,284,579
Nashville	Banner (k)	8,793,448	1,676,402	5,872,888	576,540
Greensboro	News (a)	8,763,384	1,482,376	6,704,460	1,220,530
Asheville	Citizen (a)	8,755,950	1,115,912	6,419,504	1,220,530
Memphis	News-Scimitar (f)	6,907,082	968,870	5,338,998	592,210
	Sunday ed. (i)	1,923,474	110,082	1,645,252	184,410
	Total (k)	8,830,556	1,078,952	7,084,250	787,350
Baltimore	American (b)	4,651,742	1,158,995	1,534,182	1,938,565
	Sunday ed. (i)	4,051,108	243,038	3,165,645	642,425
	Total (a)	8,702,850	1,402,033	4,699,827	2,600,990
Joliet	Herald-News (k)	8,630,720	933,982	6,498,982	995,616
Evansville	Press (f)	8,601,614	870,044	6,706,770	863,456
Charlotte, N. C.	News (k)	8,487,120	799,048	6,934,438	733,616
Wichita	Eagle (a)	8,484,518	1,549,040	4,615,342	2,331,010
Spartanburg	Herald (b)	3,276,728	850,444	2,251,550	174,734
	Sunday ed. (i)	1,437,562	147,252	1,214,514	75,730
	Total Morn. (a)	4,714,290	997,656	3,466,064	290,464
	Journal (f)	3,768,688	987,448	2,572,038	290,464
	Total (h)	8,482,978	1,985,104	6,038,102	470,928
Paterson	News (f)	8,424,859	909,598	7,042,990	472,210
Des Moines	Capital (f)	7,574,161	1,201,758	5,728,971	642,425
	Sunday ed. (i)	838,594	24,559	602,365	85,310
	Total (k)	8,412,755	1,226,317	6,331,336	853,725
Yakima	Herald (b)	2,610,944	480,074	1,941,436	189,410
	Sunday ed. (i)	1,228,900	223,174	884,030	121,210
	Total (a)	3,839,934	703,248	2,825,466	310,620
	Republic (f)	4,367,048	783,860	3,252,620	330,610
	Total (h)	8,206,982	1,487,108	6,078,086	641,230

(Continued on page 33)

LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 32)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Jackson, Mich.	Citizen-Patriot (f)	8,414,320	1,440,204	5,990,380	983,736
Richmond	Times-Dispatch (b)	4,343,920	790,594	2,414,398	1,138,928
	Sunday ed. (i)	4,043,620	406,784	2,857,932	778,904
	Total (k)	8,387,540	1,197,378	5,272,330	1,917,832
	Battle Creek	Enquirer-News (f)	7,001,384	1,047,856	4,735,626
Paterson	Sunday ed. (i)	1,350,720	141,106	930,692	278,922
	Total (k)	8,352,104	1,188,962	5,666,318	1,496,824
	Paterson	Press-Guardian (f)	6,650,661	955,362	4,960,914
Shreveport	Sunday ed. (i)	1,698,551	343,402	1,202,596	142,553
	Total (k)	8,349,212	1,298,764	6,163,510	876,938
	Shreveport	Times (b)	5,265,664	1,325,383	3,182,073
Paterson	Sunday ed. (i)	3,057,816	494,045	2,134,341	419,430
	Total (a)	8,323,580	1,819,428	5,316,414	1,187,638
	Paterson	Call (b)	8,240,039	962,727	6,601,130
Asbury Park	Sunday ed. (i)	8,224,873	639,044	6,716,779	869,050
	Total (k)	8,188,629	814,691	6,824,424	549,514
	Scranton	Republican (b)	8,102,555	1,528,881	5,497,641
Nashville	Sunday ed. (i)	8,067,808	1,120,504	5,297,824	1,649,480
	Total (h)	8,049,823	1,848,601	3,882,374	2,358,848
	Spokane	Spokesman-Review (a)	8,049,823	1,848,601	3,882,374
Erie	Sunday ed. (i)	5,471,942	473,771	4,291,974	706,197
	Total (k)	2,525,917	324,163	1,925,176	276,578
	Decatur	Review (f)	7,997,859	797,934	6,217,150
Decatur	Sunday ed. (i)	5,686,338	1,005,494	3,793,020	*887,824
	Total (k)	2,299,822	127,078	1,995,686	*177,058
	Total (k)	7,986,160	1,132,572	5,788,706	*1,064,882
*Classified includes legal and local notices, 94,766 daily, 6,986 Sunday.					
Mt. Vernon, N. Y.	Argus (f)	7,911,932	713,216	6,664,756	533,960
Huntington, W. Va.	Herald-Dispatch (a)	7,875,462	1,055,040	5,765,256	1,055,166
Joplin	Globe (b)	3,058,755	1,921,046	1,641,885	495,824
	Sunday ed. (i)	1,646,442	158,130	1,256,035	231,980
	Total Morn. (a)	4,705,197	1,079,176	2,897,920	727,804
Milwaukee	News-Herald (f)	3,117,375	889,584	1,625,142	603,050
	Total (h)	7,822,572	1,968,760	4,522,962	1,330,854
	Milwaukee	Wisconsin-News (f)	5,337,685	915,794	3,835,175
Niagara Falls, N. Y.	Sun-Telegram (i)	2,457,392	363,136	1,754,748	339,408
	Total (k)	7,795,077	1,278,930	5,589,923	926,124
	Niagara Falls, N. Y.	Gazette (f)	7,771,446	851,968	6,372,679
Terre Haute, Ind.	Star (a)	7,767,515	1,190,566	5,678,371	898,578
	Total (a)	7,761,750	694,150	5,312,400	1,755,200
	Aurora	Beacon-News (k)	7,755,146	1,005,494	5,518,940
St. Paul	Daily News (f)	6,234,970	1,004,584	4,382,574	847,812
	Sunday ed. (i)	1,493,464	100,422	1,028,832	364,210
	Total (k)	7,728,414	1,105,006	5,411,406	1,212,022
Birmingham	Age-Herald (a)	7,722,960	1,290,772	5,375,552	1,056,636
	Express (f)	7,649,964	1,091,678	5,617,542	940,744
	Jamesstown, N. Y.	Morning Post (b)	7,642,833	978,763	6,018,906
Boston	Transcript (f)	7,598,495	2,063,354	2,448,002	3,087,139
	Herald (a)	7,571,700	1,069,800	5,247,600	1,254,300
	Brooklyn	Standard-Union (f)	5,719,238	1,136,432	3,135,300
St. Louis	Sunday ed. (i)	1,762,072	251,502	1,375,772	1,521,212
	Total (k)	7,481,310	1,387,934	4,511,072	1,582,304
	St. Louis	Star (f)	7,362,381	1,009,080	5,153,763
Davenport	Democrat and Leader (f)	5,556,460	464,002	4,714,010	378,448
	Sunday ed. (i)	1,777,908	141,358	1,427,286	209,264
	Total (k)	7,334,368	605,360	6,141,296	587,712
Jersey City	Journal (f)	7,314,473	1,850,370	5,464,103	*
*Included in local display advertising.					
Springfield, Mo.	Leader (k)	7,203,910	1,211,644	4,987,864	1,004,402
	Star (b)	5,583,704	1,093,204	3,799,040	691,460
	Sunday ed. (i)	1,584,240	172,480	1,122,240	289,520
Lincoln, Neb.	Total (a)	7,167,944	1,265,684	4,921,280	980,980
	Star (f)	4,968,152	1,125,936	3,035,424	806,792
	Sunday ed. (i)	2,181,074	194,404	1,679,146	307,524
Greenville, S. C.	Total (k)	7,149,226	1,320,340	4,714,570	1,113,316
	News (a)	7,146,600	1,301,528	5,008,482	836,590
	Stamford, Ct.	Advocate (f)	7,144,914	1,138,116	4,949,182
Washington	Times (f)	7,122,484	*6,372,002		750,482
	Total display, national and local combined.				
	Passaic	News (f)	7,089,659	1,139,575	5,241,916
Tampa	Times (f)	*7,059,882	977,382	4,582,802	1,329,874
	Total (k)				
	Santa Ana	Register (f)	7,018,466	671,062	5,152,308
Jamestown, N. Y.	Journal (f)	7,060,634	503,428	5,797,640	367,178
	Total (k)				
	Chattanooga	Times (a)	6,824,501	1,204,961	4,701,214
Lexington	Leader (f)	4,665,860	860,440	3,452,260	363,160
	Sunday ed. (i)	2,143,064	181,510	1,844,150	117,404
	Total (k)	6,808,924	1,041,950	5,296,410	480,564
Muskegon	Chronicle (f)	6,780,270	1,154,797	5,228,902	396,571
	Journal (f)	6,763,831	1,383,761	4,609,450	866,630
	Omaha	Daily News (k)	6,738,452	1,506,771	4,352,397
Los Angeles	Record (f)	6,729,226	543,732	5,686,254	499,240

(Continued on page 34)

The Big Things in Motoring

WRITTEN IN A BIG WAY

That's what you are offered in the William Ullman and Frederick C. Russell special automotive articles now appearing in more than 100 of the country's better newspapers.

Nothing Quite Like Them

Now please don't turn aside from this advertisement with the thought that you already have a service like this, for there is nothing just like it.

We had to produce something bigger and better and "different" to win out against hard competition.

And we have won out—without capital, without experience in syndication—without everything except two typewriters, two heads full of safe and sane automotive ideas and the ability to write interestingly, sensibly and cleanly about everything pertaining to motoring.

We Appear in the Best

The Ullman and Russell articles appear in leading motor magazines and newspapers throughout the United States and Canada. You'll find us in Motor, Motor Life, Motor Land, New York Times, Brooklyn Eagle, Washington Star, Louisville Courier-Journal, Pittsburgh Press, Oakland Tribune, Philadelphia Record, Milwaukee Journal, Fort Worth Star-Telegram, Providence Journal, Cincinnati Enquirer, Spokane Spokesman-Review, Montreal Star and more than 100 other well-known newspapers.

We also appear in the automotive sections of a number of big newspapers that are too proud to notice us, too busy to buy, and too smart to overlook us when using their scissors.

Need a Lead Story?

If you feel that your automobile section needs a lead story each week that would do a big part toward getting and holding the attention of all classes of motorists—
If you feel the need of a lead story that would cause more motorists to read your auto section regularly—

If you are in need of a weekly article that would deal with the newest thoughts and trends in motoring in an interesting, informative and uncolored manner—

Then write to

THE ULLMAN FEATURE SERVICE

Home Life Bldg., Washington, D. C.

THE BIG THINGS IN MOTORING WRITTEN IN A BIG WAY

時事新報

1924

The Year Before Us

Promises business on an unprecedented scale for the American salesman in Japan. His products, always welcome in our country, have become imperative necessities for which our need is great and immediate.

Reconstruction of the unfortunate cities of Tokyo and Yokohama is proceeding rapidly, a fact which lends stability to business throughout Japan and encourages our people in their task of rebuilding all that was destroyed.

Japan was never a more eager customer than now. She requires immediately materials of every description for restoring her fire-ravaged cities, and has placed thus far only a small part of the orders which must be filled in foreign lands before her pressing needs are met.

American manufacturers, so well equipped to supply us, will forfeit the orders yet to come only by their failure to act at the present vital moment. They need only to offer their wares; Japan needs today what America has to sell.

There is one supremely effective method whereby American manufacturers introduce their products in Japan. The Jiji Shimpō, Tokyo's leading newspaper, carries the messages of its advertisers to the nation's wealthiest and most influential leaders and to that great class of progressive Japanese who are the first and most consistent users of Western things. The character of its circulation makes The Jiji Shimpō the foreign importer's most valuable assistant, his star salesman—the means by which he may talk every day with his best customers, wide-awake Japanese demanding the best America can produce.

In the American field The Jiji Shimpō is represented by the foreign organization of The Japan Advertiser. All the facilities of this organization and of our large staff in Japan are constantly at the service of American manufacturers and importers interested in the Japanese market.

American Headquarters:

JAPAN ADVERTISER SUITE

342 Madison Avenue

New York City

THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read The Jiji"

LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 33)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classification
			National	Local	
Harrisburg	Telegraph (f)	6,697,866	1,186,388	4,755,324	756,140
Bridgeport	Post (f)	6,696,328	1,418,687	4,412,003	865,610
	Sunday ed (i)	1,105,038	138,800	775,685	190,553
	Total (k)	7,801,366	1,557,487	5,187,688	1,046,163
	Telegram (b)	6,696,328	1,418,687	4,412,003	865,610
San Francisco	Daily News (f)	6,692,714	545,076	5,177,144	832,710
Wichita	Beacon (k)	6,657,742	926,184	4,564,700	1,166,858
Madison	Wisconsin State Journal (k)	6,652,086	1,212,868	4,149,614	1,185,522
Rochester, N. Y.	Herald (a)	6,640,237	467,894	4,924,668	1,247,675
Bloomington, Ill.	Pantagraph (b)	6,626,574	1,309,532	4,831,865	485,577
Chattanooga	News (f)	6,601,262	1,223,166	4,636,576	751,531
Cumberland, Md.	Times (f)	6,572,472	765,720	5,664,708	1,420,044
Schenectady	Union-Star (f)	6,554,590	877,249	4,872,626	804,712
Portland, Me.	Press-Herald (b)	6,551,831	957,216	4,960,410	634,380
Milwaukee	Sentinel (g)	4,357,132	1,108,317	2,689,117	559,940
	Sunday ed (i)	2,193,847	414,268	1,469,751	309,823
	Total (h)	6,550,979	1,522,585	4,158,868	869,763
Rockford	Morning Star (a)	6,529,598	778,456	4,560,540	1,190,602
Perth Amboy	News (f)	6,493,284	659,736	†5,201,644	†631,908
	†Local includes 424,340 lines Newark and 30,380 lines New York advertising				
	‡Classified included 149,362 lines legal advertising.				
East St. Louis	Journal (k)	6,456,826	739,528	5,250,814	466,480
Macon	Telegraph (b)	4,224,560			
	Sunday ed (i)	2,229,916			
	Total (a)	6,454,476	1,248,212	4,412,338	790,280
Wichita Falls	Times (k)	6,454,392	990,514	†5,463,878	
	†Includes classified advertising.				
Little Rock	Democrat (k)	6,453,034	843,556	4,756,486	852,900
New Bedford	Standard (f)	6,444,774	1,403,990	4,432,428	608,560
	Sunday ed (i)	1,714,846	176,582	1,416,590	121,670
	Total (k)	8,159,620	1,580,572	5,849,018	730,230
	Mercury (b)	6,444,774	1,403,990	4,432,428	608,560
Troy	Record (g)	6,439,405	1,471,001	4,310,269	658,115
Moline	Dispatch (f)	6,431,754	821,240	5,610,514	542,670
Fall River	Herald (f)	6,427,876	1,268,354	4,876,991	282,215
Seattle	Star (f)	6,375,782	1,258,964	4,482,982	633,830
St. Joseph, Mo.	News-Press (f)	6,298,684	1,556,128	4,011,798	730,750
Danville	Commercial-News (f)	6,278,898	1,512,738	4,766,160	760
	†Not lineage, but number of classified advertisements.				
Port Huron	Times-Herald (f)	6,276,690	1,081,780	5,034,764	160,740
New York	Telegram & Evening Mail (l)	6,236,114	210,429	3,358,762	2,666,923
Duluth	News-Tribune (a)	6,187,818			
Lexington, Ky.	Herald (b)	4,119,864	586,768	3,092,474	400,620
	Sunday ed (i)	2,067,312	225,064	1,701,070	141,070
	Total (a)	6,187,176	811,832	4,793,544	581,790
Santa Barbara	News (b)	6,162,072	790,748	4,229,372	1,141,920
Shreveport	Journal (f)	6,141,716	646,254	4,839,814	655,640
Massillon, O.	Independent (f)	6,115,590	605,074	5,140,758	369,750
Fairmont, W. Va.	Times (b)	4,568,690			
	Sunday ed (i)	1,545,180			
	Total (a)	6,113,870			
Sioux City	Journal (h)	6,094,270	1,460,313	3,608,710	1,025,240
Williamsport	Sun (f)	6,072,122	1,293,950	4,778,172	†
	†Classified included in local advertising.				
Lancaster	Intelligencer & News-Journal (g)	6,063,302	1,161,244	4,046,924	814,630
Durham	Herald (a)	5,970,330	866,670	5,057,748	45,730
Lancaster	Examiner & New Era (f)	5,965,546	928,276	3,977,309	1,059,960
Ann Arbor	Times-News (f)	5,890,276	704,186	4,766,678	419,440
Washington	Herald (b)	2,954,747	*2,206,412	748,335	748,335
	Sunday ed (i)	2,899,533	*2,582,253	317,280	317,280
	Total (a)	5,854,300	*4,788,674	1,065,615	1,065,615
	*Total display, national and local combined.				
Waco	News-Tribune (a)	5,836,068	1,148,238	3,792,180	895,610
Waterbury	Democrat (f)	5,799,825	475,180	4,799,478	525,110
Champaign	News-Gazette (f)	3,813,499	596,727	2,878,364	338,440
	Sunday ed (i)	1,901,749	298,363	1,434,182	169,240
	Total (k)	5,715,248	895,090	4,312,546	507,680
Sioux City	Tribune (g)	5,688,928	1,423,870	3,600,912	664,140
Clarksburg	Telegram (k)	5,630,828	945,280	4,167,758	517,770
Mason City	Globe-Gazette & Times (f)	5,609,508	955,430	4,353,396	300,680
Burlington, Vt.	Free Press (b)	5,597,200	887,805	4,266,869	442,230
Hackensack	Record (f)	5,581,548	255,878	4,690,322	635,540
Zanesville	Times-Recorder & Signal (g)	5,562,802	1,109,724	3,790,724	662,340
Buffalo	Express (b)	3,402,740	742,672	2,317,533	342,530
	Sunday ed (i)	2,116,227	513,947	1,515,596	86,540
	Every Morn (k)	5,518,967	1,256,619	3,833,129	429,240
Great Falls	Tribune (b)	4,057,886	792,624	2,965,004	300,210
	Sunday ed (i)	1,458,632	241,388	1,125,516	91,710
	Total (a)	5,516,518	1,034,012	4,090,520	391,920
Fitchburg	Sentinel (f)	5,500,279	874,846	4,312,952	599,240
Portland, Ore.	News (f)	5,474,282	716,364	4,158,416	365,610
Ottumwa	Courier (f)	5,461,652	820,134	4,275,012	640,000
Lafayette, Ind.	Journal-Courier (g)	5,432,804	1,052,288	3,739,806	640,000
Lima	Republican-Gazette (k)	5,416,096	359,800	4,253,984	802,000

(Continued on page 36)

A Correction of Figures
on Page 25 - YEAR BOOK - 1924 "Editor & Publisher"

The Sunday American

A NEWSPAPER FOR PEOPLE WHO THINK

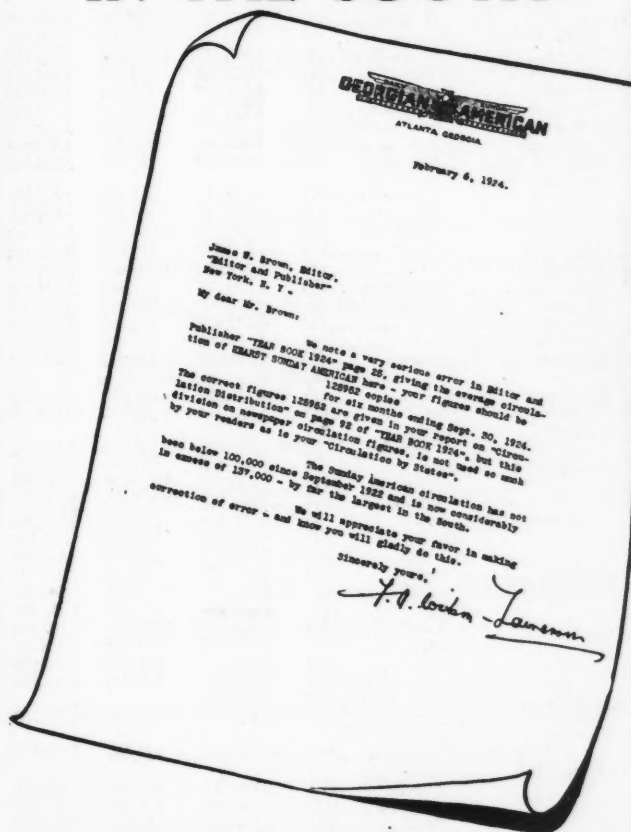
Atlanta, Georgia

THE LARGEST SUNDAY NEWSPAPER IN THE SOUTH

Average
Circulation

125,952

for 6 months end-
ing - Sept. 30, 1923



GAIN of 36,869 over A.B.C. Report of September 3, 1922 —AND STILL GROWING—

Average NET PAID Circulation of the Sunday American for January-1924-133,904

DAILY THE SUNDAY
GEORGIAN AMERICAN
ATLANTA, GEORGIA

736.00
866.00
190.00
086.00
865.00
832.70
166.00
185.00
247.00
483.00
751.00
142.00
804.70
634.00
559.00
309.00
866.00
190.00
1653.00
466.00
793.00
852.00
608.00
121.00
730.00
608.00
658.00
542.00
282.00
633.00
730.00
160.00
2,666.00
400.00
141.00
581.00
1,141.00
655.00
369.00
1,025.00
814.00
45.00
1,059.00
419.00
740.00
317.00
1,065.00
895.00
525.00
338.00
169.00
507.00
664.00
517.00
300.00
442.00
635.00
662.00
942.00
86.00
43.00
300.00
91.00
39.00
312.00
599.00
366.00
640.00
800.00

The BOWATER PAPER CO., INC.

ENQUIRIES SOLICITED FOR NEWSPRINT, HALFTONE NEWSPRINT, ROTAGRAVEUR AND ALL CLASSES OF BOOK PAPER.

Sole distributors in the United States for

THE NEWFOUNDLAND POWER & PAPER CO.

(under construction capacity 400 tons daily)

342 Madison Avenue, NEW YORK, N. Y.

Telephone Vanderbilt 7186

Get and Hold CIRCULATION

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

We are specialists in building Circulation that stays. We have studied circulation problems and have met every test successfully with Insurance Protection. Our Plan will build Maximum circulation at Minimum cost—and the circulation will be permanent. Its simplicity of operation, its universal record of success have resulted in the endorsement of all newspapers using it.

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

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

HICKEY-MITCHELL CO.

(Builds and Holds Circulation)
PIERCE BUILDING ST. LOUIS, MO.

Sound Strength

The strong man on the stage calmly stoops and lifts the thousand-pound weight that a half-dozen volunteers from the audience had a minute before failed to budge.

He does it easily—because he has trained up to it.

And the scientifically promoted, public service type of classified medium readily attains a dominating volume of ads that its competitors, even by means of the most violent "stunts," are unable to approach.

We specialize in the training of strong classified mediums. It's easy—and sure—to build on the National Standard plan!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 34)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Columbia, S. C.	State	3,465,588	1,123,486	1,991,878	350,220
	Sunday ed	1,948,926	369,124	1,334,144	245,630
	Total	5,414,514	1,492,610	3,326,022	595,850
Raleigh	Times	5,405,582	347,494	4,582,424	475,500
Appleton	Post-Crescent	5,396,510	86,550	4,105,024	425,500
Sioux Falls	Argus-Leader	5,391,864	1,257,300	3,517,024	617,500
Fargo	Forum	5,383,494	821,048	3,765,098	553,000
Paducah	Sun	5,354,000	717,164	4,162,481	474,500
Dubuque	Telegraph-Herald	5,350,622	1,045,422	3,731,854	356,000
Waterloo	Courier	5,244,540	1,249,416	3,566,668	428,600
Worcester	Post	5,261,690	889,437	3,871,046	501,200
Findlay	Republican	5,187,065	746,643	4,021,094	419,200
Chester, Pa.	Times	5,185,126	830,071	3,920,388	434,600
Staten Island	Advance	5,182,925	255,701	4,115,336	811,000
Rochester	Journal & Post-Express	3,428,645	196,115	2,421,485	811,000
	Sunday Amer.	1,736,193	99,138	1,434,786	202,200
	Total	5,164,838	295,253	3,856,271	1,013,200
Kansas City	Kansan	5,104,687	1,053,248	2,676,485	1,160,200
Providence	Tribune	4,141,499
	Sunday ed	1,022,664
	Total	5,164,163
Hutchinson	News	5,103,028	891,940	3,534,356	750,200
Akron	Press	5,095,342	420,700	3,875,564	790,000
Galesburg	Republican-Register	5,074,216	833,546	4,240,670
Santa Monica	Outlook	5,059,586	360,444	3,480,008	1,219,200
Racine	Journal-News	5,040,672	1,032,500	3,423,118	585,600
Casper, Wyo.	Tribune	5,039,594	671,594	3,689,924	670,000
Memphis	Press	5,014,534	590,604	3,901,702	522,200
Montgomery	Advertiser	4,991,080	1,303,116	3,214,974	472,900
Santa Barbara	Press	4,960,788	372,988	3,500,784	1,123,000
Jackson (Miss.) ..	News	4,934,496	932,106	3,375,064	627,200
Marion (Ind.)	Chronicle	4,898,372	703,095	3,784,389	370,000
La Crosse	Tribune & Leader Press	3,782,814	953,548	2,467,010	267,000
	Sunday ed	1,092,616	101,822	923,608	67,000
	Total	4,875,430	1,055,370	3,390,618	334,200
Albany, N. Y.	Journal	4,802,938	473,088	3,617,348	712,300
Charleston, S. C. ..	Post	4,794,692	1,202,964	3,217,004	354,700
Wheeling	Intelligencer	4,780,818	972,566	3,684,338	123,900
Wausau	Record-Herald	4,772,802	543,310	3,882,292	347,200
Providence	News	4,772,417	812,204	3,205,111	755,100
Houston	Press	4,751,908	458,010	3,948,336	345,500
Kingston	Freeman	4,751,012	754,922	3,491,698	150,000
	*Includes 128,072 lines legal advertising				
Galesburg	Mail	4,735,598	641,396	3,712,282	381,000
Aberdeen	World	4,731,314	680,680	3,560,648	489,900
Fairmont	West-Virginian	4,695,922	390,502	4,128,852	176,300
Galveston	News	2,999,480	773,742	1,460,428	765,300
	Sunday ed	1,662,270	267,380	1,189,280	216,600
	Total	4,661,750	1,041,122	2,649,708	970,900
Parkersburg	News	3,220,958	217,826	2,451,386	550,700
	Sunday ed	1,437,212	131,180	1,191,428	114,800
	Total	4,658,170	349,006	3,642,814	665,500
Elkhart	Truth	4,648,420	794,248	3,217,648	636,500
Augusta, Ga.	Herald	3,141,748	1,077,944	1,645,406	419,800
	Sunday ed	1,496,978	154,938	1,152,312	189,700
	Total	4,638,726	1,232,882	2,797,718	609,500
Olean	Times	4,614,564	593,558	3,578,246	442,700
Jacksonville, Fla. ..	Journal	4,589,424	698,894	3,132,906	750,600
Salt Lake City	Deseret News	4,561,928	991,354	3,065,720	504,600
Newark	Sunday Call	4,553,830
Modesto	News	4,549,524	509,558	2,384,762	633,500
Paducah	News-Democrat	4,537,540	521,486	3,633,000	302,500
Marion, Ind.	Leader-Tribune	3,429,671	412,048	2,788,471	229,200
	Sunday ed	1,079,260	126,350	878,115	74,700
	Total	4,508,931	538,398	3,666,586	303,900
Cedar Rapids	Republican	4,497,493	697,156	3,310,951	489,300
Topeka	State Journal	4,495,498	660,758	3,115,854	718,800
Texarkana	Four States Press	4,490,948	632,520	3,858,428
	*Included in local				
Richmond, Ind.	Palladium	4,488,736	843,640	3,056,144	451,500
Superior	Telegram	4,482,716	1,154,006	2,908,220	420,400
Fresno	Bee	4,469,136	619,626	3,114,034	755,400
Quincy, Ill.	Whig-Journal	4,466,518	988,568	2,938,866	539,800
Sharon	Herald	4,448,444	691,180	3,216,374	486,400
Amarillo	News	4,432,444	707,462	3,195,332	529,600
Taunton	Gazette	4,424,480
New York	Daily News*	3,016,588	674,662	1,862,480	479,400
	Sunday ed	1,375,446	553,346	726,828	95,200
	Total	4,392,034	1,228,008	2,589,308	574,600
	*Tabloid				
Greenville, S. C. ..	Piedmont	4,372,550	402,192	3,402,952	567,400
Dubuque	Times-Journal	3,027,850	444,248	2,331,966	251,200
	Sunday ed	1,243,900	106,904	1,050,336	80,000
	Total	4,371,750	551,152	3,382,302	338,200
Anderson	Herald	4,362,976	639,016	3,286,500	437,400
Minneapolis	Minnesota Star	4,358,017	553,955	3,387,807	416,500

(Continued on page 38)

“OHIO FIRST”

There is much valuable business waiting for the outstretched hand among Ohio's 1,439,345 families who last year had a total membership in Building and Loan Associations of

1,169,828

Ohio ranks second in the country, among Building and Loan Associations, with total assets of

\$564,348,517.00

Ohio's total wealth is in excess of seven billion dollars; per capita wealth is about \$1,500.00 and the banking resources show a per capita wealth of \$208.00.

By reaching out through newspapers you can hold Ohio in your hand, which is one of the most valuable States in the Middle West for national advertising.

It is being proved every day that these Ohio newspapers are winners.

They create demand, increase demand and sustain it in proportion to the enterprise of the advertiser.

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal (E)	39,177	.10	.10
**Akron Times (E)	24,591	.06	.06
**Akron Sunday Times (S)	23,415	.07	.07
††Bellefontaine Examiner (E)	4,631	.02	.02
††Cincinnati Enquirer (M&S)	75,017	.17-.35	.17-.35
Columbus, Ohio State Journal (M)	50,147	.12	.11
Columbus, Ohio State Journal (S)	33,124	.12	.11
†Conneaut News Herald (E)	3,040	.0225	.0225
††Dover Daily Reporter (E)	4,771	.025	.025
††Hranton Irononian (M)	3,400	.0179	.0179
Kenton Democrat (E)	2,500	.014	.014
††Lima News and Times-Dem. (E&S)	16,970	.06	.05
**Lima Republican-Gazette (E&S)	10,545	.05	.05
Lorain Journal (E)	4,866	.025	.018
††Middletown Journal (E)	5,279	.025	.025

	Circulation	2,500 lines	10,000 lines
††Newark American-Tribune (E)	7,643	.025	.025
New Philadelphia Times (E)	6,780	.025	.025
Piqua Call and Press Dispatch (E)	6,071	.03	.03
††Portsmouth Sun and Times (M&E)	17,746	.06	.06
††Portsmouth Sun-Times (S)	12,575	.04	.04
**Springfield Sun (M)	14,022	.035	.035
††Steubenville Gazette (E)	8,546	.03	.03
**Toledo Blade (E)	107,009	.27	.25
**Youngstown Vindicator (E)	27,856	.07	.07
**Youngstown Vindicator (S)	26,559	.07	.07

†Government Statement, April 1, 1923.
 **A. B. C. Statement, Sept. 30, 1923.
 ††Government Statement, Sept. 30, 1923.

1923
 Classified
 350.20
 245.60
 595.80
 475.60
 425.00
 617.50
 553.00
 474.25
 356.00
 428.40
 501.20
 419.20
 434.60
 811.00
 811.00
 202.20
 1,013.24
 1,160.17
 756.70
 799.00
 1,219.10
 585.60
 678.00
 522.20
 472.90
 1,123.90
 627.20
 370.00
 267.00
 67.10
 334.20
 712.20
 374.70
 123.90
 347.20
 755.10
 345.50
 †504.20
 381.90
 489.90
 176.50
 765.20
 206.60
 970.90
 530.70
 114.60
 663.30
 636.50
 419.20
 189.70
 609.10
 442.70
 757.60
 504.80
 633.30
 302.50
 229.10
 74.70
 303.90
 489.20
 718.80
 451.20
 420.40
 755.00
 539.00
 486.00
 529.40
 479.40
 95.20
 574.70
 567.00
 251.00
 86.00
 338.20
 437.40
 416.20

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print. Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

American Type Founders Company

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

COLUMBIA DRY MATS

are used by leading newspapers. Their superior quality guarantees satisfaction. None better made. Lowest prices. Immediate shipment from stock.

Write for Samples

COLUMBIA OVERSEAS CORPORATION

12 East 12th Street New York, N. Y.
PHONE: STUYVESANT 5900

Circulation Structure

Ask the Publisher who has taken my service.

Lee Loomis

THE MUSCATINE JOURNAL

Muscataine, Ia.

knows and will tell

Clifford Hewdral
(ASAA)(LONDON, ENG.) (CPA)(INDIANA)

ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY

Income Tax System Auditing

LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 36)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Sandusky	Star-Journal .. (f)	4,356,627	770,358	3,142,286	443,000
Anderson	Bulletin .. (f)	4,353,972	761,026	3,336,536	256,000
Madison	Capital Times (f)	4,341,999	578,694	3,111,437	651,000
Sheboygan	Press-Telegram .. (f)	4,334,918	1,031,240	2,798,404	150,000
Owensboro	Messenger (d)	4,309,802	804,006	3,176,782	339,000
Boise	Idaho Statesman .. (a)	4,308,640	1,016,554	2,462,936	700,000
Richmond, Ind.	Item .. (a)	4,279,576	487,900	3,276,784	455,000
Walla Walla	Bulletin .. (f)	3,155,222	897,694	2,051,868	205,000
	Sunday ed (i)	1,113,462	166,040	903,434	43,000
	Total .. (k)	4,268,684	1,063,734	2,955,302	249,000
Ogden	Standard-Examiner .. (k)	4,263,215	740,842	2,664,474	857,000
Waukegan	Sun .. (f)	4,200,000	350,000	3,320,000	530,000
Charleston	News & Courier .. (a)	4,185,059	801,538	2,851,838	531,000
New York	Evening Post .. (f)	4,135,756	1,090,506	2,581,706	463,500
Attleboro	Sun .. (f)	4,121,068	467,670	3,480,680	172,000
Salem, Mass.	News .. (f)	4,115,779	843,451	3,272,328	450,000
Batavia	News .. (f)	4,111,884	658,000	3,128,884	325,000
Wichita Falls	Record-News .. (a)	4,106,242	311,990	3,794,252
Waterloo, Ia.	Tribune .. (a)	4,103,568	493,276	3,610,292	139,000
Rutland	Herald .. (b)	4,094,858	709,061	3,254,297	133,000
Mankato	Free Press .. (f)	4,069,702	620,018	3,274,110	175,000
Quincy, Ill.	Herald .. (f)	4,056,164	667,464	3,388,700
North Adams	Transcript .. (f)	4,054,666	656,712	2,939,300	450,000
New London	Day .. (f)	4,051,628	1,045,352	2,529,422	474,000
Sandusky	Register .. (d)	4,023,050	784,199	2,879,443	359,000
Gloversville	Leader-Republican .. (f)	3,998,946	596,652	2,893,548	401,000
Salina	Journal .. (f)	3,983,515	647,640	2,949,052	386,000
Boston	Advertiser* .. (b)	934,064	205,971	419,535	308,500
	Sunday ed (i)	3,039,403	1,308,335	1,207,082	523,000
	Total .. (a)	3,973,467	1,514,306	1,626,617	827,500
	*Daily edition only is tabloid size.				
Sterling	Gazette .. (f)	3,965,132	435,936	3,416,884	112,000
Owensboro	Inquirer .. (f)	3,947,510	436,920	3,007,648	502,000
Austin	American .. (a)	3,917,398	758,660	2,584,694	674,000
Eau Claire	Leader & Telegram .. (g)	3,891,748	930,594	2,611,714	349,000
Amsterdam	Recorder & Democrat .. (f)	3,890,771	629,583	3,261,188
Racine	Times-Call .. (f)	3,846,752	502,908	2,922,752	421,000
Lewiston	Sun .. (b)	3,839,080	742,700	2,854,908	241,000
Cambridge, O.	Jeffersonian .. (f)	3,774,176	584,836	3,002,020	167,000
Fond du Lac	Commonwealth .. (f)	3,768,674	643,454	2,965,816	159,000
Adrian	Telegram .. (f)	3,765,216	752,850	2,305,992	445,000
Lockport, N. Y.	Union-Sun & Journal .. (f)	3,753,605	625,087	2,836,704	291,000
Vincennes, Ind.	Commercial .. (b)	3,739,333	43,196,756	542,000
Pensacola	Journal .. (b)	2,897,972	658,084	432,714	460,000
	Sunday ed (i)	797,398	145,628	567,728	81,000
	Total .. (a)	3,695,370	803,712	1,000,442	342,500
Long Island City	Star .. (f)	3,691,729	2,800,172	891,500
Beaver, Pa.	Times .. (f)	3,686,168	241,598	2,964,290	200,000
Augusta, Me.	Kennebec Journal .. (b)	3,637,326	809,728	2,464,144	361,000
Augusta, Ga.	Chronicle .. (a)	3,617,922	800,492	2,441,922	375,000
Indianapolis	Times .. (f)	3,612,469	669,141	2,943,327	667,000
Martin's Ferry	Times .. (f)	3,574,326	416,080	2,894,346	263,000
	*Classified includes readers, 15,428 lines; legal, 33,488 lines.				
Parkersburg	Sentinel .. (f)	3,572,044
Burlington, Ia.	Gazette .. (f)	3,563,896	910,378	2,330,608	321,500
St. Joseph	Gazette .. (b)	3,546,807	512,085	2,715,461	370,000
Hagerstown	Herald .. (b)	3,538,570	805,378	2,084,516	640,000
Salem, Ore.	Capital Mail .. (f)	3,542,602	805,378	2,243,150	494,000
Danville, Va.	Register .. (a)	3,538,794	747,124	2,162,952	504,000
	Bee .. (f)	3,517,500	797,006	2,720,494
	Total .. (f)	3,312,212	757,736	2,554,476
	*Local advertising includes classified.				
Eugene	Register .. (b)	3,440,514	597,548	2,842,986	534,000
Dallas	Dispatch .. (f)	3,432,100	255,836	2,641,758	275,000
Bloomington, Ill.	Bulletin .. (k)	3,420,087	216,549	2,928,482	330,000
Centralia, Ill.	Sentinel .. (f)	3,398,766	625,416	2,452,604	370,000
Marietta	Times .. (f)	2,596,972	566,902	1,651,272	500,000
	Sunday ed (i)	772,562	59,430	663,054
	Total .. (k)	3,379,534	626,332	2,314,326	420,000
Watertown, N. Y.	Times .. (f)	3,378,067	788,464	2,591,603	530,000
Belleville, Ill.	Advocate .. (f)	3,352,461	332,409	3,020,052	80,000
Marquette	Mining Journal (b)	3,302,088	645,170	2,526,034	130,000
Warren, Pa.	Mirror .. (b)	3,267,556	491,176	2,693,798	182,000
	Times .. (f)	3,277,120	491,176	2,703,374	182,000
Hamilton (O.)	Journal .. (f)	3,267,978	607,950	2,660,028	47,000
	* Not lineage, but number of classified advertisements.				
Cheyenne	Wyoming State Tribune-Leader .. (f)	2,396,856	598,794	1,564,962	233,000
	Sunday ed (i)	854,322	75,544	751,898	20,000
	Total .. (k)	3,251,178	674,338	2,316,860	253,000

(Continued on page 40)

NEW ENGLAND

WHEN the vast opportunities of New England are realized, national advertisers will never overlook it.

In this group of Northeastern States there are 25,000 industrial establishments employing approximately 1,500,000 people.

How many of their needs do you, Mr. Manufacturer, supply?

How much would you like to have in trade orders as your share of the more than \$5,000,000 they earn each day?

What would you figure as your share of the more than \$1,800,000,000 they earn yearly?

Acquaint these people with your goods by advertising in the daily papers of New England.

All New England watches its local papers, for all that is best and new in reliable trade-marked brands of merchandise.

THESE ARE THE SELECT NEWSPAPERS OF NEW ENGLAND

MASSACHUSETTS—Population, 3,852,856

	Circulation	3,500	10,000
	lines	lines	lines
**Attleboro Snn(E)	5,944	.0275	.0175
†Boston Globe(M&E)	282,437	.45	.45
†Boston Globe(S)	822,418	.55	.55
**Fall River Herald(E)	14,620	.045	.045
**Fitchburg Sentinel(E)	11,191	.055	.045
**Haverhill Gazette(E)	15,500	.055	.04
**Lynn Item(E)	14,498	.06	.045
††Lowell Courier-Citizen and Evening Leader(M&E)	21,696	.06	.06
**New Bedford Standard-Mercury(M&E)	32,425	.08	.08
**New Bedford Sunday Standard (S)	26,258	.08	.08
†North Adams Transcript.....(E)	9,834	.0375	.08
††Pittsfield Eagle(E)	16,007	.04	.035
††Salem News(E)	20,703	.09	.07
Tannton Gazette(E)	3,263	.04	.08
**Worcester Telegram-Gazette(M&E)	80,506	.24	.21
**Worcester Sunday Telegram..(S)	46,589	.16	.16

MAINE—Population, 768,014

††Bangor Daily Commercial... (E)	14,448	.05	.04
**Portland Press Herald.....(M&S)	32,473	.08	.08
**Portland Express(E)	28,400	.10	.07
**Portland Telegram(S)	29,734	.10	.07
(Sunday Edition Express)			
††Waterville Sentinel(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,688

**Concord Monitor-Patriot(E)	5,178	.0275	.025
†Keene Sentinel(E)	3,422	.08	.034
**Manchester Union Leader.(M&E)	28,277	.10	.07

RHODE ISLAND—Population, 604,897

	Circulation	2,500	10,000
	lines	lines	lines
††Newport Daily News.....(E)	6,530	.0336	.0298
Pawtucket Times(E)	25,070	.10	.07
†Providence Bulletin(E)	61,238	.17 (A).23	
**Providence Journal(M)	85,129	.09 (A).23	
**Providence Journal(S)	58,167	.15	.15
††Providence Tribune(E)	22,848	.10	.09
**Westerly Sun(E&S)	4,601	.025	.025
**Woonsocket Call(E)	13,553	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.			

VERMONT—Population, 323,428

**Barre Times(E)	3,719	.08	.025
††Bennington Banner(E)	3,051	.0125	.0125
**Burlington Free Press.....(M)	12,320	.05	.05
**Enthland Herald(M)	10,245	.04	.04
††St. Johnsbury Caledonian-Record (E)	3,310	.0214	.013

CONNECTICUT—Population, 1,380,631

†Bridgeport Post-Telegram..(E&M)	45,201	.14	.14
†Bridgeport Post(S)	13,998	.09	.09
**Hartford Courant(D)	33,157	.08	.08
**Hartford Courant(S)	50,145	.11	.11
††Hartford Times(E)	46,126	.12	.12
**Meriden Record(M)	7,255	.045	.03
†Middletown Press(E)	7,897	.06	.028
††New Haven Register.....(E&S)	37,068	.11	.10
**New London Day(E)	11,350	.06	.045
††Norwich Bulletin(M)	12,248	.07	.05
**Norwalk Hour(E)	5,800	.03	.03
**Stamford Advocate(E)	3,627	.0275	.03
**Waterbury Republican American (ME)	22,337	.08	.07
**Waterbury Republican(S)	15,298	.06	.05

† Government Statement, April 1, 1923.
 ** A. B. C. Statement, Sept. 30, 1923.
 †† Government Statement, Sept. 30, 1923.

IOWA

WEALTH FROM HER ACRES INVITES GIANT TRADE

IOWA claims the largest proportion of actually arable lands of all States and proves it by the immense agricultural production, 98.5% of all the land is tillable.

There is a total farm acreage of 33,474,896; of this vast agricultural tract, 28,606,951 acres are improved land.

The farms number 213,439, averaging 156.8 acres. The land is worth \$205 per acre. Figure the invested wealth of these farms and the total value reaches an enormous sum.

The income from crops alone amounts to over a billion dollars per year.

Iowa mines produce \$18,000,000 and her forests yield \$17,000,000 annually.

There can be no uncertainty of the buying power of Iowa people. Nowhere else can a more responsive, concentrated market be found than in Iowa.

Live advertisers are enlarging their space in Iowa.

	Circulation	Rate for 5,000 lines
**Burlington Gazette (E)	10,706	.04
**Cedar Rapids Gazette (E)	20,668	.06
**Council Bluffs Nonpareil (E&S)	15,797	.05
**Davenport Democrat & Leader (E)	14,801	.06
**Davenport Democrat & Leader (S)	17,660	.06
††Davenport Times (E)	24,447	.07
**Des Moines Capital (E)	61,288	.14
**Des Moines Sunday Capital (S)	28,150	.14
**Iowa City Press-Citizen (E)	6,176	.035
**Keokuk Gate City (E)	5,656	.03
††Mason City Globe Gazette (E)	12,330	.04
**Muscatine Journal (E)	7,961	.035
**Ottumwa Courier (E)	13,045	.05
**Waterloo Evening Courier (E)	16,636	.05

**A. B. C. Statement, Oct. 1, 1923.

††Government Statement, Oct. 1, 1923.

LINEAGE OF AMERICAN NEWSPAPERS IN 1923

(Continued from page 38)

City	Newspaper	TOTAL LINEAGE	DISPLAY	
			National	Local
Muscatine	Journal (f)	3,242,722	634,648	2,438,114
Olean	Herald (f)	3,200,092		
Reno	Gazette (f)	3,150,112	754,418	2,068,178
Modesto	Herald (b)	3,148,978	225,316	2,389,354
Denton	Record-Chronicle (f)	3,147,102		
Birmingham	Post (f)	3,136,490	519,890	2,294,264
Syracuse	Telegram (f)	1,428,835	123,904	1,001,691
	Sun. American (i)	1,693,762	879,970	689,430
	Total (k)	3,122,607	1,003,874	1,691,121
Corning	Leader (f)	3,081,078	590,226	2,302,972
Princeton, Ind.	Clarion-News (f)	2,987,950	657,300	2,300,550
Waukegan	News (f)	2,959,440	254,920	2,261,776
Mobile	News-Item (f)	2,943,192	745,500	2,103,556
Huntington, Ind.	Press (d)	2,855,348	294,524	2,421,804
Grand Junction	Sentinel (f)	2,854,278	396,816	2,454,564
Denver	Express (f)	2,850,302	293,034	2,174,536
Athens	Banner-Herald (f)	1,936,410	673,736	1,038,156
	Sunday ed (i)	886,354	113,022	743,652
	Total (k)	2,822,764	786,758	1,781,808
Iowa City	Press-Citizen (f)	2,819,194	556,556	2,069,494
Des Moines	News (f)	2,767,800	372,064	1,970,276
Painesville	Telegraph (f)	2,746,282	299,726	2,446,556
Harrisonburg	News-Record (b)	2,715,300	477,666	2,109,352
Newburyport	News (f)	2,685,746		
Logansport	Press (b)	2,662,488	285,908	2,324,028
Dixon	Telegraph (f)	2,542,414		
Norfolk, Neb.	News (f)	2,514,804	458,860	1,623,748
Rome, Ga.	News-Tribune (f)	1,700,552	498,890	1,115,072
	Sunday ed (i)	809,438	61,460	711,298
	Total (k)	2,510,090	560,350	1,826,370
Canton, Ill.	Ledger (f)	2,453,178	342,482	1,925,854
Hudson, N. Y.	Star (b)	2,452,324	292,495	1,944,761
Mitchell, S. D.	Republican (f)	2,451,000	420,000	2,016,000
Crawfordsville	Review (b)	2,347,000	325,000	1,850,000
Knoxville	News (f)	2,321,690	167,402	1,781,958
Ludington	News (m)	2,237,312	378,756	*1,858,556

*Includes classified advertising.

McAlester	News-Capital (f)	2,174,805	433,090	1,482,045
Gadsden	Journal (f)	2,130,002	402,066	1,731,520
Pontiac, Ill.	Leader (f)	2,097,228	289,156	1,716,866
Mt Carmel, Pa.	Item (f)	2,076,648	468,790	1,505,434
Great Falls	Leader (f)	1,917,986	241,780	1,483,216
Iola, Kan.	Register (f)	1,839,852	277,914	1,547,938
Columbia, Mo.	Missourian (f)	1,723,520	218,400	1,330,400
Washington, Ia.	Journal (f)	1,409,916	249,998	1,114,448
Staunton	News-Leader (d)	1,348,522	253,610	897,274
Washington, D. C.	News (f)	1,220,968	85,274	832,608
Clifton Forge	Review (f)	981,260	141,554	740,964
So. St. Paul	Reporter (f)	667,674	127,710	510,844
Boone	News-Republican (f)	2,018,716	401,086	1,575,924
The Dalles	Chronicle (f)	1,947,456	297,360	1,271,928

LINEAGE OF CANADIAN NEWSPAPERS IN 1923

Toronto	Star (f)	13,107,220	2,644,020	7,525,840	2,907,350
	Sunday ed (i)	1,773,520	908,600	828,380	36,340
	Total (k)	14,880,740	3,552,620	8,354,220	2,973,800
Toronto	Telegram (f)	14,534,176		9,624,118	4,910,000
Montreal	Star (f)	12,691,372	3,506,761	6,889,642	2,294,900
Vancouver	Province (f)	12,072,621	2,800,112	6,860,882	2,391,500
Winnipeg	Free Press (g)	11,290,435	3,179,470	4,979,307	3,131,600
Montreal	La Presse (f)	10,578,925		8,459,480	2,119,400
St. John	Telegraph-Journal (b)	4,121,925	2,135,475	1,814,925	171,500
	Times-Star (f)	5,724,375	1,981,735	3,139,950	602,700
	Total (g)	9,846,300	4,127,210	4,954,875	774,200
London	Free Press (g)	8,726,250	3,680,175	3,857,775	1,188,000
Calgary	Herald (f)	8,677,766	2,218,317	4,712,395	1,757,000
	†Includes 264,665 lines Office advertising.				
Winnipeg	Tribune (f)	8,048,449	1,886,462	4,953,750	1,208,200
Windsor	Border Cities-Star (f)	8,018,876	2,076,680	4,952,623	989,500
Toronto	Mail & Empire (b)	6,156,227	2,208,909	3,193,185	754,000
	Sunday World (i)	1,239,915	358,823	844,404	36,000
	Total (a)	7,396,142	2,567,732	4,037,589	790,000
Victoria	Colonist (a)	7,230,356	1,607,270	5,623,086	1,172,000
Ottawa	Journal-Dailies (g)	7,172,761	2,189,729	4,573,483	408,500
Montreal	Gazette (b)	7,167,131	2,392,045	4,312,074	463,000
Saskatoon	Star and Phoenix (g)	6,791,657	1,902,908	3,715,481	1,172,000

(Continued on page 41)

LINEAGE OF CANADIAN PAPERS IN 1923

(Continued from page 40)

City	Newspaper	TOTAL LINEAGE	DISPLAY		Classified
			National	Local	
Vancouver	Sun (a)	6,684,384	1,333,962	4,377,142	973,280
Toronto	Globe (b)	6,381,777	3,039,496	12,160,124	1,181,557
†Includes 422,574 lines, transient announcements and movies advertising.					
Regina	Leader (b)	5,930,589	2,079,997	2,797,366	1,053,226
	Post (f)	5,471,834	1,949,690	2,468,918	1,053,226
Victoria	Times (f)	5,831,840	1,206,324	4,028,108	597,408
St. Catharine's	Standard (f)	5,171,754	1,326,173	3,457,980	387,601
Kitchener	Record (f)	4,802,680	1,206,772	3,046,078	550,830
Kingston	Standard (f)	4,450,254	852,183	3,598,071
Fort William	Times-Journal (f)	4,262,538	1,173,326	3,089,212	**
** Included in local lineage.					
Woodstock	Sentinel-Review (f)	4,156,146	1,306,480	2,756,030	93,636
Guelph	Mercury (f)	4,012,099	1,022,192	2,729,015	260,892
Calgary	Albertan (b)	3,967,549	770,969	1,984,256	1,212,324
Halifax	Chronicle (b)	2,847,054	1,411,746	1,070,272	365,064
	Echo (f)	3,001,264	1,376,424	1,272,216	352,324
Lethbridge	Herald (f)	3,477,328	1,109,965	2,083,760	283,603
Moose Jaw	Times (f)	3,145,800	1,196,244	1,559,432	390,124
Medicine Hat	News (f)	3,096,692	1,019,368	1,973,610	103,714
Sault Ste. Marie	Star (f)	2,895,594	957,432	1,921,362	16,800
Nelson	News (b)	2,304,672	812,160	1,246,440	246,072
Prince Albert	Herald (f)	2,287,000	770,000	1,380,000	137,000
Sydney	Post (g)	2,919,000	987,000	1,932,000	**
** Included in local lineage.					
Charlottetown	Guardian (b)	2,154,148	1,251,876	787,360	114,912

KEY TO LETTERS IN LINEAGE TABLE

- Roman type indicates Morning newspapers.
- Italic type indicates Evening newspapers.
- (a) Every morning.
- (b) Every morning except Sunday.
- (c) Every morning except Sunday and Monday.
- (d) Every morning except Monday.
- (f) Every evening except Sunday.
- (g) Morning and evening except Sunday.
- (h) Morning and evening and Sunday morning.
- (i) Sunday morning.
- (j) Sunday evening.
- (k) Every evening and Sunday morning.
- (l) Every evening, including Sunday.
- (m) Every evening except Saturday, and Sunday morning.

NEW YORK AD CLUB FROLICS

Seven Hundred Members and Guests Attend Annual Dinner-Dance

Several hundred advertising men and women danced to the music of two orchestras, Feb. 21, Hotel Biltmore, New York, at the annual dinner dance and carnival of the Advertising Club of New York. An elaborate course dinner was served. Dancing afterwards was interspersed with numbers by professional entertainers. Colorful dancing numbers given were representative of the four cities, Paris, Tokyo, Calcutta and New York.

Paul Oscar and La Torrecilla gave a "La Danse des Apaches." Michio Ito gave the "Dance of Japan," "The Glorias," an eccentric dancing number from the Music Box Revue, Durand and Lee in an exhibition of modern dancing and Princess Nyota Inyoka, in the "Dance of India," completed the program.

The Entertainment Committee, headed by Paul Meyer, chairman, included R. B. Alexander, J. C. Creaver, John T. Jones, Edward E. Pidgeon, Vernon Radcliffe and H. Wallace Smith.

Daily Adds Farm Section

Wausau (Wis.) Record-Herald, on Feb. 13, inaugurated a special 4-page Farm Section, incorporated in the regular issue each Tuesday.

Alabama Press to Meet June 12

Executive committee, Alabama Press Association, meeting in Montgomery, Feb. 8, chose Florence, June 12, 13, 14, as the date for the annual meeting. The following members of the committee were present: F. G. Stephens, Oneonta, president; G. C. Hall, Montgomery, second vice-president; Cliff Wear, Opelika, third vice-president; F. W. Stanley, Greenville, secretary; R. P. Greer, Sylacauga, editor of Alapressa, official organ of the association; O. H. Stevenson, Roanoke; R.

B. Vail, Bay Minette; H. S. Doster, Prattville; L. H. Nunnelee, Centerville; N. C. Cady, Birmingham; M. B. Darnall, Florence.

Dailies Best for Community Ads

Newspaper advertising is one of the most effective means of bringing results from community advertising, Thomas L. Emory, of San Francisco, Pacific coast manager of the bureau of advertising of the A. N. P. A. told members of the Spokane Advertising Club recently. In order to produce effective results, however, the advertising must be planned to go farther than merely expecting returns on coupons, he said. He estimated that \$2,500,000 is being spent in the Pacific Coast states on community advertising in newspapers.

Minnesota A. P. Dailies Organize

Minnesota publishers and managing editors of Associated Press newspapers, at a meeting in St. Paul, Feb. 16, organized the Minnesota Associated Press Editorial Association. Former Lieut.-Gov. Frank A. Day, publisher of the Fairmont Sentinel, was elected chairman; Fred Schliplin, publisher, St. Cloud Times, vice-chairman, and M. M. Opegard, Twin Cities correspondent of the Associated Press, secretary. Howard W. Blakeslee of Chicago, editor of the Central Division of the Associated Press, gave detailed information relative to the news service the papers are receiving.

Marion to Donate Harding Site

Notice has been given to the Harding Memorial Association that Marion, O., will donate a suitable site for the Harding Memorial Mausoleum and in addition make a substantial cash subscription.

Lutz to Represent N. Y. Daily

John Lutz, Tower Building, Chicago, has been appointed western advertising representative for the New York Telegram and Evening Mail.

FALLING FRANC PINCHES PARIS PUBLISHERS

Dailies Face Dilemma of Raising Prices While Editorially Crying Confidence in National Exchange—Situation Serious

By G. LANGELAAN
(Paris Editor, EDITOR & PUBLISHER)

The question in every newspaper office in France today is—to increase or not to increase. With the fluctuation in exchange the purchase of print paper is a very serious problem. The franc, it is hoped, will rise but it may go lower. What can newspapers, which are calling upon their readers to have confidence in the franc, do under the circumstances? If they increase their price to the public they will appear to lack the confidence which they preach day in and day out. And suppose, after they have increased the price, the franc improves? It is certain that for many of them, if the franc does not improve, to continue to sell at 15 centimes a copy will spell loss. The bigger newspapers, of course, can go on a long while without feeling the pinch, but the smaller papers may soon begin to suffer.

Many plans are in the air to avoid the increase in price, which all feel must come. One plan is that once or twice a week papers should print a less number of pages, six instead of eight, or four instead of six. Another suggestion is a weekly rest for newspapers, such rest to be made compulsory by law. The Frenchman is so used to reading his paper on a Sunday that the English system will certainly meet with but scant favor in this country.

An important meeting of newspaper proprietors is taking place this week to decide whether to charge 3 sous, as at present, or raise the price to 4 sous.

The Paris edition of the London Daily Mail has raised its price, as from Feb. 1, from 30 centimes to 40 centimes a copy. As this paper points out, "With the rate of exchange varying between 90 and 96 francs to the pound, 40 centimes a copy (at the latter rate) represents exactly one penny. If it becomes necessary to raise the price to 50 centimes a copy, the equivalent English value would be still less than the charge in pre-war days."

The New York Herald Paris edition has announced an increase to 40 centimes. The Paris Chicago Tribune is still at 30 centimes.

A. P. READY TO MOVE

Will Transfer New York Headquarters Uptown Feb. 28

Wire arrangements are now ready in the new offices of the Associated Press's New York headquarters, 383 Madison avenue, and A. S. Thompson, secretary to the general manager, this week announced Feb. 28 would mark the start of actual moving operations, which it is expected will be completed on March 2.

During the last week records, files and parts of the library have been moved. On Feb. 28, the treasurer's office and mail department will be transferred to the new location. On Feb. 29, transfer of the executive offices will take place. March 1 is the date set for moving the cable and market departments.

The hardest work of moving comes Sunday, March 2, when between 3 a. m. and 4 p. m. the printer telegraph machines and market tickers must be disconnected, transported uptown by vans, and connected up to the new switchboard.

Painters are still at work, putting finishing touches to the new A. P. offices, and it is not yet possible to get a complete idea of the general appearance. The Madison avenue offices, situated on the sixth floor, measure 21,000 square feet, or almost twice as large as the present suite at 51 Chambers street.

In drawing up the floor plans, it has been the aim of officials to make the office as compact as possible. The east end of the floor will be used for the work room, measuring 90 feet by 48 feet. Altogether the floor will be divided into 22 sections.

Moline Dispatch Increases Capital

Moline (Ill.) Dispatch this week certified to the Secretary of State to an increase of its capital stock from \$80,000 to \$200,000. The corporation has been under-capitalized several years, the publishers state, and the increase is made now to transfer funds from its surplus to working capital and to permit the acquisition of stock by H. A. Sward, new business manager, and L. R. Blackman, editor.

GOOD NEWSPAPER PRESSES That might just suit you TAKEN IN EXCHANGE FOR LARGER PRESSES

Goss Two Deck Pony Straight-Line Press prints up to 16 pages.

Goss and Scott Three Deck Two Page Wide Presses printing from 4 to 24 pages.

Hoe, Goss and Scott Four Deck Two Page Wide Presses printing from 4 to 32 pages.

Goss Five Deck Two Page Wide Straight-Line Press prints from 4 to 40 pages.

Hoe and Scott Sextuple Presses with color attachments Available Now.

Scott "Multi-Unit" Double Sextuple Press in good working condition. Prints up to 48 or 64 pages, if desired.

Scott Octuple "Multi-Unit" Press equipped with Heavy Duty Folders. Prints and folds up to 64 page Papers.

TELL US YOUR REQUIREMENTS—WE WILL SUPPLY IT.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

first!

- in daily circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis **NEWS**

Fitted to Your Needs

An engineer experienced in general manufacture wouldn't be expected to produce your paper better, quicker or more economically.

But engineers with production experience, working under the direction of a trained newspaper man can design buildings and plants which should accomplish that result.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

THE TACOMA NEWS TRIBUNE



Frank S. Baker President
Charles B. Welch Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall Ford, Parsons Co.
341 Fifth Ave. 360 No. Michigan Ave.
New York City Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

What They Are Saying

Significant Sayings and Writings of Leaders in the Field of Newspaper Publishing and Advertising During the Week.

A NEW IDEALISM

"NEVER before has the press been so criticized as a thing subservient to material interest. The truth is that never before has the press come so near to freedom from those influences. * * * Probably there is no man in the newspaper profession who has not experienced the trials and temptations of financial dependence. That was the prevailing condition of the newspapers which we took hold of a few years ago. You men have made these newspapers financially independent. We have come to the point where we can look our biggest advertiser in the face and say, 'No!' without thinking of the next week's payroll. We have found a new sense of responsibility, a new idealism. The publisher of today is actuated by considerations of public welfare, local, state and national, to a far greater degree than ever before. The Inland Press Association has organized this idealism into a force of national significance."
—Frank H. Burgess, retiring president Inland Press Association.



FORTY MILLIONS FOR "FINANCIAL"

"IN financial advertising there is great necessity for the strictest honesty. Hundreds of millions have been stolen from the people through misleading financial advertising, but this is rapidly disappearing. * * * Last year \$4,685,000 was spent in New York city newspapers alone for financial advertising and I estimate that the six or seven hundred members of the Investment Bankers' Association spend annually in financial advertising \$40,000,000. Twenty years ago this would have seemed impossible. I predict that in ten years financial advertising will be doubled. Advertising is one of the biggest assets in the world, and bankers realize it."
—John W. Prentiss, Pres., Investment Bankers Association of America.

"BE THAT VOICE!"

"THE newspapers were never more independent than they are today, never less shackled by partisanship or by outside influences. It is only because we are facing so many new problems, because we are going through a process of great social changes, that the press needs to search out the truth more carefully than ever before, interpret facts with greater intelligence and take a bolder stand for right principles and right thinking, that it may continue to be as it has in the past the greatest single influence in the life of our country. Let us lead rather than be led. The world and its people are growing tired of its jazz. They are listening for a voice to lead them: Let us be that voice."
—John L. Stewart, Editor and Publisher Washington Reporter and Washington Observer, Washington, Pa.

WHEN WE GET HUNGRY

"WHEN the United States, growing at a rate that will preclude all possibility of its feeding itself within the next 50 or 100 years, actually comes to the point of hunger, what will happen to the less thickly populated parts of the North American continent? * * * Wallowing in gold, and up to its ears in food, United States is today at the peak of its national productive ability. * * * This continent forms one complete trading unit, and there can be no doubt that, in the ordinary course of events, the United States, Mexico and Canada will be forced into economic union before two generations have passed. * * * A hungry America of the future will create unequalled opportunities for a well-fed Canada."
—Editor, Vancouver, B. C., Sunday Sun.

GOOD-BYE FREE WRITE-UP!

"NO industry in America gives away what the newspapers are asked to give every day of the week, in free publicity to advertise articles in commerce. Here comes a letter to your desk and mine, asking for first-page publication of a 'news story' about some singer who has reached a new high note on a phonograph record, or a 'news story' about a college long-hike, sent out by some one interested in selling shoe-leather. Advertising agencies send us this material. If it is news, why do they send it? They are not news agencies. It is advertising and should be paid for. To my mind this very deceptive exploitation of newspapers has reached the limit. We had an automobile show in our town and we are well spoken of for the way we handled it, but we had handed to us twenty pounds of free publicity copy, mats, photographs and text. Many newspapers are meeting the situation courageously and effectively. Do they lose friends? No, because we make friends when we treat everyone fairly, without discrimination. The day of the old free write-up is past."
—D. N. Slep, President Altoona Mirror, at convention of Pennsylvania Associated Dailies.

Star Owners Sue Vanderlip

Louis H. Brush and his partner, Roy D. Moore, who purchased the Marion (O.) Star from President Harding, have brought suit in U. S. District Court in New York, asking damages to the extent of \$600,000 from Frank A. Vanderlip for his statements regarding the alleged circumstances of the newspaper's sale. Papers were served on Mr. Vanderlip in New York Feb. 20. He refused to comment on the suit, in which it is charged he accused the plaintiffs of attempting to bribe President Harding.

Harris-Dibble Company Moves

Harris-Dibble Company, brokers in the transfer of publishing and allied businesses for the past 26 years, has moved from 297 Madison avenue, New York, to

the sixth floor of the American Bond Building, 345 Madison avenue.

Postal Complaints Decrease

Complaints of three or four days' newspapers being delivered in one day have practically ceased since newspapers were placed on a parity with first class mail, according to Charles M. Riddiford, post-office inspector-in-charge at Spokane for the district comprising Montana, Idaho, Washington and Oregon.

N.V.C. Aids "Gloss" Move

National Vigilance Committee, of the A. A. C. W. and the 40 affiliated Better Business Bureaus have agreed to cooperate in the movement inaugurated by the National Retail Dry Goods Association to secure general use of the term "Gloss" for artificial silk.

When you come to London—

You will find JOHN BULL the most quoted paper in Great Britain. Its integrity, honesty and outspokenness are proverbial. "If you see it in John Bull, it IS so!" has become a national saying.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the World. No Bonuses. No Competition. For Advertising Rates and Particulars write: Philip Emanuel, Advertisement Manager ODHAMS PRESS, LTD. 57-59, Long Acre, London, W.C.2. Eng.

JOHN BULL

FIRST IN PUBLIC SERVICE

The Evening World.

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination. Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Maller's Building, Chicago
Ford Building, Detroit

The Deseret News
SALT LAKE CITY, UTAH

Seventy-three years old and the oldest daily newspaper in the Intermountain Country.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

4,500,000 MEN

live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

NEW YORK EVENING JOURNAL

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

Published every Saturday in London

NOW

is the time to advertise American Products in Great Britain. Never before has there been such a demand among English people for the best American Products. This is your opportunity to enter a profitable and consistent market.

If you already advertise or contemplate advertising your goods in Great Britain and wish to secure the same efficiency in Advertising Service as is offered by the best Agents in America,

write now to

SIR CHARLES HIGHAM

whose present American Clients include:

Swift and Company

American Safety Razor Corporation

United Drug Company

California Prune and Apricot Growers, Inc.

CHARLES F. HIGHAM LTD.

The most progressive Agency in Europe

Imperial House, Kingsway, W.C.2 London, England

Associated with

The Wm. H. Rankin Company New York and Chicago



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Record Convention Luncheon:—The biggest attendance at the weekly Advertising Convention Luncheon at the Holborn Restaurant was recorded on Tuesday, Feb. 5, when 105 men and women were present. This was largely due to the general desire to hear Sir Charles Higham, whom Harold Vernon introduced in the words of an American newspaper who described him as the "titled go-getter from England"

Sir Charles on Empire Exhibition Publicity:—The sensation of the luncheon was created by Sir Charles Higham's statement that the British Empire Exhibition was not being advertised in America at all. His remarks on this subject are given in a separate message. In connection with this I may be permitted to express surprise that in an official handbook just issued by the Exhibition authorities describing the Wembley show, so little appears to be thought of the International Advertising Convention as a feature of the great Exhibition, that in a paragraph dealing with various conferences to be held in the Congress Halls, the Advertising Convention is mentioned last of all. Yet this is the medium by which some 5,000 or so business men will be definitely attracted to the Empire Exhibition from all parts of the world.

Retail Distributors Will Entertain:—The Incorporated Society of Retail Distributors (representing the department stores of London) have empowered a committee to formulate a program for discussion and arrangements for the entertainment of visiting delegates. The Committee includes T. E. Jackson (secretary I. A. R. D.), A. H. Williams (Selfridge & Co.), L. A. Richards (Whiteley Store), J. Tomkinson (Harrods) and W. H. King (Waring & Gilders).

Press Ad-Managers Dinner:—The Press Advertisement Managers Association held their annual dinner in London, Feb. 1. It was a social function, with no speeches, and so no reference possible to the Convention, but as Philip Emanuel and George Scott are president and vice-president respectively, the omission was not serious. A comic cartoon program and presentation surprises to the ladies were features of the evening.

Delegates to Visit Liverpool:—At a meeting of the Liverpool Publicity Club on Feb. 1, it was stated that a party of 250 to 300 Convention delegates will visit Liverpool and the members of the club were urged to make the occasion one in which the delegates would gain a knowledge of the commercial resources of the town and district.

Dublin Won't "Wait and See":—Mr. D. McConnell of Dublin was a guest of the Publicity Club of Glasgow on Feb. 1 at their weekly luncheon. He said that while giving their active support to the London Convention the Dublin Club was not adopting a "wait and see" policy. For some time they had been in cable touch with America and had received assurances that the American delegates would certainly visit Ireland. He also pointed out that Ireland and not England was the first country to get in touch with the Associated Advertising Clubs of the World. More than £500 had already been subscribed locally to the fund for entertaining the American delegates irrespective of the monies forwarded to the Central fund in London.

Australia Wants Empire Association of Advertising:—The psychological effect of the Advertising Convention is making itself felt in a hundred different

directions. Now the question of a British Empire Advertising Association has loomed up from it, as the result of the president of the Advertising Association of Australia and New Zealand, W. R. McFerran having communicated to the secretary of the Wembley Advertising Convention a resolution to the effect that the Association get in touch with representative associations with a view to developing a British Empire Association of Advertising.

Mr. McFerran wrote: "It has been felt highly desirable that such an association should if possible, be formed and from information received from a representative of the Canadian Bodies, I understand that there is a likelihood of support being forthcoming from that Dominion. I should be glad if you could give the matter consideration and let me know the opinions of the organized bodies in the United Kingdom."

How Things are Moving:—W. S. Crawford has addressed a meeting of the Federation of Master Process Engravers on the coming Convention.

Andrew Milne, Convention Secretary in London, gave a talk to the Margate Chamber of Commerce, at which more than 1,500 were present to hear something of the movement. Margate recently offered an invitation to delegates to visit their town—a popular seaside resort.

Sir Traverse Clarke, Deputy Chairman of the British Empire Exhibition was booked to speak at the Convention Luncheon on Feb. 12.

Sir Arthur Marshall, K.B.E., contributed an article to the Derby Daily Express of Feb. 4, urging the value of the Convention upon business men and emphasizing the importance of the A.A.C.W. movement for Truth in Advertising.

On Feb. 6, Sydney Walton C.B.E., who is head of the Convention Press Bureau, addressed the Harrow Chamber of Commerce upon the work of the Advertising Convention.

Convention Delegates Pilgrimage:—In recent notes I referred to the proposed pilgrimage to be undertaken by the American delegates to the Wembley Convention to the former London house of Benjamin Franklin and I am now able to furnish further details of the historic spot.

The house is No. 36 Craven street, Charing Cross, where a plate erected on the wall by the London County Council bears the simple inscription "Benjamin Franklin lived here."

At this address, in what was formerly the boarding house of Mrs. Stevenson, he resided for the two periods, totaling seventeen years, during which he represented America in England. From this boarding house in 1775 he returned to his own country to assist in drawing up the Declaration of Independence of the United States.

The houses in Craven street have been twice renumbered since then and when the Royal Society first put up a tablet the wrong house was selected. The error has since been corrected so there is no possibility of the pilgrims paying misdirected homage, to the memory of their "patron saint."

Departmental Committees Pushing Along:—Advertising on the movies and insurance advertising are two departmental phases of the July Convention in which their respective experts in Great Britain are pushing along. Special committees are being formed to ensure complete discussion of the subjects in the Convention program.

PICTURESQUE SPOTS IN HISTORIC LONDON

Church with two shops—How church-wardens raised money in olden days—No. 17 Fleet Street—A house that survived the Great Fire.

THE first thing one notices on looking at the "Church of Saint Ethelburga the Virgin, Within Bishopsgate," is the quaint old-fashioned, irregularly shaped shop that adheres to its western wall, and almost completely masks its front.



St. Ethelburga's Church

This shop—or rather these two shops—are themselves of quite respectable antiquity.

The parish at the end of the Reformation period found itself very poor, and in 1571 the church-wardens built a small shop on the south side of the church door, and let it to one John Wiggett at the rent of 5s. a year.

By the year 1610 the rent had been raised to 20s. So pleased were the parishioners with this success that in 1614 they built another, larger shop on the other side of the door for which they were able to ask no less than £4 per year.

Each shop had a little room above it clinging to the church wall beside the window. When these two rooms were joined so as to block the window as they do today is not quite clear, but it was some time between 1736 and 1810.

A picture made in the former year shows the window between them, with a balcony in front of it, while in a picture dated 1810 the two upper floors are united, as they now are.

Number 17, Fleet-street had a very narrow escape in the Great Fire, being only about two doors from the furthest point reached by the conflagration.

The house at that time was rather over fifty years old, having been built in 1610-1611. It was then known as "The Princes Arms."

The ground floor seems to have been a tavern, so named in honour of Henry, Prince of Wales, son of James I., the much-loved prince who died when he was only 18 years old.

The front room on the first floor, which runs over the arched gateway of the Inner Temple, is believed to have been used by him as an office for the management of the Duchy of Cornwall estates.

That it had an intimate connection with him is evidenced by the excellently-moulded design on the ceiling, the centre of which shows the "Prince of Wales' Feathers" with the initials P. H.

Since that day the house has been once again a tavern, known as the "Fountain," and at another time the home of an exhibition of waxworks. But through all its changes the Prince's feathers have figured on its front.

At the end of last century it was about to be pulled down, but was rescued by the joint action of the London County Council and the Corporation of the City. Instead of being demolished, it was restored, so that its façade is now as it was when first built in King James's reign.

"Prince Henry's Room," as it is called, is open free to the public every day from 10 a.m. till 4 p.m.

The oak panelling at the western end is part of the original room. The other walls were re-panelled in the eighteenth century.

Advertisement inserted by THE DAILY MAIL (London) in the interests of the 1924 Advertising Convention.

EDITORIAL

OUR FAITH AND ACTION!

"A JOURNALIST who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust."

"Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism."

"Good faith with the reader is the foundation of all journalism worthy of the name."

That is the ground we stand on. These are true principles and sound facts, correct in theory and practical in every-day commercial operation. They represent the conscientious belief and the life effort of the earnest and progressive men and women engaged in all branches of newspaper work. They cannot be denied or set aside by any faithless minority no matter how audacious, cunning or powerful it may feel itself to be, no matter how it may wiggle and squirm, conspire and threaten, quibble and stutter.

These are excerpts from the well-known canons of journalism, adopted by the American Society of Newspaper Editors, April 28, 1923. In this hour they stand as the pillars of our faith and our action.

In this issue of EDITOR & PUBLISHER will be found a symposium of statements expressing the sentiment of representative working newspaper men on the recent revelations at Washington. These men work with coats off, by day and night, in some of the greatest newspaper institutions in this country, creating public policy, finding the news, sifting the useful from the worthless, the true from the false, building pages of type and sending them to press rooms, that the people may know what is transpiring in the world in which they live.

These men are typical of the working thousands in the newspaper profession. What they say, from their respective locations covering the map, may be taken as the true sentiment of American journalism. These men do not often speak to the public in the personal sense, as they appear in our columns this week. Usually their work is done anonymously.

What do they say? Unanimously, and in language which betrays deep-seated indignation, they demand that the canons of journalism, heretofore quoted, be conserved in letter and spirit by all newspaper proprietors as well as all newspaper workers in this country, if our free press is to live and function.

Stone blind is he who fails to read on the third and fourth pages of this issue of EDITOR & PUBLISHER a flaming public notice that American institutions and democratic principles are in safe hands, that the little, cynical minority who prey on newspapers, in vain effort to compensate for their own inferiority and journalistic incompetence, are merely conspicuous without authority or real effect.

Newspaper policies differ, even as individuals differ, but the rule of keeping faith with the reading public is the rock upon which the whole structure is built, and newspapers and newspapermen live by that rule and are prepared to fight for it when it is threatened.

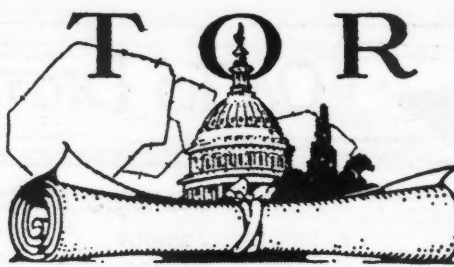
NEW BUILDINGS

TWO more fine new newspaper plants are this week announced, a glittering skyward spike for the Philadelphia Inquirer, Col. James Elverson's great morning and Sunday newspaper, and a very practical and chaste appearing structure for the Lincoln Star, published by H. E. Gooch and L. B. Tobin.

Here are additional reminders of the rapid growth of this industry. Fine offices are significant both of success and a sense of civic pride. The many friends of these two excellent newspapers will rejoice at this manifestation of increased efficiency and power for public service.

Down They Come!

OBSERVE that two great gasoline concerns in England are removing their billboards from the roads in deference to public demand that the English countryside be undefiled by advertising horrors! One of the concerns, Pratts, is using newspaper paid space, to tell the public what it is doing and why. A feature of the advertisement is a half-tone showing a crew of wreckers at work.



THY LIGHT

ST. LUKE, CHAPTER XI: 33-36

No man, when he hath lighted a candle, putteth it in a secret place, neither under a bushel, but on a candlestick, that they which come in may see the light.

The light of the body is the eye: therefore when thine eye is single, thy whole body also is full of light, but when thine eye is evil, thy body also is full of darkness.

Take heed, therefore, that the light which is in thee be not darkness.

If thy whole body therefore be full of light, having no part dark, the whole shall be full of light, as when the bright shining of a candle doth give thee light.

INDECENCY IN MOVIE COPY

FILTHY advertising and publicity matter in copy sent out by the national distributors of motion pictures, and in instances touched up by local advertisers, must go! It is a job for Will Hays, and EDITOR & PUBLISHER respectfully calls it to his attention.

This action is prompted by the commendable and forthright course taken by the management of the Detroit News. H. S. Scott, general manager, sent written notice to all local advertising motion picture houses that objectionable matter must be cut from movie copy intended for publication in that newspaper. "The News," he said, "will gladly forego the loss of the advertising of Detroit's motion picture houses rather than publish pictures of women in a state of undress, suggestive poses, cutlines intended to direct the mind to sex suggestion or convey an idea of 'rottenness' that we find is never borne out on the screen itself. The suggestiveness of the text of many advertisements is only exceeded by its plain vulgarity."

The letter truly said that the objectionable material could easily be avoided and properly called attention to the harm being done to the permanent standing of the picture theatre in the community.

As a result there has been a wholesome housecleaning in Detroit, excellent for newspapers and theatres alike, not to mention public decency.

Editors are respectfully advised to watch local copy, with the certain knowledge that it contains an element of fraud if it promises in motion picture stories sex features which would not pass state boards of review and, of course, to eliminate salacious pictures and text which offend thinking people and corrupt the unthinking.

February 23, 1924

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EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER Co.,

1115 World Building 63 Park Row, New York

James Wright Brown, Publisher.

Marlen E. Pew, Editor.

J. B. Keeney, Business and Advertising Manager.

Arthur T. Robb, Jr., Managing Editor.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

THE SPARKLING FOUNTAIN

OF all deceitful copy-book epigrams which offend and mislead humanity, the most pernicious is "What you don't know won't hurt you." What you do not know, of course, is exactly what will hurt you. Ignorance has never helped anyone and little knowledge we manage to store up in our heads is our only safe treasure.

Poverty, disease, hate, injustice, prejudice—stumbling human misery traces back to lack of knowledge. This is as trite and simple as any fact of life, yet the cynical saw is one of the best accepted pieces of nonsense of the popular parlance of the day, doubtless originated by some sly Machiavelli in a past age, who slipped it into the craniums of the serfs, the easier to exploit them.

American newspapers, more than all other agencies are effectively advising, in every issue: Young man, young woman, get knowledge! Read and think! Search the world for bright treasures for the mind! Build wealth of intelligence, easy to obtain in your day, and better by far than stored up gold and silver! Do not waste too much time on opinions! Usually they are cheap and mistaken. Seek fact and base your own opinion on it!

Every worth-while fact in life is being published somewhere and somehow in this country. Only mentally lazy, the illiterate or the slavishly working are denied the pleasure and profit of drinking at a sparkling fountain. Thus a powerful aristocracy is rapidly rising, a society of common people who know better than common understanding of the vital facts of life. Many are newspaper educated. To create popular appetite for sound knowledge and serve to our chief pride and cause.

A NEAT FACT

OCCASIONALLY we get the local newspaper advertising story in the concrete. Milwaukee's Journal's merchandising service bureau surveyed the city and found many interesting and valuable facts. For instance, the city has 94,000 families who enjoy electricity in their homes. Of the number 75 per cent own electric irons, but only 10 per cent own electric percolators. As there is as much joy and comfort in a quickly brewed morning cup as in an electric iron, the Journal wondered at the disparity. They found that when enterprising dealers had advertised irons for several years in local newspapers no one had pushed a percolator in newspaper paid space. They were on sale, but people do not buy what they do not know about, of course.

All business considerations aside, think of the human kindness expressed in the fact that 33,333 Milwaukee housekeepers own electric washing machines! Did you ever see your mother or wife hovering over the rubbing board of an old-fashioned wash tub? Then, and only then, will you understand what we mean by the human kindness of the electric device which newspaper advertising puts into the hands of womankind.

GIVE NEW JUST PRAISE!

THE National Editorial Association fought long and long for transmission of newspapers through the mails as expeditiously as is first-class postage transmission and naturally the membership is delighted with the order of Harry S. New, Postmaster General directing postmasters to avoid mixing newspaper sacks with other mail, except first class mail, and general to give newspapers expeditious handling.

President Wallace Odell, of the N. E. A., sensibly asks the membership to show appreciation by sending appropriate letters to Mr. New.

A Job Worth Doing

EACH year weak, unsophisticated and mercenary people of this country are robbing an estimated \$500,000,000 by fake stock and land promoters. How much does your country contribute to this shameful total? Tell your neighbors how to protect their savings, and see that your merchants and bankers co-operate in the advertising columns.

PERSONAL

WILLIAM ALLEN WHITE, publisher and editor, Emporia (Kan.) Gazette, and Clark Howell, editor, Atlanta (Ga.) Constitution, have accepted invitations to act as judges in the \$5,000 yearly prize award being offered by the Pictorial Review for the American woman, judged to have made the greatest contribution to human progress, during the preceding year.

Herbert Bayard Swope, executive editor, New York World, left last week for Palm Beach, Fla., where he plans to spend a month resting.

Louis H. Brush, one of the publishers of the Marion (O.) Star, has been selected by the 18th District leaders as the Coolidge candidate for delegate to the national convention.

B. F. Irvine, editor, Portland (Ore.) Journal, has been initiated into the Oregon state chapter of Sigma Delta Chi, national professional journalism fraternity. The ceremony took place at the agricultural college at Corvallis.

Josephus Daniels, Jr., son of Josephus Daniels, editor, Raleigh (N. C.) News and Observer, and former Secretary of the Navy, has been elected president of the Raleigh Merchants' Association.

Frederick Roy Martin, general manager, Associated Press, New York, has been nominated candidate for election as overseer, Harvard University. Election takes place in June.

Norman E. Mack, publisher, Buffalo (N. Y.) Times, accompanied by Mrs. Mack and their daughter, is spending a vacation at the Breakers, West Palm Beach.

E. P. Adler, publisher, Davenport (Ia.) Times, and head of the Lee Syndicate newspapers, has been re-elected president of the Tri-city Jewish Charities and is organizing a committee for a local campaign for \$5,000 endowment for charitable institutions.

Fred W. Woodward, publisher, Dubuque (Ia.) Telegraph-Herald, has been made president of the Dubuque Mississippi Valley League Baseball Association. He is serving his second year as head of the organization.

Sir Alfred Robbins, who has just retired from the post of London correspondent of the Birmingham, England, Post, after 35 years of journalism is to tour America to lecture on Freemasonry.

William J. Conners, publisher, Buffalo (N. Y.) Courier and Enquirer, and Norman E. Mack, publisher, Buffalo Times, have been selected to represent Erie county at the national Democratic convention.

Hal Hoss, editor, Oregon City (Ore.) Enterprise, and Mrs. Hoss are parents of a son born Feb. 7. Mr. Hoss is president of the Oregon State Press Association.

Henry J. Haskill, associate editor, Kansas City Star, who has just returned from a 4 months tour of Europe, stopped off in Washington to discuss the European situation with President Coolidge.

Jay N. Darling, "Ding," cartoonist, Des Moines (Ia.) Register, whose work is syndicated all over the country, was tendered a complimentary banquet by the members of the Greater Des Moines committee and associate members of the Des Moines Club, Tuesday, Feb. 19.

IN THE EDITORIAL ROOMS

W. D. BAGLEY, for several years managing editor, Bridgeport (Conn.) Star, has resigned. Joseph H. Masterson, former city editor, has succeeded to the post, Elliot DeForest becoming city editor. Bagley has not announced his plans.

William P. Carney and Andrew A. Freeman, formerly reporters on the New York Evening Mail, have joined the staff of the New York Herald.

Reginald Wilson, of the New York

Herald staff, returned this week from a vacation spent in Bermuda.

Arthur Maurice, literary editor, New York Herald, has returned from a trip to the West Indies.

Jacob Fishman, managing editor, New York Jewish Morning Journal, sailed for England on board the Berengaria Feb. 16, to attend the executive meeting of the World Zionist organization in London.

R. D. Cannon has been appointed assistant managing editor, Portland (Ore.) Telegram. Mr. Cannon was formerly city editor of that publication, but for several years has been engaged in publicity work.

Vance W. McCray, formerly farm editor, Cedar Rapids (Ia.) Gazette, and more recently connected with the Sears-Roebuck Agricultural Foundation of Chicago, has resigned this position and returned to Cedar Rapids, where he will engage in the insurance selling field.

Leo E. Thiele, for 9 years artist and cartoonist for the Sioux City (Ia.) Tribune, with the exception of 10 months spent in the army during the World War, has resigned to become supervisor of service for the Doll & Smith Company, New York.

Paul H. Montgomery, police reporter, Sioux City (Ia.) Journal, has resigned to enter the insurance field.

Gardner H. Kelly, who has been covering the police run for the Sioux City (Ia.) Tribune, is now handling the night commercial run.

Don E. Wells, of the Eric (Kan.) Record, and associated with his father, Seth G. Wells, in the publication, was elected president of the Kansas Day Club at their annual meeting in Topeka.

Mrs. George Mosher, city editor, Auburn (Wash.) Co-Operator, was painfully bruised, when struck by an automobile recently.

Mrs. H. O. Salmons, wife of the editor of the Newcastle (Neb.) Times, is critically ill following an operation.

Miss Gertrude Conway has resigned as society editor of the Sioux City (Ia.) Tribune. She has been succeeded by her sister, Miss Kathryn Conway.

Clarence Martin, of the Bellingham (Wash.) Reville staff, has been engaged as advertising manager for the Bloedel Donovan Lumber Mills of that city.

Sam W. Davis, who recently sold the Mulvane (Kan.) News to S. C. Swenson, is taking his first vacation since he entered the printing business, nearly 50 years ago.

Richard Kingsley is now covering the day police run for the Sioux City (Ia.) Tribune.

E. M. Holden, city editor, Neodesha (Kan.) Sun, and Mrs. Holden are parents of a son.

Miss Myrl Hart, of Kansas City, Mo., newspaper woman, has been elected president of the Kansas City Alumnae chapter of Theta Sigma Phi, journalism sorority.

Ralph W. Douglass, of Sterling, Kan., has joined the art department of the Chicago Daily News.

Jack Lawrence, who retired with consolidation of the Lyons (Kan.) Republican with the Lyons News, will take a vacation in Florida before re-entering the newspaper field.

Ed Burkholder, former editor, Anthony (Kan.) Bulletin, is on a tour through Mexico and Central American countries.

Edward A. Bromley, veteran newspaperman of Minneapolis, and Mrs. Bromley celebrated their golden wedding anniversary, Feb. 17.

Forest Warren, of the Hiawatha (Kan.) World, has resigned to join the staff of the Amarillo (Tex.) Globe.

Russell Smith, Trenton (N. J.) Times reporter, has resigned from the staff to return to his home in Birmingham, Ala.

C. Edgar Randall, Jr., formerly a student at the Oregon Agricultural College, and who after leaving school took a place as publicity agent in the bureau of

FOLKS WORTH KNOWING

E. C. GRIFFITH, recently appointed general manager of the Seattle (Wash.) Post-Intelligencer, commenced



E. C. GRIFFITH

newspaper work on the Fargo (N. D.) Argus as a reporter.

For four or five years, he was associated in editorial capacities on the Minneapolis Tribune, Minneapolis Journal, and Milwaukee Sentinel.

About 15 years ago, he entered the advertising department of the Minneapolis Tribune and has remained on the business side of newspaper work ever since.

After leaving the Tribune, he was, for a while, advertising manager of the Grand Forks (N. D.) Times-Herald. Then he went to Chicago, where he became local advertising manager for the Daily News. Soon afterwards, he entered the special representative field, being appointed western manager for O'Mara & Ormsbee, Inc., newspaper publishers' representatives. From this position he advanced to vice-president and western manager of the advertising firm, Dorrance Sullivan Company.

For 2 years, before going to Seattle, he was director of advertising for the Washington (D. C.) Evening Times, and Morning Herald, Hearst publications.

plant pathology at Washington, is now managing editor, Alexandria (Va.) Gazette.

Harold G. Long, editor, Lethbridge (Alberta) Herald, is in Edmonton covering the session of the legislature for his paper.

Ward Irvine has resigned as private secretary to Governor Pierce of Oregon and gone back to his place on the editorial staff of the Portland Journal.

Betti Kessi has resigned as society editor, Salem (Ore.) Statesman, and will do advance work for the Ellison-White Chautauqua Company.

Franklin H. Chase, associate editor, Syracuse (N. Y.) Journal, sailed Feb. 16, on the Tuscania for Europe. He will continue to conduct his column "Knock-in' Around the World" while on the trip on which he is accompanied by Mrs. Chase.

IN THE BUSINESS OFFICE

J. HOWARD ALEXANDER, advertising manager, Cleveland Press, has been transferred to Denver, Col. Enroute west he visited relatives in Cherryvale and Independence, Kan. Mrs. Alexander accompanied him.

Louis Wiley, business manager, New York Times, was elected president of the Society of the Genesee at the 25th annual dinner in New York, Feb. 19.

Frank I. Sefrit, general manager, Bellingham (Wash.) Reville, has been appointed chairman of the publicity committee of the Bellingham Tulip Festival Association, which will stage a tulip pageant in May.

Robert S. Weir, circulation manager, Syracuse (N. Y.) Journal, is back at his desk after a 5-weeks rest, during which time he visited Atlantic City.

Charles W. Bryson, of the advertising staff, Parsons (Kan.) Sun, has been made advertising manager, succeeding the late James Madison.

Miss Helen Keephart has joined the business office staff of the Trenton (N. J.) Times.

Donald L. Weaver, who has been associated with N. W. Ayer & Son, has joined the service and copy department of the Christian Science Monitor.

Fred B. Lonstreth has resigned from the circulation staff of the Little Rock (Ark.) Democrat.

HOLDING NEW POSTS

R. C. SHELTON, from promotion manager, Utica (N. Y.) Observer Dispatch, to circulation department, Worcester (Mass.) Post.

Henry Lyon, from advertising and research department, Tacoma (Wash.) Ledger, to managing editor Bremerton (Wash.) American.

"Ray" Humphreys, from assistant city editor, Denver Times, to staff, Denver Post.

WITH THE ADVERTISERS

ARTHUR OTIS, for two years associated with Bawden Bros., a Davenport, Ia., advertising concern, has joined the D. A. Lascombe agency in Davenport. Mr. Otis is a member of the Davenport Ad Club. His place in the Bawden organization is taken by Miss Dorothy Merriman.

Albert Highton, for the last 5 years associated with the American Writing Paper Company's editorial and advertising department, has resigned, effective March 1, to take a position as copy writer in the bureau of advertising of

The following papers have renewed their contracts for the Haskin Service for another year:

- The Asheville Citizen
- The Lynchburg Daily Advance
- The Bristol Herald Courier
- The Green Bay Press-Gazette
- The Appleton Post-Crescent

the United Typothete of America. Mr. Highton will be located in the U. T. A.'s headquarters in Chicago, and begins his new duties March 3.

O. F. Ballou has been appointed advertising manager of the S. Kann Sons Company, department store, Washington, D. C. He is now advertising manager for Isaac Long Company, Wilkes-Barre, Pa., and will assume his duties in Washington about April 1. He succeeds the late Donn Smythe, who died several months ago.

George P. Rogers, for 6 years general sales and advertising manager of the Pyrene Manufacturing Company, New York, has resigned to become vice-president and director of sales and advertising of the Kant Rust Products Corporation of Rahway, N. J.

IN THE AGENCY FIELD

THOMAS F. GRAHAM, E. W. Smith and Frank Swift, of Philadelphia, will apply, March 3, for a charter for a corporation to engage in general advertising and agency business under the name of the Merchants' Publicity Bureau, Inc.

Society Advertising Corporation, New York, has increased its capital from \$1,000 to \$10,000.

John D. Boyle, Inc., New York, advertising agency, has increased its capital from \$25,000 to \$50,000.

Craig Smith, former Detroit newspaperman, has joined the staff of Brooke, Smith & French.

John K. Riegel, recently resigned from the advertising department, New York American, has joined the staff of Dan A. Carroll, publishers' representative, New York.

Charles F. Alward, for the past two years associated with the Shamokin Pure Food Products Company, Inc., in charge of advertising and sales, has joined the staff of William T. Mullally, Inc., advertising agency, New York.

E. W. Oldham, formerly treasurer, Goldman, Carrigan Agency, New York, is now associated with the Experimenter Publishing Company, Inc., New York, publishers of Radio News, Science and Invention and Practical Electrics as sales promotion manager.

ON THE MECHANICAL SIDE

F. T. DENMAN, assistant manager of publicity, Mergenthaler Linotype Company, has returned to New York from a six weeks' business trip to the various Linotype agencies in the United States, and to Canadian Linotype, Limited, Toronto.

Col. Lem A. Woods, veteran Kansas printer, for many years employed by the Chanute (Kan.) Tribune, was run down by a delivery wagon recently and painfully injured.

Intertype Corporation has appointed George R. Grist, formerly special representative of the Epes-Fitzgerald Paper Company, Columbia, S. C., salesman for South Carolina, eastern and lower Georgia. Kenneth L. Eagon, associated with the Sinclair and Valentine Printing Inks Company in the Middle West for 10 years, has been appointed salesman in the Arkansas and Southeastern Missouri territory.

CHANGES OF OWNERSHIP

JOSEPH GOLDMAN, who recently sold the Jefferson City (Mo.) Democrat Tribune, after being its publisher for 20 years, has purchased the Clayton (Mo.) St. Louis County Sentinel.

Hartsburg (Mo.) Truth, published since August, 1922, by H. E. Booth, has been sold to E. L. Mahon.

Thomas Daniel, who recently purchased the Montrose (Mo.) Tidings, has sold the paper to Arthur F. Drake, former owner, Jasper (Mo.) News.

C. T. Richardson, of the Garnett (Kan.) Review, and William "Old Bill" Payton, former editor, Colony (Kan.) Free Press, have purchased the Free Press.

Eugene Larin, editor, Enumclaw (Wash.) Herald, has bought out the interest of L. H. Bostwick, business manager.

Earl Post has purchased the Moran (Kan.) Herald.

NEW PLANTS AND EQUIPMENT

ASHEVILLE (N. C.) TIMES has contracted for the first and second stories of a 5-story structure. The company expects to be in its new home by Sept. 1. New machinery, including a new 32-page press, will be installed.

Huntington (W. Va.) Herald Dispatch have installed a Goss sextuple press, with modern Hoe stereotyping machinery, with a capacity of 48 pages, and at the rate of 18,000 per hour. New mechanical requirements are 8 columns 12½ ems, 22 inch column length.

NEWS SERVICES AND SYNDICATES

C. B. McCABE has been appointed manager of the United Press, Harrisburg, Pa., bureau, succeeding S. P. Hollingsworth, who has been transferred to the business office, with headquarters in New York. McCabe has been in the New York bureau.

Bryan Herbert has been appointed manager of the United Press bureau at Columbus, O.

New York Bureau of Agence Havas, formerly of 51 Chambers street, after March 1 will be located at 383 Madison avenue.

D. D. Meredith, manager of the St. Paul bureau of the United Press, is recovering from an operation.

MARRIED

JOHN V. A. WEAVER, poet and literary editor of the Brooklyn Eagle, to Peggy Wood, actress, at Hamilton, Bermuda, Feb. 14. Weaver is well known for his verse in the American vernacular. Mrs. Weaver is the daughter of the late Eugene Wood, author of short stories. Her first appearance on the stage was six years ago in "Naughty Marietta."

Robert Merrifield, former reporter, Bellingham (Wash.) Reveille, to Miss Mary M. Wood, until recently society editor, Berkeley (Cal.) Gazette, at Oakland, Cal.

Perry S. Freeman, courthouse reporter, Toledo Blade, to Mrs. Norine Wintrow, feature writer for the Blade, Valentine's Day.

ASSOCIATIONS

REPUBLICAN PRESS ASSOCIATION OF COLORADO laid plans for the coming Presidential election at a meeting held in Denver, Feb. 14. Among those present were: Chalkey A. Wilson, Akron Pioneer Press; C. P. Schmidt, Brush Tribune; E. H. Williamson, Grover Pawnee Press, Carleton T. Sills, Gunnison Republican; L. I. Griffin, Ordway New Era; E. H. Godfrey, Yampa Leader; William C. Blair, Lake City Silver World; J. J. Woodring, Sterling Advocate; Carl S. Milliken, secretary of state, Denver; P. R. McDowell, Julesburg Grit-Advocate; C. E. Adams, Grand Junction News; C. M. Danford, Golden Republican; J. W. Klein, Golden Republican; H. J. Stahl, Central City Register-Call; George W. Smith, Hayden Republican; Will R. Murphy, Denver Lincolnian; C. C. Hamlin, Colorado Springs, Gazette and Telegraph; Will C. Ferril, Denver Rocky Mountain Herald; George W. Johnson, Longmont Call; J. H. McDevitt, Jr., Durango Herald; C. E. Hegar, Denver, Colorado, Pioneer, and Halsey M. Rhoads, Denver Rocky Mountain Mirror.

New York League of Advertising Women will hold their monthly dinner Feb. 26, at 6:30 o'clock, at the Advertising Club. Edwin S. Friendly, business manager of the New York Herald and the Sun and Globe, will speak on "What the Daily Newspaper Has Done for Advertising." "Textile Advertising and the Daily Newspaper" will be discussed by Francis P. Adams, associate

editor of the New York Commercial, and president of the American Trademark Association. Oliver B. Merrill will be the guest of honor.

Baltimore Advertising Club held its annual banquet and Valentine party Feb. 14, at the Emerson Hotel. United States Senator J. Thomas Heflin of Alabama was the principal speaker.

Women's Advertising Club of Detroit was addressed Feb. 18, by William G. Woodward, vice-president of the Gravure Service Corporation. Woodward has been associated with the New York World, American and Tribune as advertising manager.

Portland (Ore.) Advertising Men's Association has just launched a club weekly named Portland Advertising. The initial issue carried a portrait of Marshall N. Dana, Portland newspaper writer, announcing an address to be given by him on the subject "An Editor's Viewpoint of the Advertising Man's Job."

Hutchinson (Kan.) Ad Club is celebrating "Leap Year" by accepting the invitation of the Business and Professional Women's Club to be their guests at a dinner March 17.

Buffalo Arts Club, composed of writers, painters and musicians, has elected Arthur Kowalski, of the Buffalo (N. Y.) Courier, as president. Other officers are: J. R. Broderick, vice-president; Mary F. Nash, recording secretary; George Laing, treasurer; E. L. Wathen, correspondence secretary.

Canada Weekly Newspapers Association will hold its annual meeting in Toronto June 5, 6, and 7, it has been decided by the board of directors. After

the sessions, 150 of the newspapermen will leave on a 2 months' tour of England, Scotland and the battlefields. The Empire Press Union and the English newspaper society are co-operating in the land in making plans to entertain Canadian visitors. The party is scheduled to sail June 1 from Montreal on the C. P. R. steamship Melita. J. J. Fortin, president of the association, presided over the meeting of the directors.

Southwestern Associated Press Association elected Folsom Moore, general manager of the Tucson (Ariz.) Star, president of the association for 1924 at a meeting held Feb. 11. Moore succeeded G. A. Martin, of the El Paso (Tex.) Herald, who held the presidency for two years. Phoenix was chosen for the convention to be held in March.

Financial Advertisers' Association holding its midwinter meeting in New York, Feb. 15, voted to co-operate with the A. A. C. W. in preparing for the London convention, July 13. The governors' board, which is headed by George D. Morris of Chicago, president of the association, will act for the association, which has approximately 700 members.

Woman's Press Club of Brooklyn will celebrate its 35th anniversary with luncheon at the Hotel Astor, New York, Feb. 23.

Legislative Correspondents' Association, Albany, N. Y., is making arrangements for its annual dinner, the date of which has been set for March 27. George D. Morris of the New York Telegram and Evening Mail is president of the association.

Prepare for Easter Advertising

Churches probably spend more money for advertising at Easter than at any other time. More churches would take advantage of the opportunity to present a phase of Christian living through display space if newspaper publishers were prepared to offer copy.

Series No. 3 issued by the Church Advertising Department contains excellent ads for Palm Sunday and Easter with other ads which lead up to these great church days.

Permission to use these ads will be sold to only one paper in a town. The price averages forty cents a week and the series includes enough ads for an entire year's campaign if desired.

Proofs will be sent on request to Herbert H. Smith, 518 Witherspoon Bldg., Phila., Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

SCHOOLS OF JOURNALISM

ANNUAL Journalism Week of the University of Missouri will be held May 12-16, Dean Walter Williams has announced. Round table conferences by heads of the Associated Press, International News and United Press will be features of the week. Other conferences also will be held.

Five new members were initiated into the Michigan chapter of Sigma Delta Chi national honorary journalistic fraternity at its annual initiation at the University of Michigan, Feb. 17.

University of Washington School of Journalism has begun a scrap book for all articles published by students and graduates of the school. Whenever a student sells a story or article to a magazine, newspaper syndicate or trade-journal with national circulation, the article, the name of the student and the date on which it was published, are filed in the book. During the year students have sold about 30 stories to publications with national circulation.

Thirty-eighth chapter of Sigma Delta Chi, national honorary journalistic fraternity, will be installed soon at Washington State College at Pullman. Installation will be in charge of teams from the national journalistic fraternity from the University of Washington and Oregon Agricultural College.

Gene Markey, caricaturist, Chicago Daily News and New York Tribune, gave a chalk talk at the downtown Medill School of Journalism, Chicago, Jan. 17. Among the "Famous Journalists," whom he drew and mentioned were Keith Preston, column conductor of the Chicago Daily News; O. L. Hall and Ashton Stevens, dramatic critics; Llewellyn Jones, literary critic; Col. R. R. McCormick of the Chicago Tribune; William Randolph Hearst and Heywood Brown.

SPECIAL EDITIONS

ST. PAUL Daily News, 104-page automobile edition, Feb. 3.

Toledo (O.) Blade, a 56-page automobile edition, Feb. 4.

Cedar Rapids (Ia.) Republican, a 24-page Farm edition, Feb. 13.

Davenport (Ia.) Democrat and Leader, an Automobile Show edition, Sunday, Feb. 17.

St. Paul Sunday Pioneer Press, 144-page automobile edition, Feb. 3.

WHAT OUR READERS SAY

Block Owns No Worcester Stock Feb. 18, 1924.

TO EDITOR & PUBLISHER:—I notice in your edition of Feb. 16, an article written by Arthur T. Robb, Jr., that Paul Block of New York is said to be interested in the Worcester (Mass.) Telegram and Gazette, amongst other papers.

This statement is absolutely and entirely untrue, as Mr. Block has no interest in the Telegram and Gazette, other than that of being its foreign representative.

All of the voting stock in the Worcester Telegram Publishing Company which owns both the Telegram and Gazette, is owned by Theodore T. Ellis of Worcester, and Mr. Block is neither a stockholder or a bond holder. WORCESTER TELEGRAM PUBLISHING COMPANY.

CHARLES H. MORSE, Business Manager.

Invaluable to All Departments

TO EDITOR & PUBLISHER: The copy of your YEAR BOOK received by us has been passed along for the attention of executives in our editorial, circulation, and advertising departments, and the comment from all who have seen it is that it is a remarkable publication, of almost inestimable value to those who have use for the information it contains. You surely must rejoice in the privilege

WEEK'S CLEVER PRESS FLASHES

Oil seeking its level goes pretty high.—Detroit News.

"Scofflaw" won't help much. What we need is dry agents who will scoff cash.—Oil City (Pa.) Derrick.

It now appears that thing on the Dome was a TNT-pot.—New York World.

Sing a song of sixty-eight, Cows or thou' or what, Forty million troubles Brewed in a Teapot; When the pot was tilted— Shades of John T. King!— What a cup to brew a man Whose hat is in the ring! —Philadelphia North American

Mr. Fall, helped onto a train in Washington, was able to hop off briskly in Texas. The benefits of travel these days increase in proportion to the distance traveled from Washington.—New York Evening World.

"Do you believe in heredity?" "You bet I do. That's how I came into all this money."—Boston Transcript.

Mr. Vanderlip appears to have done his broadcasting on a wave length of 386 rumors.—H. I. Phillips in the New York Sun & Globe.

Wouldn't it be just our luck if some of those French senators would rise to remark that Hell-an'-Maria Dawn and his friends ought to put our own house in order before they consent for us to play reparations tiddle-de-winks with them.—Denver Express.

Why the strange silence of William Jennings Bryan in all this Teapot Dome hubbubbling, as one might call it? It can not be that there are any little drops of oil in his grape juice.—R. P. M. in the Springfield (Mass.) Union.

The net material value of a human being is now announced as 98 cents. Add two cents postage for the Dollar-a-Year Man and subtract 68 cents for that Morning After value.—New York Tribune.

Oil is reputed to have a quieting and pacifying effect upon the troubled waters of the ocean. But upon the political seas its effect seems to be quite the reverse.—Baltimore Sun.

Would it be perfectly all right to refer to several members of the Senate committee investigating the Bok Award as scoffleagues?—Detroit News.

of rendering so great a service to so wide a field.

THE CHRISTIAN SCIENCE MONITOR, NORMAN S. ROSE Manager of Advertising & Promotion.

Editor & Publisher a Text Book

OAKLAND, Cal., Jan. 21, 1924. TO EDITOR & PUBLISHER: The Oakland Tribune has for several years subscribed to EDITOR & PUBLISHER for the use of its classified department.

It may interest you to know that we use your publication as a text book for the instruction of our junior staff. TRIBUNE PUBLISHING CO. M. A. McDONALD, Classified Advertising Manager.

Thankfully Received

MODESTO, Cal., Feb. 9, 1924. TO EDITOR & PUBLISHER:—I am glad to enclose my check for \$4 in payment of my subscription to Feb. 27, 1925.

The copies of EDITOR & PUBLISHER which arrive each week are closely read by all members of our editorial and business offices.

The 1924 INTERNATIONAL YEAR BOOK, which is even better than the splendid issues of former years, is most valuable to us.

H. P. WALLS, BUSINESS MANAGER, MODESTO, (Cal.) NEWS.

The Syracuse Herald SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922. First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc. 288 Fifth Ave. N. Y. City Steger Bldg. Chicago, Ill. Globe Bldg. Boston, Mass.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta

PACIFIC COAST REPRESENTATIVE M. C. Morgensen & Co., Inc. Los Angeles—San Francisco—Seattle

1893 SERVICE 1924 as visualized by BENJAMIN & KENTNOR CO.

THIRTY years' experience has taught us a lot of things about eliminating lost motion, and we pretty well know where to go for orders and how to get them. Perhaps that has something to do with the kind of service we render the newspapers we represent.

BENJAMIN & KENTNOR CO. Newspaper Advertising Representatives 2 West 45th St. 900 Mallers Bldg. New York Chicago 401 Van Nuys Bldg. Los Angeles

List Your Features in the Editor & Publisher Directory—See page 50

TRADE MARK FLEXIDEAL DRY MATS

REG. U.S. PAT. OFF.

Forms crowd one another at the steam table because the type that went into them has been set during the last minute rush.

So complains Mr. Oamore R. Smith in a recent issue of Editor & Publisher. But why permit the steam tables to choke or even interfere with your even flow of production?

The Flexideal Dry Mat cold process of stereotyping does away with the steam tables and saves from 4 to 7 minutes otherwise consumed in drying and baking the obsolete wet mat on the form.

Think of 4 invaluable minutes available to you by adopting the Flexideal cold process; 4 golden minutes to keep the forms open or to start the presses earlier; 240 seconds which can be utilized to the benefit of every branch of your paper!

Ask us for information regarding Flexideals for your equipment—you incur no obligation whatsoever.

Now is the time!

The Flexideal Co., Inc.

Sole U. S. & Canadian Distributors 13 WILLIAM ST. NEW YORK

TRADE MARK MAXITYPE DRY MATS

REG. U.S. PAT. OFF.

ANNOUNCEMENT

J. Thomas Lyons, for the past 8 years associated with The Sun Papers of Baltimore, is now Vice President and General Manager of The Baltimore News Baltimore's Oldest Evening Newspaper

In New Orleans it's THE ITEM

The Pittsburgh Press A Scripps-Howard Newspaper Daily and Sunday Has the Largest CIRCULATION IN PITTSBURGH MEMBER A. B. C. Foreign Advertising Representatives ALLIED NEWSPAPERS, INC. New York Office—52 Vanderbilt Ave. Chicago Office—5 North Wabash Ave. San Francisco—Cleveland—Cincinnati

170 Pages

Every department store in Des Moines, individually and collectively, used more space in The Des Moines Capital in 1923 than was used in any other Des Moines newspaper. The excess in favor of the Capital amounted to 170 pages.

THE DES MOINES CAPITAL

Lafayette Young, Publisher

Special Representatives:
O'MARA & ORMSBEE, INC.
New York — Chicago — San Francisco

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y.
Daily Argus
AND
The New Rochelle, N. Y.
Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

The Washington Herald

Largest Sunday Circulation
Any Washington Paper

The Washington Herald

morning
and

The Washington Times

evening

Largest Daily Circulation at
attractive combination rate.
Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

Few Papers—(if any)—surpass the

TRENTON NEW JERSEY TIMES

A Food Medium

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

Circulation 36,493 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

HIGHAM ASKS FOR MORE EMPIRE EXHIBITION ADS

"Titled Go-Getter" Home in England,
Says U. S. Not Informed on Huge
Exposition—Lauds American
Hospitality

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

Like all Britishers returning from your side of the water, Sir Charles Higham's first idea on landing was to find a quiet place where he could recover from your frontal attacks of hospitality. This by the way, is becoming a standing complaint with our people who visit you, and it only remains for somebody to be made thoroughly ill from this cause for the British Government to issue a note to the United States Government requesting a truce in the matter of your hospitality campaign against those men and women who land unsuspectingly in your midst. Either that, or our Convention Hospitality Committee must take steps to retaliate in the fiercest manner possible.

Speaking at the Advertising Convention Luncheon at the Holborn Restaurant in London, he offered some vigorous comments and observations upon his trip.

One of the most pointed was that concerning the lack of publicity for the British Empire Exhibition in the United States. He spoke of the reasonable probability of some 2,000 American men and women attending the Convention at Wembley and continued:

"Most of these well-known American business men and journalists will be visiting England for the first time and when they get here they will probably hear for the first time of the large quantity of products of the British Empire being shown at an exhibition, second only to the Chicago Fair, and they will learn also for the first time, that probably the greatest amusement park in the world will be found in the world's metropolis at Wembley. In my judgment the British Empire Exhibition authorities have absolutely failed to inform the world of the wonders of this exhibition. Why they are so behindhand in this matter is beyond my comprehension. Look at our English newspapers. How much space has been given to the British Empire Exhibition. Not one single advertisement on it has appeared in the United States."

He added that 200 advertising women alone were coming over to the Convention. New York expected to send 1,000 delegates on a Cunard and a U. S. Line boat respectively, Boston would send 300 on a Cunard liner, while Houston and the Southern States with another 300 would sail direct from Houston in a French liner.

Sir Charles was much impressed by the absence of any anti-British feeling in the States. The Hearst newspapers were now strongly pro-British and W. R. Hearst told him he expected to send over 6 of his best men. The feeling for the visit to London is keen and the big men there informed Sir Charles they would not miss the opportunity.

Part of his business in America was to straighten out certain financial transactions between the British and American Convention Committees; in this he has been entirely successful. The greetings he had carried with him had made a vast impression. "Today, the one outstanding personality in connection with the Advertising Convention" said Sir Charles "is John Cheshire, the leader of the British delegation in June last. Everybody looked forward to meeting that simple English gentleman again at Wembley."

Sir Charles said the American side of the program for London was practically settled. The scheme was for 50 per cent American and 50 per cent British.

It would interest all the British delegation to know that the American committee had arranged that Fred B. Smith who delivered the stirring inspirational address at Atlantic City in June last

would be the closing speaker in the United States program.

"I want to tell the Americans this," concluded Sir Charles Higham. "There is going to be no difficulty in London for housing our American visitors in July. If the hotels are full and accommodation seems difficult to obtain, I will ask the newspapers to get people to open up their homes for the reception of our visitors. That will solve the problem, just as was done in Edinburgh for the last International Rotary Convention."

DAILIES OFFER 2 FREE TRIPS TO BRITAIN

London Daily News and Star Will Pay
Expenses of Deserving Delegates
Chosen for Ability by
United States Clubs

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

Proprietors of the London Daily News and its evening contemporary the Star, have arranged for two young advertising delegates to be their guests in London for the Advertising Convention in July.

The offer is open to include either men or women and the two will be selected by vote on account of their ability and promise. The process of selection has been left in the hands of the Associated Advertising Clubs of the World, whose officers will make the necessary plans.

The idea was conceived by H. Simonis, advertisement director of the News, and it is stated that adequate steps are being taken to secure that the two most promising young advertising people of America who cannot afford to come but can be given facilities will visit London at their guests.

C. Harold Vernon has congratulated the News on their "very practical way of showing sympathy" with the Convention movement.

The same publishers have just executed a smart piece of advertising. It has long been a joke in American circles that British business could not be properly conducted without the 4 o'clock cup of tea in the office, an institution general throughout business houses in this country. The Daily News and Star have just delivered to representative advertising men sets of cups, saucers and plates (each bearing the name of the paper) for use of the office staff. The London office of EDITOR & PUBLISHER has been favored with a service of the china, a compliment highly appreciated by the staff.

Herrin Hits Page One Again

Telephone and telegraph officials estimate 70,000 words were sent over wires from Herrin, Ill., Feb. 11, during the Ku Klux Klan fighting. Staff correspondents from the larger newspapers and news services were on the ground to "cover" the rioting.

Karl Walter Goes to London

Karl Walter, former city editor of the Kansas City Times, has been appointed London manager for Sir Horace Plunkett's Irish Statesman, a weekly newspaper. He sailed for Ireland Feb. 16, with Sir Horace who has been visiting in this country.

Siddall Estate \$44,996 Value

John McAlpine Siddall, editor of the American Magazine, who died July 17 last, left taxable property of \$44,996, according to an appraisal filed Feb. 18. In October 1922, he gave his wife, Mrs. Jean J. Siddall, stocks valued at more than \$100,000.

Australian Editor Visits U. S.

Delamore McCay, new editor of the Sydney (Australia) Sun, is visiting this country and Canada to study American journalism and newspaper methods.

A MARKET MAGNET

for

Electrical Sales

Buffalo—where cheap electrical current rates, made possible by Niagara Falls power make electrical appliances selling easy when combined with judicious newspaper advertising. All you need is the pulling power of the BUFFALO EVENING NEWS ALONG.

A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS

Edward H. Butler
Editor and Publisher
KELLY-SMITH CO.
National Representatives
Marlborough Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

Satisfy Subscribers

is the result all Circulation Departments strive after.

This result is certain, and easy to effect, when The Multi-Mailer System is used in the upkeep and addressing of the mail list.

Speedomatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-823 WASHINGTON BLVD.
CHICAGO

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over \$2,000
Total Sunday over 71,000
1922 advertising gain, 1,625,000 extra lines.

Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco

and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

ANY newspaper can obtain more subscriptions by offering packages of seeds as an inducement. One package each of, say, a dozen varieties of garden produce given with each new paid-up subscription of at least three months' duration received up to a specified date will undoubtedly regain for the paper lost subscribers and at the same time gather into the fold new names. The great popularity among the masses of the free-seed distribution made in several years past by Congress is well known. Now that Congress has ceased to appropriate money for this purpose, an excellent opportunity is afforded the people to get free seed from the newspapers by merely subscribing for at least a short period of time.—Arthur G. Leisman.

The St. Louis Star is carrying a page sold to automobile dealers in which the dealers advertise their cars once each week and a prize is offered to any of the readers who sends in the most names of new prospects who buy new cars from the dealers advertising. The dealers pay the capital prize and in addition agree to pay \$10 for each prospect who is sold a car through one of these subscribers, to the subscriber sending in the name of the purchaser. A 12-inch box is carried in the paper every day and all names are written on a coupon in the ad and mailed to the prize editor of the St. Louis Star and not to the firms who are interested.—J. E. Withers.

Service in small matters brings big results. A newspaper which clipped exchanges for bank ads, ready-to-wear and hardware—daily as well as weekly newspapers—and tabbed them neatly, found that they attracted business. The sample copy was kept in a handy place in the office and the advertisers learned to use it.—A. R. B., Austin, Minn.

The day preceding a holiday is usually a light day as far as advertising is concerned. It is then that co-operative advertisements appeal to grocers, banks and other that close on the following day. A nice lay-out of a closing ad with a good cut and message at the top will generally appeal to grocers, and large space can be used as the cost will be small for each and it helps to fill up the space.—Donald O. Ross, Washington, Ia.

What is a letterhead? Is it advertising? For instance, take the letterhead from the Daily Drivers Journal-Stockman, U. S. Yards, South Omaha, Neb. Along the left margin of the letterhead appear four letters from former subscribers, all of which are boosters for the paper. On the reverse side of the letterhead we find a statement from the publishers stating what their paper is for and to whom. Then we have a statement asking the new subscriber for criticism or suggestions. If this isn't advertising, show us something that is.—A. R. Davidson, Y. M. C. A., Omaha, Neb.

Delco Light recently has been conducting carload sales campaigns by counties. One paper found a means of co-operating with this plan in an essay contest on the topic, "What Electricity Means to the Farm Home." This was preliminary to the advertising campaign of the local dealer. It aroused interest in the campaign so that when the drive started the sales went beyond the objective. It demonstrates that a newspaper may co-operate with an advertiser and obtain results beneficial to everyone.—A. R. Buckingham, News, Austin.

A two-page announcement in a Western paper tells us about a food show put on by the principal market house in the city. One page is occupied by the firm's announcement and invitation, illustrated by line and half-tone cuts of exterior and interior views of the big market house. The opposite page is split into 25 ad spaces for manufacturers of various food products exhibited and demonstrated at the show. Admission was free and hundreds of prizes and souvenirs were distributed. Personally conducted tours of the food show and market house were arranged for women's clubs, domestic science and neighborhood groups. Work out details, and suggest a private food show for your big market house. Remember, the co-operation of manufacturers cuts the ad cost down to little or nothing.—George C. Marcle, Republican-Journal, Ogdensburg, N. Y.

Besides the classified advertising, the real estate dealers in Topeka, Kan., co-operate in sixty inches of display twice a month. This advertising consists in talks to the non-owner of property trying to educate him to the ultimate purchase of a home. The dealers claim they have had excellent results.—James W. Hesse, Topeka State Journal, Topeka, Kan.

A store selling electric appliances had a big business on a certain electric washer. One day the dealer made up a list of those to whom he had sold the machine and worked out a full page advertisement, using the names in a single row down the center. He followed this with testimonials about the machine for several weeks and made a number of sales directly from the ad. This proved a paying proposition to him and the newspapers also. Perhaps your local dealer might use this idea also. It's well worth trying.—Donald O. Ross, Washington, Iowa.

A page of "New Things" written by a reporter who made the rounds of the various merchants scheduled in advance made a good page advertisement with the merchants pro-rating the cost.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Many users of printing in even the smaller cities feel that they must have lithograph printing—and thus the local printer loses many of the best printing jobs of his community. The Cottage Grove (Ore.) Sentinel has succeeded in making inroads into the business going to the big cities by the production of imitation lithograph, sold as such. An imitation lithograph plate of the firm name is secured and the type used is similar to that used in lithograph work. A dull ink, to add to the similarity, is used. The plate-maker should be informed as to what the plate is for, so that he will use the correct method in making the plate to bring out the fine lines.—Robert Bede, Cottage Grove, Ore.

This is a rather startling way to stimulate circulation but startling things make newspapers able to have their circulation stimulated. Let several clerks telephone to as many of the people mentioned in your paper as they can reach as soon as the edition is off the press and merely tell them that their "name is in the paper." The natural human reaction, whether the mention is favorable or disagreeable, will be to buy a copy, and later, several more copies for friends. You will notice an increase as soon as you try this stunt.—David Resnick, Times, St. Louis, Mo.

THE KANSAS CITY JOURNAL POST

Has Gained
9365
NEW SUBSCRIBERS
IN FOUR WEEKS

the first of the four periods of the Hollister plan campaign now being conducted, although its price is 50% greater than its competitors.

We Can Build Your Circulation Likewise
Wire Us Care of Journal Post

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 HERRITT BLDG., LOS ANGELES, CAL.

FEATURE FILLER PAGES

"Edited and illustrated to Perfection"

—MAKE-UP—
7 or 8 columns—20" or 21"

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

New Haven Register

is New Haven's Dominant Paper

Circulation over 38,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation ... 118,000
Sunday Circulation ... 175,000

Member A. B. C.

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

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyr
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York



Hol-Nord Features

500 FIFTH AVENUE
LONGACRE 0687 CABLE "NORDHOL"
NEW YORK CITY

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.
1 So. Wabash Ave. 501 Fifth Ave.
Chicago New York

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in
Preparation.
Standard in Every Respect.

EVENING HERALD

Los Angeles, Calif.
Gained 28,347 Daily Average Circulation.
Sworn Government Statement, Six Months
Ending March 31, 1923, 166,300 Daily. Six
Months Ending Sept. 30, 1922, 145,963
Daily. Increase in Daily Average Circulation,
20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
E. W. Maloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

TIPS FOR AD MANAGERS

F. Wallis Armstrong Company, F. Wallis Armstrong Bldg., Philadelphia. Making 40,000 line contracts for the Victor Talking Machine Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making yearly contracts for the Atlantic Refining Company.

George Batten Company, 383 Madison avenue, New York. Making 3,200-line contracts for Larvex Corporation.

Brooke, Smith & French, 206 Eliot street, Detroit, Mich. Opening a campaign in newspapers and industrial papers for the Degraded line of paints of the Detroit Graphite Company.

Campbell-Moss-Johnson, 21 East 40th street, New York. Making contracts for Royal & Borden. Making 3,000-line contracts for the Thatcher Sales Company.

Chappelov Advertising Company, 1709 Washington avenue, St. Louis, Mo. Will use metropolitan newspapers for the Hamilton Autographic Register Company, Hamilton, Ohio.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 1,000-line contracts for the General Tire & Rubber Company.

George L. Dyer Company, 42 Broadway, New York. Has secured contracts for Moon Motor Car Company.

Evans & Barnhill, Inc., 247 Park avenue, New York. Planning newspaper campaign and will use papers in Denver, Kansas City, Los Angeles and San Francisco for the Benito Rovira Company, Inc., manufacturers of La Confession Cigars.

Richard A. Foley Agency, 219 North Broad street, Philadelphia. Making 2,800-line contracts for Baltimore & Ohio Railroad; making 2,800-line contracts for Liggett & Myers Company.

Albert Frank & Co., 14 Stone street, New York. Making yearly contracts for J. P. Morgan & Company.

Gardner Advertising Company, 1627 Locust street, St. Louis. Making 7,000-line contracts for Certain-teed Products Corporation.

Joseph R. Gerber Company, 281 12th street, Portland, Ore. Planning campaign for the Washington Nursery Company, Toppenish, Wash.

L. S. Gillham Company, California Bldg., Los Angeles. Using 112 lines, 3 times for Burns Shoe Company.

Harvey Advertising Agency, Walton Bldg., Atlanta. Making contracts for Kuykendall Chemical Company.

Hazard Advertising Corporation, 7 East 42nd street, New York. Placing account for Morris & Co., Inc., Grovesville, N. J.

Dillard Jacobs Agency, Candler Bldg., Atlanta. Making contracts for Calotabs Company.

Wyle B. Jones, 107 Chenango street, Binghamton, N. Y. Making yearly contracts for McCoy's Laboratories.

Joseph Katz Company, 506 Park avenue, Baltimore, Md. Making 2,800-line contracts for David H. Fulton & Co.

Lord & Thomas, Marlin-Rockwell Bldg., New York. Have secured account for L. Heller & Son, New York importers of Delta pearls.

Lyddon & Hanford Company, 110 East 42nd street, New York. Making 1,000-line contracts for J. Hungerford Smith.

MacManus, Inc., 82 Hancock avenue, East, Detroit, Mich. Has secured accounts of the Osborn Manufacturing Company, of Cleveland, and the Clauss Shear Company, Fremont, Ohio. Using Middle Western papers for Osborn Company, and national campaign is being prepared for the Clauss Shear Company.

McJunkin Advertising Company, 5 South

Wabash avenue, Chicago. Have obtained account of Hotel Pantlind, Grand Rapids, Mich.

Morse International Agency, 449 4th avenue, New York. Making yearly contracts for Potter Drug & Chemical Company; making yearly contracts for Beecham's Pills.

Newell-Emmett Company, 116 West 32nd street, New York. Placing account for the New York Cannery, Inc., Rochester, Ark.

Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago, Ill. Using 250 lines, twice for the Portland Cement Association.

Frank Presbrey Company, 247 Park avenue, New York. Making yearly contracts for the Copper & Brass Research Association.

Redfield, Fisher & Wallace, 105 West 40th street, New York. Placing account for the Columbia University Press, New York.

Rogers & Smith, 326 West Madison street, Chicago. Sending out 80-line orders for G. E. Conkey Company.

H. & J. Stevens Agency, Murray Bldg., Grand Rapids, Mich. Placing account for Bay View Furniture Company, Holland, Mich.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Using 250 lines, every other week for Wrigley's.

Julia P. Storm & Sons, 120 West 41st street, New York. Has secured account for Charles S. Cash, Inc., New York chain nut stores.

Street & Finney, 171 Madison avenue, New York. Has just secured the account of the Magazine of Wall Street, and the investment and business service of that magazine. Placing account for Pictorial Clubs, Inc.

J. Walter Thompson Company, Lytton Bldg., Chicago, Ill. Making 2,800-line contracts for Libby, McNeill & Libby.

DAILIES AID SAFETY DRIVE

Fifty Newspapers Support Motor Body's National Traffic Campaign

More than 50 newspapers in different sections of the country have already agreed to co-operate with the National Automobile Chamber of Commerce, New York, which is seeking to effect a combination between the press and the automobile industry as a means of reducing traffic fatalities, it was stated this week.

Co-operation was invited only a short time ago and the response has so far been most satisfactory, officials declared. It is hoped there will soon be general representation throughout the country.

The plan is sponsored by the recently appointed Traffic and Planning Committee of the motor body.

Newspapers co-operating are expected to forward a weekly summary of the motor fatalities to the National Automobile Chamber of Commerce and the association then intends to issue monthly bulletins giving national figures, together with corrective suggestions.

George M. Graham, chairman of the committee, commenting on the plan of obtaining newspaper aid said:

"Newspapers render a public service in reporting highway catastrophes, but that service becomes thoroughly constructive only when facts are developed showing why the accidents occur, so that the public may know where the weak spots are."

S. D. EDITORS OPPOSE ZONE LAW CHANGE

John Craig, Editor Tripp Ledger Named President at Mid-Winter Meet in Sioux Falls—Odell Principal Speaker

Editors of South Dakota opposed the bill introduced in Congress to repeal the Postal Zone Law at the mid-winter meeting of State Press Association in Sioux Falls, Feb. 14 and 15.

John H. Craig, editor, Tripp Ledger, was elected president, succeeding Paul Dutcher, Brookings Register, who was chosen vice-president. J. F. Halladay, Iroquois Chief, was re-elected secretary.

Wallace Odell, president of the National Editorial Association, was the principal speaker of the meeting, explaining his organization and stressing the importance of a strong editorial page. Sioux Falls entertained the editors royally, the banquet Thursday evening going down as the most jovial in the history of the Association. It was proved that the editors were adept knockers, because after some practice they used with proficiency the souvenir wooden hammers.

President C. W. Pugsley, of the State College, Brookings, former Assistant Secretary of Agriculture, said that weekly newspapers can play an important part in the development of an agricultural program in the state. To prove his assertion that the newspaper affects the community, he cited experience in Nebraska with a survey of 12 towns which had accomplished some outstanding civic good. He said in every case the editor of the town paper had been active in the work.

Official figures were read showing South Dakota farm production in 1923 was nearly \$400,000,000 or \$600 per capita, leading the nation in new wealth per capita. The editors then passed the resolution: "Whereas, South Dakota has been given special advertising over the nation at this time incident to a peculiar situation that exists; we, the members of the South Dakota Press Association, wish to reiterate our belief that nothing will ever be lost by enduring faith in South Dakota, and to broadcast the same to the four corners of the earth."

Compiling Alaska Newspaper List

The Washington Newspaper, monthly publication issued by the University of Washington School of Journalism for newspapermen in Washington, British Columbia, Alberta, and Canada, is compiling a directory of Alaska newspapers and magazines, similar to the Washington State Directory published in January. Names of publications, editors, owners, staff members, frequency of issue, time of publication, and date advertising forms close will be included.

Veteran Iowa Editor Retires

Clint L. Price has just rounded out 33 years of service as editor and will retire this week from the active editorship of the Indianola (Ia.) Tribune. Mr. Price began his newspaper work Feb. 15, 1891. He has also been mayor of Indianola and 8 years postmaster under the late President Wilson's administration.

Lewis Leaves Trade Organs

C. A. Lewis has resigned as managing editor, the Pharmaceutical Era and editor of the Soda Fountain, effective March 1.

SUPPLIES & EQUIPMENT For Newspaper Making

For Sale. Twelve page Duplex Tubular Plate press, 8 columns, 21 inches, with complete stereotyping equipment. Can be seen running daily. Urey Woodson, The Messenger, Owensboro, Ky.

Printers' Outfitters Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

N. Y. DAILY NEWS

HALF-TONES
Best in the World

Made by
POWERS
NEW PROCESS

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, check woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Cline-Westinghouse Double Motor-Drive with full automatic push button control
USED BY THE
Minneapolis Journal
Minneapolis, Minn.

We refer you to them for their opinion.



MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbleidge Building Broadway at 34th St. NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY
All about the clothes worn by Filmland's beautiful women when "off location."
Irresistibly feminine and timely.
Tom Beck Features, 738 San Fernando Bldg., Los Angeles.

Feature News

Editors desiring a novel and "different" service are taking Scripps-Paine Service.
Address: **SAN DIEGO, CALIF.**

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

TALES

Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES
pictures. We pay \$3 and \$5 for each accepted.
Kadel & Herbst,
153 East 42d St., New York City.

Weekly Cartoons

ROBERT L. DICKEY'S DOG CARTOON, "Buddie and His Friends," is a rollicking feature for your Sunday or Saturday Newspaper.
METROPOLITAN NEWSP. SVS., 150 Nassau St.

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The Market Place of the Newspaper

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager.
Available in thirty days. Young man 33, married and a sticker is making a change March 15. A leader, business getter and copy man. If you are looking for some one to take complete charge, pep up your organization, build up your volume of Display and Classified, write me today. References covering my past five years proving the above will be furnished. Address 1236 13th street, N. W., Canton, Ohio.

All Round Newspaper Man
Service manager in adv. dept. of Eastern daily over 200,000 circulation wants to locate in Southwest. Experienced salesman, copy and layout man. Also small country, house organ and big city editorial experience. 35 and married. Highest references. Can help "put over" small daily or like proposition. Address Box A-630, Editor & Publisher.

Advertising Solicitor and Copy Writer,
39, married, seven years' experience; seeks connection. Middle West preferred. \$50.00 per week. Now employed. A-615, Editor & Publisher.

Circulation.
Mr. Publisher, are you in need of a successful Circulation Manager? Send for my application. Now employed; age 35. Address A-637, Editor & Publisher.

Circulation Manager.
Now employed, age 35, desires to correspond with publishers needing a successful manager. Address A-636, Editor & Publisher.

Circulation Manager.
Publishers or business manager in need of the services of a circulation manager of wide, successful experience in circulation and circulation promotion work, who has a thorough understanding in every department of a newspaper, will be given full particulars on request. Am available at once. Address Box A-638, Editor & Publisher.

Circulation Manager
Of proven ability as an Organizer and Sales Executive in various high-grade lines seeks opportunity with Daily in need of services above the ordinary. Unless you have a problem to crack that requires tact, initiative and perseverance, do not answer. If your A.B.C. Statement indicates the limit of your possibilities, I don't want the job. Age 34, married, two children. Salary \$3,500.00. Address A-618, Editor & Publisher.

Circulation Manager,
morning and evening newspaper experience, desires employment either as circulation manager on a fair sized paper, or as assistant circulation manager on larger daily. Knows circulation work from bottom up, having started as carrier boy and having done soliciting in both city and mail territory. Has built carrier organizations and knows how to handle boys, press campaigns, and agents. Can combine classified ad promotion with circulation on moderate sized paper. Three years' reportorial experience gives him a viewpoint on newspaper problems not possessed by many circulation managers. Eight years' circulation work. Member International Circulation Managers' Association. Employed, but desires change. An executive with a passion for studying and applying methods of newspaper building. Permanent position desired. Write A-633, care Editor & Publisher.

Circulation Manager and Assistant,
who, during the years 1922 and 1923, have produced an increase of 25,000 net paid or 23% of the present total circulation of the newspaper on which they are now employed desire an opportunity to build an organization and increase circulation for you. Can you use us? "Result Producer." A-577, Editor & Publisher.

Classified Advertising.
Mr. Business Manager of a paper in New York, New Jersey, Conn. or Pa. Can you use a young man, 22, experienced in street and house solicitation, familiar with classified promotion, able to write good copy, now unemployed? Could work both classified and display necessary. Salary \$40. Address Box A-640, Editor & Publisher.

Editor.
Wanted on Republican or Independent daily newspaper. Experienced telegraph editor and general writer; west. A-642, Editor & Publisher.

SITUATIONS WANTED

Managing Editor or General Manager.
Can take care of editorial end, or complete charge of small daily. I know the game from the composing room of country printshops to executive desks on the biggest papers in America. I can put the snap and go of metropolitan sheets into smaller dailies, and do it with curtailed force and limited equipment—and I can do lots of the work myself and direct others; know the needs of the smaller communities and how to build that circulation. Strong on local-subject editorials. A-640, Editor & Publisher.

General Mechanical and Production Superintendent.
Open March 1. Practical, all-around, technically and University trained; young. Consider newspaper syndicate or what have you? A-543, Editor & Publisher.

Newspaper Man
with successful experience as reporter and desk man on papers in cities up to 50,000 must slow up, and seeks charge of bureau or branch office. Knows news and how to write it. Go anywhere, but prefer eastern half of country. 812 Academy Ave., Dublin, Ga.

Southern,
32, with successful experience as city, state news and telegraph editor and reporter, desires desk in east or middle west. Good on heads and make up. A-627, care Editor & Publisher.

Superintendent-Foreman.
Married, 37; executive; competent to take charge of entire mechanical department and get best results. Wish to connect with paper in city of twenty to fifty thousand. Moderate salary expected. Address A-643, Editor & Publisher.

Thoroughly Experienced,
practical advertising man, who knows type, layouts, copy writing and selling, wishes position as advertising manager on metropolitan daily. Now employed. Can give best of reference. Address A-626, care Editor & Publisher.

Wanted, Position as Business Manager,
daily newspaper. Record of seven years on middle west evening daily. Sale makes change necessary. References. Address Box A-599, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

A Small Daily Newspaper
in Massachusetts for sale. Only year old but making money. Alone in its field; no competitor. Splendid opportunity to own your own newspaper without heavy burden of debt. \$5,000 cash required. A-634, Editor & Publisher.

For Sale.
Evening newspaper, New England city 15,000 to 20,000, large trading center. Associated Press membership; will sell real estate or will rent adequate quarters, with or without stereotyping equipment and accompanying press. A-601, Editor & Publisher.

Newspaper Radio Broadcasting Station
complete with tubes, generator, all equipment, fully tested, for sale at very attractive price owing to combination newspapers. Address Radio A-588, Editor & Publisher.

Premiums.
Sherlock manufacturer of circulation building premiums sells direct to newspapers. Articles used with success from office or with canvassers. Write for particulars. Geo. K. Sherlock, Jr., Mfr., 513-529 Court street, San Bernardino, Calif.

Will Buy Daily.
Preferably located in Southern Florida, Ohio or Southern California, but if property interesting, elsewhere. \$20,000 to \$40,000 cash to pay down. Will buy second paper if field exists. Tell all first letter. All communications held confidential. R. K. Kerr, Box 711, Wilmington, Ohio.

ASSOCIATES FETE WATSON

Assistant Publisher, N. Y. American, Tendered Dinner, Feb. 16

More than 200 friends and associates attended a dinner given Feb. 16, to Victor Watson, assistant publisher of the New York American, at the Hotel McAlpin. Martin Dunn, city editor, related a number of escapades in which Watson figured, when the guest of the evening and he were "legging" the town for copy. He also explained how Watson got his nickname of "Hetman." It came to him he said, after the American staff had been called by an irate reader a band of Cossacks.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Cartoonist Wanted.
Leo Thiele, cartoonist and artist for the past eight years with The Sioux City Tribune, is called to the New York field. We are, therefore, looking for a finished commercial artist with an ambition to become a cartoonist. Address, Eugene Kelly, Sioux City, Iowa.

Linotype Machinist Wanted.
To take charge of 7 linotype plant equipped with 2 Ludlows and a Monotype strip caster. Pleasant situation, permanent employment. Union shop. Wages \$49 per week. Apply or write Plant Superintendent, News, Newburgh, N. Y.

Salesmen Wanted by Largest Circulation Building Organization in the Country.
Road men, Salesmen, Solicitors who are experienced in newspaper work, we are operating fifteen campaigns with many more to start this year. Splendid opportunity for permanent connections with rapid advancement to producers. Strictly commission basis. Must furnish clean record and intend making permanent connection. Address Desk R., The Fred Cox Service, Coatesville, Pa.

Top Notch National Adv. Mgr. Wanted
by one of the largest newspapers in Ohio. Must be real live wire with exceptional ability in handling national advertising. Should understand full direction of such a department from the home office and be familiar with national advertising agencies. Must do some traveling. This is a big opportunity, if you have the desired qualifications. Waste no time; get in touch immediately by wire or special delivery letter. State experience, age, salary desired and references. Box A-635, Editor & Publisher.

Wanted
At once, energetic young reporter, from small paper preferred, salary right to right man. Write or wire A-632, Editor & Publisher.

Wanted.
Go-getter rural route solicitor who can write news items, year around position for right man or woman. Address A-631, Editor & Publisher.

Wanted.
Experienced newspaper copyreader and re-write man. One who understands something about make-up preferred. Give references, experience, salary expected. Call in person if possible. The Evanston News-Index, 1316 Sherman Ave., Evanston, Ill.

NEWSPAPERS FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale.
Well established and money making California daily—town of 6,000. Will take \$20,000 Cash as first payment. Unless you have this sum available don't answer this adv. Address A-619, care Editor & Publisher.

COMMUNITY SALES DAY BOON TO RETAILERS

Brings Increased Lineage for Dailies Also, Farr Tells St. Louis Merchandise Conference—Variation of Neosho Plan

A new form of the Neosho plan known as "Trade Extension and Friend-Making Sales Day," was explained by D. E. Farr of Aledo, Ill., at the Move-More Merchandise Conference of the Advertising Club of St. Louis, held in connection with the convention of the American Retailers' Association recently.

The co-operative community sales day at Aledo is held once each month throughout the year.

"It is usually held the first Tuesday of each month," explained Mr. Farr. We have 40 merchants who co-operate in this event, we use a double spread in each of our two local newspapers. Each store is allotted a space 3x4 inches, using two-sized type, no display, cuts or anything to detract one from the other, each store is allowed one, two or three items, not over three in any case. No one is allowed to use the same item as another. In this way we have no conflicting items and with this plan 40 merchants offering three different items, which most of ours do, furnishes a total of 120 items to attract the people to our town on that day to trade. The merchants I induce to

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER

350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

HAVE YOU SOLD magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

come to my store helps my fellow merchants and the inducements they offer help me.

"We have been using this plan for more than two years and it gets better each sale, it has a great many advantages and I have yet to find a disadvantage.

"It creates the habit of trading other days aside from Saturday.

"Now as to getting in the copy. The Sales Day Committee, selects the day when the sale is to be held. In our case we hold it on Tuesday. On Friday morning preceding the Tuesday issue, some one member of the committee is made responsible for the handling of the copy, and each merchant is supposed to have his copy in this member's hands that day. Each ad is numbered, and if my competitor has handed in his ad before me and the committee finds that we have the same article or articles, I am told to select something else.

We go to our newspapers and contract with them for double spreads for a period of time. The committee is responsible for the copy, collects the money and the newspapers have nothing to do but set up and run the ads. In this way you may be able to buy your space for less money as it cuts overhead for the newspapers and relieves them of all responsibility.

"You would be surprised to know what a friendly feeling this eventually builds among the merchants of the community."

K.K.K. Discussion

Chicago Daily News has republished in a pamphlet its series, "Creed of the Klansmen," prepared by Edward Price Bell, containing an authorized interview with Dr. H. W. Evans, Imperial Wizard of the Ku Klux Klan, and discussion by Israel Xangwill, noted Jewish author; Mayor Ora D. Davis, of Terre Haute; Edward H. Morris, colored member of the Chicago bar, and Frank Johnson, Jr., Justice of the Illinois Appellate Court.

Thomas W.
Briggs
Company
General Offices
Memphis, Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our
Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's

Fashions
and the
Home

are still the
Chief Interests for
Women

THE MARY MARSHALL
DAILY AND SUNDAY SERVICE

is
Attractive and Authentic
in Styles
Progressive and Practical in
Household Matters.

Let us send samples
THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

**Million
Dollar
Hearst
Features**

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

Can you
feature
this?

BILLY STIFF

is a comic strip with a
variety of appeals!

PROOFS and PRICES
from
ART CRAFTS GUILD
INC.
510 N. DEARBORN ST.
CHICAGO

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

THE Vancouver Daily World put on a very successful Memory Contest, which brought hundreds of letters from subscribers. Instead of following the stereotyped plan of using syndicate illustrations, the World selected 45 cuts of locally and internationally famous people from its own morgue and arranged them in a page layout. As a heading, a prize offer was made announcing cash awards to the winners. The value of the prizes was not stressed—as a matter of fact the prizes were small, \$5 first prize, \$3 second prize, \$2 third prize, and ten sets of movie tickets as honorable mention. The main appeal was, "Test Your Memory." "Do you know the famous people of today?" etc.—Richard Barrett, Vancouver (B. C.) World.

The Indianapolis News is carrying on an effective bit of accident prevention work by publishing daily a photo of a danger crossing or corner in the city. The photos are numbered and each is accompanied by remarks regarding the frequency of accidents there, the cause and precautions that should be taken to prevent their recurrence.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

"Rewrite the other paper before you start on fresh stuff" has been the rule for years of the city editor of an unusually successful mid-western afternoon paper. The only other paper in the city is a morning newspaper, which has had this attitude: "If you can't get a new angle on the story of the afternoon paper, forget about it." The afternoon paper has outdistanced tremendously the morning paper.

A civic or fraternal organization whose meeting is not mentioned in either paper can understand that a newspaper is human, that oversights will occur. But, when the afternoon paper has a story about the meeting, and the morning paper ignores it, there is resentment. On the other hand, if the morning newspaper has a story, the afternoon paper will have it, also, no matter how trivial. The afternoon paper is regarded as "more complete."—S. K. Davis.

With cities all over the country trying to encourage the building of additional houses, isn't it peculiar that practically all of them penalize the prospective builder by charging fairly high fees for building permits. Elgin, Ill., has begun to see the inconsistency of this course and is taking steps to abolish the fee system, both to encourage construction work and to get better service from the building inspector's department, who now depend on fees too largely. Find out how it is or might be handled in your city.—A. C.

When letters to the Newark (N. J.) Star-Eagle's lovemorn editor began to fall off, the managing editor took a hand in the situation and wrote one himself. He asked why women invariably walk zigzag, and block sidewalk traffic. Hundreds of letters from women, who indignantly denied women DID zigzag, and hundreds of others, some serious and some humorous, giving every conceivable explanation, were received. The discussion became the talk of the town and eventually reached page one, where it stayed a whole week.—Walter L. Winn, Cleveland News.

The recent "better mailing" campaign conducted by the post-office department, a feature of which was an appeal for the more legible addressing of letters, recalls a popular feature used by one fair-sized daily, several years ago. With the co-operation of the local postmaster, who had been a newspaper man, photographs were taken weekly of the addresses on

letters the clerks had been utterly unable to decipher, in the hope that readers of the paper might be able to make out the hieroglyphics and thus make it possible to put such mail in the hands of its owners. Many letters were thus aided to reach their destination, the samples printed were emphasized as "horrible examples," to be avoided, and in two ways the experiment proved of benefit to the community, and evoked much favorable comment.—C. L. Moody, Lynn (Mass.) Telegram-News.

Why not offer two theatre tickets daily to the first person bringing in a clipping of an advertisement appearing in the paper and containing a misspelled word. This plan will demand more scrutiny on the part of the reader than the method usually adopted, that of issuing the tickets to those whose name appears in the ad.—R. W. Stevenson, Express, Easton, Pa.

In a city where rivalry between morning and afternoon papers is especially keen, the morning paper adopted the custom of running a front-page box, two columns wide, every day, calling attention to the number of stories, local or otherwise, which it had published the day before and which were copied or rewritten by the afternoon papers. It proved quite effective in calling readers' attention to the facts. This idea could probably be used by almost any paper, regardless of the exact time of going to press. It attracts a good deal of attention.—Cyril E. Lamb.

A feature which will work in any city was recently carried out by the Milwaukee Journal. A special writer was assigned to attend classes in the city schools, entering in the kindergarten and proceeding through the several grades at the rate of one grade a day. Each day she attended a different school. Her experiences, accompanied by pictures taken by the staff photographer, made good reading, and not only interested the parents of the children but the children themselves, as well as arousing wider interest in school problems.—F. J. Brabston, Milwaukee Journal.

The Honolulu Star-Bulletin, Honolulu, Territory of Hawaii, runs an annual vegetable and flower garden contest. Prizes totaling over \$1,500 annually are given to the school bids each year for the best school and individual gardens. The contest has the many advantages of bringing in columns of news free, of stimulating interest in home and school gardening, of interesting children in the cultivation of the soil, and in the raising of flowers and fresh vegetables, of beautifying both home and school, and of creating an honest appreciation for the community service which the paper is doing. All school officials co-operate and aid in every way possible. The letters written about the gardens, which are a requirement for entry in the contest, are printed as received, and serve as exercises in the use of English. Teachers always have the paper in the classrooms for correcting the letters that appear, and thus the children become acquainted with the paper and will buy it when they get older, and become the subscribers of the city. The paper is well repaid for its community interest. The plan is a very successful one in Hawaii, which is an agricultural community. It would be successful in a non-agricultural community, and would aid toward beautifying the city. The work of caring for a garden through the summer would keep many children interested. Judges will be easily found to visit the gardens once a week or once a month. Pictures of winners will furnish good space filler.—Conrad Van Hynning, Honolulu, T. H.

Why do so many papers regularly print the daily serials of Mildred Barbour?

"Fairweather Wives" now being released. "Love Stakes" ready soon.

**METROPOLITAN
NEWSPAPER SERVICE**

Marimilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.



NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO



**WIRE
NEWS**

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

**America's Best
Magazine Pages**
Daily and Sunday

Newspaper Feature Service
241 WEST 55TH STREET
New York City

**HOUSE
PLANS**

for your
Builder's Page

**THE INTERNATIONAL
SYNDICATE**
213 Guilford Ave., Baltimore, Md.

INDISPENSABLE!

WHO is it that links the homes of Baltimore with the great outside world, the world beyond their street—their town?

It is the Sun carrier.

Early every morning and afternoon he is on the job, tossing The Sunpapers into the homes, in many blocks stopping at every doorstep. He is a member of an unique organization.

To Baltimoreans the Sun Carrier is an indispensable part of their scheme of things. He serves their newspaper needs, regularly and promptly in fair weather and foul. In most cases he is the only representative of The Sunpapers they ever see.

And the Sun Carrier is a responsible business man. He has his hands full serving papers, collecting accounts, getting new business. He devotes his entire time to this work. His franchise for the distribution of The Sunpapers in his territory represents an investment of from \$1,000 to \$5,000.

Sun Carrier Service guarantees the same circulation of The Sunpapers to the same homes of Baltimore every day. Sun carrier delivery not only satisfies the reader, but also rings the cash register bell for the advertiser.

January Average Net Paid Circulation

Daily (Morning and Evening)	. . .	242,607
Sunday	175,404

A Gain of 11,583 Daily and 13,070 Sunday Over January, 1923

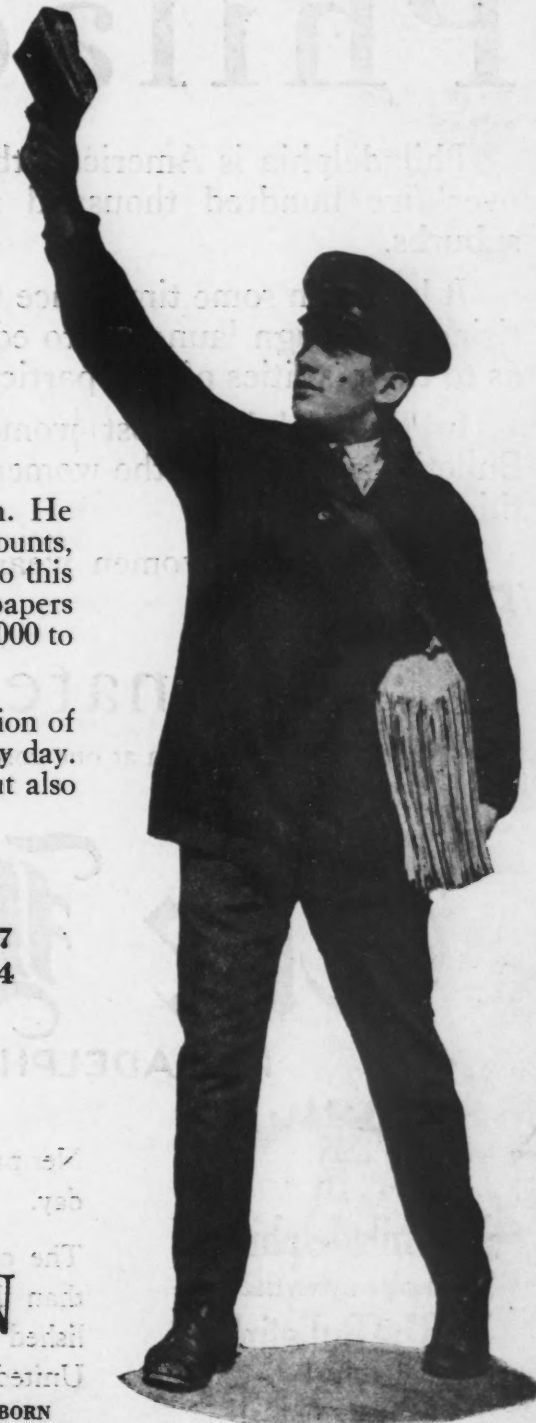
*Everything in Baltimore
Revolves Around*

THE  **SUN**

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Union Trust Bldg., Chicago



Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

How many corsets do you sell in **Philadelphia**

Philadelphia is America's third largest market; to be exact, there are over five hundred thousand families in Philadelphia, Camden and suburbs.

It has been some time since there has been any definite corset advertising campaign launched to educate the women and girls of this market as to the qualities of any particular corset.

In Philadelphia most women and girls are regular readers of The Bulletin, and most of the women's wear shops are regular advertisers in this newspaper.

Anything that women wear or use can be profitably advertised in The Bulletin.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—505,035 copies a day.

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

NEW YORK
814 Park-Lexington Bldg.
(46th St. and Park Ave.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

(Copyright 1924, Bulletin Company)

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

SAN FRANCISCO
Henry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

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

PARIS
Ray A. Washburn
5 rue Lamartine (9)

