

THIS ISSUE: REFORM FROM WITHIN, TREND OF U. S. PRESS



EDITOR & PUBLISHER



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NEW YORK, SEPTEMBER 8, 1923

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NEW YORK, SATURDAY, SEPTEMBER 8, 1923

No. 15

REFORM FROM WITHIN, TREND OF U. S. PRESS

Newspaper's Great Need Is Calm Self-Criticism, Something It Has Never Had, Declares Dean Allen, Head of Journalism Schools Association—Professional Tradition Lacking

By RALPH D. CASEY

EDITORIAL NOTE.—Mr. Casey is a member of the journalism staff at the University of Oregon. He has been in newspaper work for over ten years, his most recent connection before joining the Oregon school having been with the New York Sun during 1921.

DEAN ERIC W. ALLEN, president of the American Association of Schools and Departments of Journalism, believes that the best portent for American journalism that has appeared in recent years is not anything that any newspaper is doing, but is rather the faint suggestion detected here and there of a new attitude toward his profession on the part of the newspaper worker.

Dean Allen, who is head of the University of Oregon School of Journalism, expressed this opinion shortly before his departure for Europe this Summer. Eleven years of service as a teacher and student of journalism, and a varied experience as an active journalist before entering faculty ranks, have given him a background of understanding of the American press. Now he intends making a first-hand study of British and Continental newspapers. He will not return to the university until the first of the year.

Dean Allen's career as a teacher of young newspaper aspirants followed long experience in many capacities as a daily newspaper man in several large cities. Since taking charge of the Oregon University school of journalism, he has made several journeys east of the Rocky Mountains, his last major swing two years ago carrying him through all large cities of the Atlantic seaboard. He visited every important newspaper in those cities and has kept in close touch with their progress since then.

"If there is any one thing the American newspaper has needed and needs today, it is a spirit of searching, yet unexcited, self-criticism," Dean Allen said. "If there is anything that this stormy petrel of the professions has never had, it is just that. Vituperation from without; passionate, yet none too sincere, rebuttal from within—these do not constitute an atmosphere in which good critical thinking is likely to be done.

"In one sense American journalism has no professional tradition. Its history is too short; it was thrust into an adult world too unprepared. The older and better established professions of medicine and law know well who have been the truly great men in their own fields in the past; they know, too, who have been the showy and successful quacks and shysters. The neophyte in these sister professions, unlike the journalist, has his mind formed in a correct knowledge and true judgment of the difference between professional worth and showy success.

"Journalism, however, has not yet digested or made up its mind about its own past. It has not established its traditions. The cub reporter is still initiated into a world of moral and intellectual confusion, where it is almost impossible for him to discover what are the higher professional aims of his calling. Any conspicuous name in journalism is 'great' to him, and any newspaper of regrettably large circulation may be taken by him as a model of professional 'success.'

"Papers in this country have had a way of rising and falling largely as a result of economic accidents which alert and shrewd, but often conscienceless, individuals have been on hand to capitalize.

Eccentrics, too, endowed with unusual vital force, have their names in the chapter headings of journalistic history; and whenever a conspicuous example of either type appears the whole newspaper world turns all too readily to imitate him. Conditions such as these are the marks of an institution whose history is still short and poorly understood, whose tradition is not out of the formative stage."

The encouraging sign hinted at by Dean Allen in viewing the present and looking into the future is that the profession is losing its "too-extreme sensitiveness." He believes it is getting away from the "inferiority complex," which in the past has made criticism so bitterly resented, and which used to bring out such strange and unbalanced encomiums upon anything and everything connected with the newspaper, the educator of the people, the palladium of our liberties.

"As if the newspaper were not in all conscience, as everybody knows, an extremely fallible instrument of Providence, continued the dean, "and often, like poor deluded humanity itself, a miserable sinner against the light.

"It is possible to cite a few straws that show the way the wind is now starting to blow, which will illustrate what is meant by the new spirit. EDITOR & PUBLISHER recently devoted its most conspicuous pages to a biting criticism of the press at the hand of Charles Edward Russell. It is nothing remarkable that Mr. Russell, who is a Socialist, should feel as he does about a newspaper founded upon capitalistic society; the hopeful thing is that the editors should believe that their subscribers, the newspaper men of the country, would appreciate the opportunity

to profit by Mr. Russell's statement of facts and opinions.

"A more significant sign is the recent formation of the Society of Newspaper Editors, who meet less for the purpose of learning how to increase circulations and profits than to co-operate in working out a philosophy on which correct thinking on journalistic problems can be based. This is the first large, nationally-influential journalistic body that has met on a strictly professional plane.

"Just as the Bar Association at its meetings does not blink the fact that the legal profession morally is to blame for conditions resulting most distressingly in the law's delays; just as the physicians a few years ago started to clean house by admitting that medical education was too poor and ineffective a thing, and went about killing off the less efficient school; just so is it the function of the Society of Newspaper Editors to have upon its programs much straight talk about what things are wrong with journalism, and to appoint committees to study remedies, and to listen as little as may be to the old-fashioned spread-eagle generalities.

"True criticism, the kind needed, is a very different thing from the sort of product Upton Sinclair spreads broadcast. Mr. Sinclair is a phenomenon to make the angels grieve. He sins against the light. He has much that is true to say; much that ought to be said. But there is no place in the heavens above or in the earth beneath or in the water under the earth, for the gleaming, sparkling, smearing, stinking mixture of God's truth and of vile and hurtful falsehood he gets into his books.

"In his very volume directed against the press—which newspaper men ought to

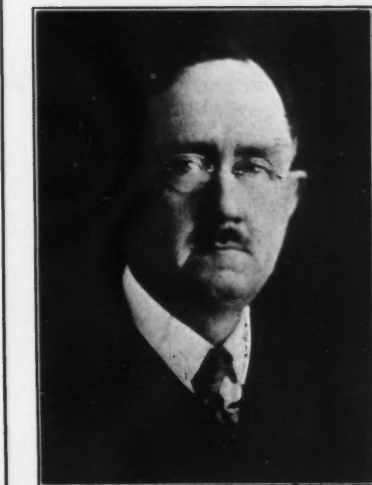
realize is widely taken as gospel by laymen—he exemplifies in his own practice most of the sins of inaccuracy, lack of pains in verification, personal venom, and sensationalism which are the basis of his criticism of the newspapers.

"The kind of criticism the press needs for its betterment—sociologists and other college professors ought to take note of this—must be informed, painfully authenticated, with a carefully developed sense of proportion. Persons who purpose to be scientists should abandon the conspiracy theory and should realize that there are thousands of newspaper men whose daily effort it is to produce the best newspaper their traditions, their education, their natural limitations, their resources make possible. The profession knows all this, and it knows, too, what the outside critics are so likely to ignore—that every afternoon the newspaper is a disappointment of honest, high hopes with which its creators started work upon it in the morning. They know how hard it is to make a distinguished newspaper.

"In pointing out that effective criticism must come from within the newspaper office, no desire is felt to warn outsiders 'hands off.' The public ought to be interested in the betterment of newspapers, and ought to be allowed facilities for expressing its opinions as vigorously as desired. As effective criticism develops within the profession, and true standards are set and recognized by newspaper men, it will become easier to separate the wheat from the chaff in what the critics say, and the candid friend speaking from outside will find a certain uncomfortable welcome from the profession if he is speaking the truth. And the public will listen to the profession and accept its account of itself as against the fakers, as soon as the profession begins telling the truth about itself and abandons all assumption of infallibility and impeccability.

"It is revealing no secret to say that the schools of journalism which are now flourishing from coast to coast are turning out graduates each year who have learned to look upon the press as an institution which as a social force still leaves much to be desired. These young men have in all the better schools gone over the bulk of what has been written for and against the press, and are in no mood to say that all is for the best in the best of all possible worlds. This inflow is an increasing influence in journalism, though still far from preponderating. It is an influence in the direction of looking the facts in the face and recognizing the existence of unsolved problems.

"If the newspaper profession is becoming more self-critical and more willing to get a reasonable perspective on its place in the world of affairs, this result may and may not be partly due to the fact that schools of journalism have now been functioning for 10 or 15 years and insisting on raising in a spirit of honest inquiry questions that are not easy to answer. But whether responsible or not, the changing attitude of the profession is precisely the phenomenon that ought to have been expected to follow by about a decade the establishment of such schools under university auspices."



The profession knows what the outside critics are so likely to ignore—that every afternoon the newspaper is a disappointment of honest high hopes with which its creators started work upon it in the morning. They know how hard it is to make a distinguished newspaper.—DEAN ERIC W. ALLEN.

DAILY LEDGER, TABLOID PAPER, APPEARS SUDDENLY IN DETROIT

Twenty-four Page Morning Issue with Advertising Is Surprise Even to Newspaper Men—N. W. Quinn, Formerly of Newspaper Enterprise, Is Publisher and Managing Editor

(By Telegraph to EDITOR & PUBLISHER)

DETROIT, SEPT. 5—The Detroit Daily Ledger, a tabloid morning newspaper, made its appearance here yesterday. It contained 24 pages of news pictures and advertising.

No promotional advertising had heralded its coming and its appearance was a surprise even to newspaper men.

Norris W. Quinn, formerly of the Newspaper Enterprise Association, is publisher and acting managing editor, and Karl Stumpp is advertising manager. The paper has headquarters at 501 West Larned street where a temporary lease on printing equipment, including four linotypes, has been obtained. William Freyse, formerly of the Journal, is staff cartoonist; Glenn Birchard, also formerly of the Journal, sporting editor; and the local staff is being built up rapidly, Quinn said. Mrs. Lucille Quinn is in charge of the women's pages.

The only advance preparations for the entry of the paper into the Detroit field, Quinn said, was a house-to-house canvass for subscribers. The first number he said distinguished itself by showing a profit of 33 per cent. It carried considerable advertising.

Two editions will be printed, one for street sale, at about 8 P. M. and the other for home delivery at 2 A. M. The paper has as yet no wire service, ordering special dispatches by Western Union when needed, Quinn said.

The Ledger, according to editorial announcement in its first issue, will be a "straphanger's paper."

"Experience has shown this size is the most convenient for the newspaper reader, especially when the newspaper is to be read in street cars or in other crowded places," the editorial read.

"The reduction in size does not mean the Ledger will print less news than newspapers of larger size. The Ledger will be a complete newspaper."

Newspaper circles of Detroit, searching for a clue to connect the new publication with some political office aspirant or some political party were disarmed with the announcement that the Ledger "is not the organ of, nor does it espouse the cause of any political party, group or faction. It is politically free, independent and fearless."

Identity of the person or persons who are putting up the capital for the start of the new paper will have to remain undisclosed, for the time being at least, Quinn said. A corporation will be formed soon, he said. This step has not yet been taken because he and others in charge of the paper have been too busy getting ready to publish, he said.

Lack of promotional advertising, he said, was not an oversight, but rather, the whole matter had been threshed out, and it was decided that launching a new morning daily here without use of billboards or advertising space in other newspapers was perfectly feasible.

The Ledger sells at two cents, a cent less than the Free Press and the same as the News and Times, the evening papers. It is the first morning newspaper started here since the News merged its morning edition, the Tribune, with the News, in 1915.

Pacific and Atlantic photographs are being used.

SOUTHWEST AMERICAN SOLD

Richard Lloyd Jones Buys Morning Paper from Col. W. E. Decker

(By Telegraph to EDITOR & PUBLISHER)

The Fort Smith (Ark.) Southwest American has been sold by Col. W. E. Decker to Richard Lloyd Jones, Col. Decker informed EDITOR & PUBLISHER September 6. The property will be transferred September 15 or October 1, at the new owner's option. The consideration

was characterized as "confidential" by Col. Decker, who also declared that he had no information regarding a report that Mr. Jones would establish an evening edition of the Southwest American, which is published every morning except Monday. Mr. Jones was said at the office of the American Press Association in New York to be in Eau Claire, Wis., but efforts to reach him there were unsuccessful.

HOUSTON DISPATCH APPEARS

New Morning Paper Disclaims Intention of Speaking for Klan

(By Telegraph to EDITOR & PUBLISHER)

HOUSTON, Tex., Sept. 4.—The Houston Dispatch appeared on the streets this morning with 16 eight column pages, selling for 3 cents. Contrary to reports that it was to be the organ of the Ku Klux Klan, its introductory declares that it "will not be the organ of any clique, fraternal organization or political party, but will maintain an attitude of independence that will enable it to exercise the right of free speech in editorially dealing with questions involving the interests and rights of the people untrammelled by the meshes of partisanship."

Credit is given to Walter R. Jones for its establishment, but at its masthead the following names are given under the Houston Dispatch Publishing Company: Dr. E. Marvin Bailey, president; G. E. Kepple, vice-president; John T. Scott, Jr., secretary; and J. Virgil Scott, treasurer. Alvin Jones is managing editor. United News service is used.

PAPER, 100 YEARS OLD, DIES

Doylestown (Pa.) Democrat Publishers Blame Non-Support

The Doylestown (Pa.) Democrat has been discontinued after 100 years continuous publication as a weekly. "Non-support on the part of its namesakes and incompatibility of temperament on the part of its publishers" are among the reasons given by the Doylestown Publishing Company. This company also publishes the Bucks County Daily News, an independent Republican journal.

The Doylestown Democrat began its career Sept. 16, 1816.

Wilkes-Barre Sunday Telegram Is Sold

A change in ownership has occurred in the Wilkes-Barre Sunday Telegram, controlling interest having been sold by Herman Sutter, formerly of the Elmira Telegram, to Ralph G. Govin of New York. It is understood Joseph Gorman will be retained as editor and secretary.

DANVILLE, VA., PAPERS MOVE

Register and Evening Bee Housed in James Memorial Building

The Danville (Va.) Register Publishing Company, which issues the Register and the Evening Bee, has moved into new quarters which have been in course of construction for 18 months. The building, erected by Rorer A. James, Jr., as a memorial to his father, the late Col. R. A. James, who owned the papers before him, is of concrete construction, two stories in height and with a basement and a sub-basement.

The process of removal was accomplished without suspension and was done by degrees. While much of the machinery incidental to newspaper making is new, including a 36-page rotary Goss four-deck press, most of the stereotyping machinery was moved following the publication on Sunday morning, the transfer being completed in time to print the regular

editions of the afternoon paper on the following Monday afternoon. For some days type was set in the new building and the plates run on the old press. Now, however, the transfer is complete.

CEDAR FALLS RECORD SOLD

C. S. Coddington of Wisconsin Acquires Iowa Paper

The Cedar Falls (Ia.) Record has been sold to C. S. Coddington, of Green Bay, Wis., by L. E. Bladine. Mr. Bladine, who recently returned from a European tour, announced he would devote all of his time to the office of Internal Revenue Collector, which he had held for two years.

C. K. McCLATCHY BUYS BROTHER'S INTEREST

V. S. McClatchy and His Sons Retire from Sacramento and Fresno Bees in Million Dollar Sale

SACRAMENTO, Cal., Sept. 3.—By virtue of a sale of the properties of the Sacramento Bee and the Fresno Bee, afternoon papers published by V. S. McClatchy and Charles K. McClatchy, brothers, ownership of the papers has been taken over by the Charles K. McClatchy family. The consideration was in excess of \$1,000,000, making the deal the largest ever consummated in California and one of the largest on the Pacific Coast. The two have come into possession of C. K.



C. K. McCLATCHY



V. S. McCLATCHY

McClatchy, who for 40 years was not alone the editor of the Sacramento paper, but its chief editorial writer as well.

The Sacramento Bee was established in 1857 by James McClatchy, father of C. K. and V. S., and the Fresno Bee was established on Oct. 17, 1922. The Sacramento Bee was a big factor in the building of California, James McClatchy being credited with saving the State to the Union during the Civil War. At his death the paper was taken over by his sons, V. S. McClatchy as publisher and Charles K. McClatchy as editor, and has been conducted ever since by them in conjunction with their sons.

When the owners of the Bee decided to establish a paper in Fresno, the undertaking was placed in the hands of their sons, Carlos K. McClatchy, son of C. K., as editor, and J. V. McClatchy, son of V. S., as publisher. The Fresno paper is now housed in a handsome new four-story home, modernly equipped, and has a circulation of about 17,000.

Ownership of both papers now rests in the C. K. Company, of which Charles K. McClatchy, Mrs. Charles K. McClatchy and Carlos K. McClatchy are sole stockholders. In a statement issued immediately after the sale by the new owners the following personnel was announced:

Charles K. McClatchy, after a brief rest, will devote all his time to special writing, while Carlos K. McClatchy, in addition to news and editorial work, will represent the owners in all departments as general manager of both papers. W. H. James, assistant to the publisher heretofore, becomes the business director, in charge of business and mechanical departments. G. C. Hamilton becomes auditor of both papers. J. Earl Langdon will be in charge of news and editorial departments of the Sacramento Bee as managing editor while H. R. McLaughlin

will have similar duties and title on the Fresno Bee. O'Mara & Ormsbee will continue as Eastern representatives of both papers.

V. S. McClatchy has not made any statement as to his future plans.

Last week, the sale was forecast by incorporation of the James McClatchy Publishing Company, the C. K. McClatchy Company and the V. S. McClatchy Company. The first, which was organized as the operating company for both papers, had as directors and stockholders, C. K. McClatchy, his son Carlos V. S. McClatchy and his son, J. V.

Each of the other corporations was capitalized at \$1,000,000 and were offered by the respective brothers and their families. It was reported then that Charles K. and V. S. had agreed upon a minimum of \$1,500,000 as a value for both properties and that the one who had the highest for the other's half interest would acquire control and ownership of both papers.

California gossip reports that the brothers differed over support of Hiram Johnson, also on prohibition and the Japanese questions. V. S., the publisher, recently printed a series of anti-Japanese articles in the Sacramento Bee, and was seen by the editor, the report runs. Then, it stated, V. S. ordered that all articles written by C. K. should be carefully edited and certain matter deleted. After the manner of conducting the Fresno paper was a controversial issue, V. S. wanted a full-fledged newspaper, with departments complete. C. K. and his family wanted the Fresno Bee to stay modestly and then let it grow. V. S. carried his point in this matter, it is believed.

BOSTON AMERICAN SHAKEUP

Many on Staff of Hearst Evening Paper Get Jobs Elsewhere

A big shakeup in the editorial staff of the Boston American has resulted in the following changes:

Morton Birge, rewrite man, to the Advertiser; Thomas Caton, rewrite man, to New York World; Leo Taffe, day staff reporter, to rewrite man Boston Telegram; John Frener, night staff reporter, to Lowell Courier-Citizen; Jere Lynch, night police headquarters man, to Boston Post; John Reubens, night staff reporter, unattached.

Harold Sullivan, day staff reporter, to New Haven Register; Edward W. Smith, day staff reporter, to Brockton Times; Miss Ruth Nevins, staff writer, to Boston Transcript; Miss Eleanore Easton, day staff reporter, to New York Times; Thomas Brennan, day staff reporter, to Chelsea Record; Thomas Cassidy, man, to Advertiser as Providence distributor; Miss Ruth Muggleby, staff reporter, to Boston Post.

CHICAGO HERALD CHANGES

Carson Now Assistant Publisher—Formerly New Sports Editor

The Chicago Herald & Examiner has had several changes recently. Frank Carson, formerly managing editor, returned from a brief stay on the Pacific Coast, and now is assistant publisher. W. A. Sanders is the new assistant managing editor.

Charles Bryson, formerly an editor of the Chicago Journal of Commerce; Frank Pasley, who for a time handled the Linotype column for the Chicago Tribune; and Delos Avery recently pulled up chairs to the rewrite desks. Alfred Turner and Arthur Kiel are new reporters and William Foreman is the new sports editor.

Buys Lebanon (O.) Weekly

Clarence J. Brown, former Lieutenant Governor of Ohio, has purchased the Western Star, published at Lebanon, from a stock company headed by Foster Fuller and Clyde Hammond, of Lebanon. The Star is a weekly and one of the oldest publications in the State, having been founded in 1806. It is Republican.

U. S. NEWSPAPER MEN ALL SAFE IN TOKIO, \$10,000,000 EQUIPMENT DESTROYED

Nine Important Japanese Dailies Published in Capital—Advertiser to Rush Equipment from America, Says Barry, New York Representative

AT LEAST \$10,000,000 worth of newspaper equipment and property was destroyed in the greatest earthquake of history which struck Tokio, Yokohama, and other Japanese cities Sept. 1, according to conservative estimates of probable damage made by representatives of Tokio newspapers in New York this week, based upon news dispatches.

On the other hand, loss of life among American newspaper men in the Japanese cities was believed very slight.

Nine newspaper plants of importance in Tokio are believed to have sustained damage.

Besides these larger papers, hundreds of magazines, smaller weeklies and dailies were printed in the Japanese capital. There were also many modern job printing plants. Possible destruction of these latter would increase the damage to printing equipment alone by several million dollars.

The nine important Tokio papers and the estimated value of their respective plants were given by Joseph P. Barry, New York representative of the Japan Advertiser, American daily published in Tokio, as follows:

- Japan Advertiser, \$300,000; Jiji Shimpō, \$250,000; Nichi Nichi, \$300,000; Asahi Shimbun, \$400,000; Oehi, \$250,000; Chuo, \$150,000; Yomiuri, \$250,000; Kokumin, \$200,000; Yorozu, \$200,000.

The Gazette controlled by British interests, was the only large newspaper published in Yokohama. News of this city destroyed leaves little hope for survival of this daily's equipment.

The Shin-Anchi was the only important newspaper published in Nagoya, a city of 400,000, said to be completely destroyed.

It is known that the modern seven-story building, which housed the Tokio Asahi Shimbun caught fire and collapsed. I. Fukada, New York representative of this paper, received a cable to this effect Sunday. He estimated damage at 1,000,000 yen.

Fukada declared the Asahi Shimbun building was comparatively new. Built of concrete, it was up-to-date in every detail. Equipment, he said, included 12 of the latest type printing presses, imported from the United States.

Up to the time EDITOR & PUBLISHER went to press, Barry had received conflicting and indirect reports concerning the fate of his newspaper. The report which appeared most reliable stated that the Advertiser building, which was semi-Japanese, was completely demolished. It was reported the newspaper was moved to Osaka or Kobe. The fate of Nichi Nichi was also unknown.

Among the job printing plants of Tokio, Barry pointed out, that of Hakobunquan, believed badly damaged, was fully equipped as any to be found in New York.

While publication of newspapers in Yokohama and Tokio may be impossible for some time, due to the enormous property loss, it was understood they would be printed temporarily in Osaka, Tokio's sister city, 200 miles distant, a great commercial and publishing center, little hurt by the tremor. Tokio newspapers therefore, it was declared, were probably being sold now as usual, being transported from Osaka by airplane.

Barry declared he was certain the Advertiser was being distributed in Tokio very soon after the disaster. Americans and many other foreigners incapable of reading Japanese, he said, placed complete reliance on the American newspaper for information, and naturally every effort would be made to meet this important need.

Despite assistance from Osaka, it was said to be certain that orders for new printing equipment for Tokio and Yokohama will be sent immediately to the United States and Europe, and the plants

destroyed in the calamity rehabilitated as soon as possible.

This will be the procedure followed by the Japan Advertiser, Barry announced. He said he was making ready now to order new equipment in the United States.

"All Missourians Safe." This brief cable message from Duke Parry, formerly of the Japan Advertiser staff, now Tokio correspondent of the International News Service, received Wednesday by his family in Columbia, Mo., and relayed to New York, vouched for the safety of practically all the American newspaper men in Tokio. With very few exceptions, it was said, American newspaper men in Tokio were graduated from the

was considered certain that he went to Karuizawa to be with his family. Karuizawa escaped the calamity.

Up to Thursday, Sept. 6, officials of the United Press Associations in New York, had received no definite word as to the safety of Clarence Dubose, Tokio correspondent. It was believed, however, he was still alive, since direct news dispatches from Tokio were being received. Ray Marshall, United Press correspondent in Peking, was rushed to Tokio immediately.

George Denny, Associated Press correspondent in Tokio, was able to send a direct message from the Japanese capital Sept. 3. Reports reaching Shanghai, and relayed from there Sept. 4 showed that J. Russell Kennedy, general manager, and L. E. Sweet, superintendent of the Kokusai News Agency at Tokio, were safe.

Among the names of American dead in the earthquake appeared that of Charles W. Davis, New Orleans, former newspaper man, who at various times was connected with the Associated Press and Los Angeles papers. Davis was 26 years old. Last April he became affiliated with a coffee brokerage concern in San

NEWS FACILITIES FEW IN JAPAN'S WRECK

Single Cable Ruptured, Only One Radio Station Remained to Give World First News of Earthquake and Fire

By KENT COOPER

Assistant General Manager, Associated Press

THE DISASTER IN JAPAN instantly stressed the fact that cable and wireless facilities with the Far East across the Pacific are meager. With one cable in existence, its direct connection with Japan broken, there was left only the wireless of the Radio Corporation of America by which there could be any direct communication with this continent.

American newspaper readers have been so accustomed to instantaneous reporting of disasters in great detail that it might be difficult for them to understand how it was that reports of this greatest of disasters in the greatest of detail apparently were delayed.

When the story of how the correspondents in Japan strained every effort to get in touch with the outside world finally is told, there may be some of the most interesting narratives ever recorded in the annals of the endeavors of press association men at sending news under great hardships and handicaps.

From the Associated Press men in Japan there has come thus far only an inkling as to the difficulties and obstacles that have had to be overcome and as to the personal risk and hardships that were suffered by some A. P. employes, acting as messengers, in trying to reach cable terminals and wireless stations.

Lacking direct trans-Pacific cable service, a lone Japanese operator, at the Japanese Government sending station at Iwaki, transmitted the first information to America in respect to the disaster. The message was received by the Radio Corporation of America at San Francisco and instantaneously delivered throughout the United States over the A. P. leased wires. Canada received it through the Canadian Press connection of the Associated Press in New York. South America and Europe were cabled. From London the Reuter agency transmitted it throughout the British possessions as well as throughout Europe, and at some point on the long cable route through the Mediterranean and the Far Eastern seas this message passed other messages enroute to Europe and America, also telling of the disaster.

Thus it has been since this first message. The cable and wireless communication on the Pacific coast has been bringing to that coast such details as were available. At the same time the Far Eastern cables terminating in London were carrying to the Atlantic coast through a relay in London other details.

Finally, there has been effective use for news purposes of the trans-Siberian telegraph route for the first time since the Russian revolution. Thus every available route from Japan has been used. Naturally there has been some duplication. That the story has had to be told at times in a rather disconnected way is no wonder. When news of a disaster can be transmitted by a single line of communication there can be better coordination.

By watching the reports of seismic disturbances which are available from seismographs in this country, it has come to be expected that news of a disaster in some parts of the globe comes swiftly upon the heels of such seismograph reports. So it was in this case.

The first information that an extremely severe shock had occurred was sent out on the Associated Press wires from Washington early last Saturday morning. The records show that the earthquake had lasted some five hours and was of extreme severity.

Within a comparatively short time news of the Japanese disaster reached San Francisco through the Radio Corporation of America wireless station in California. It reported Yokohama ablaze as a result of an earthquake and stated there were numerous casualties.

RELIEF FOR JAPAN'S NEWSPAPER MEN

PROPOSALS that funds be raised for the relief of Japanese newspaper men left homeless and poor by the disaster of last week have met hearty approval from the American newspaper people questioned by EDITOR & PUBLISHER.

While loss of life is believed to have been light among the forces of Japanese newspapers as well as among American correspondents in Tokio (although no definite news has been received in this respect) it is inevitable, that amid the wreck of the Japanese cities, necessities of life will be urgently needed for some time by newspaper workers to the same degree as other citizens.

To relieve this suffering, EDITOR & PUBLISHER proposes that American newspaper men contribute small amounts of money, which will be deposited in New York City until a sufficient sum has been collected to warrant transmission to Japan. Arrangements are now being made with Japanese bankers to transfer the fund as soon as it is complete to the hands of reputable Japanese and American newspaper men at Tokio, but because of delays in communications, it is not possible now to make definite announcement as to these details.

Deep appreciation of the thought given to the plight of their Japanese colleagues by the American press was voiced to EDITOR & PUBLISHER on Thursday by Mr. T. Uehara, special correspondent at New York of the Osaka Mainichi and Tokyo Nichinichi, and by Mr. Morimura, of the New York staff of Mitsui & Co., bankers. Both declared that the assistance of American journalism would be of the highest value in relieving the distress in the devastated area and both agreed to render all possible service in seeing that the funds reached people in greatest need.

Pending the appointment of a committee to take charge of the moneys collected, EDITOR & PUBLISHER will be pleased to receive and give receipt for any contributions that its readers desire to make. Send checks or money orders to

JAPAN FUND EDITOR, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK CITY

University of Missouri School of Journalism, Columbia.

Ten out of 15 members of the Japan Advertiser staff were Missouri graduates, Barry said. The names of these staff members on file in the New York office were announced as follows:

- Benjamin W. Fleischer, owner and editor; John R. Morris, E. R. Egger, Hamilton Johnston, in charge of the Yokohama branch office; Clarence Davies, Thomas Tierney, Mr. and Mrs. Charles Nuttal, Stanley Stady, M. Sathin, E. B. Smith, and junior staff members, recent graduates, including Clive R. Lane and Morris Harris.

John R. Morris is far eastern editor of EDITOR & PUBLISHER.

While no word was received from Mr. Fleischer before Sept. 6, he was thought to be alive, since it was known he usually spent the week-ends at Karuizawa, leaving Friday morning and not returning until Monday. The day of the disaster was also his daughter's birthday, and it

Francisco and in May was sent to Japan as an investigator.

Manuel Vargas, International News Service photographer, is said to have chartered an airplane in Shanghai, flown to Tokio, hovered over the scene of the catastrophe for an hour taking photographs, and returned safely to China.

The Asahi Shimbun's staff in Tokio, according to the New York representative, included 50 photographers, who, it is thought, were able to take many pictures immediately following the quake. Other Japanese newspapers in Osaka employed the same means of obtaining information and reporting to the world the fate of the Empire's capital.

T. Uehara, special New York correspondent of the Osaka Mainichi and the Tokyo Nichinichi, has been advised that his newspapers had already organized a relief expedition and were sending a boatload of supplies to Tokio. The Osaka Mainichi, he said, had organized a gigantic relief drive.

STATE UNITY CONFERENCE IS TRIUMPH FOR WASHINGTON NEWSPAPERS

Sectional Lines Wiped Out at Gathering of Representatives of All Industries and Activities Which Was Sponsored by Press Association—Publishers Compare Problems

By DAVID H. DICKSON

EVERY INDUSTRY and activity in Washington had its spokesman in the great State Unity Conference in connection with the 37th annual convention of the Washington State Press Association held at Ellensburg Aug. 23, 24, 25, which proved to be the most remarkable gathering of its kind ever held in the State, and for sponsoring which the press is given credit. Today there are no lines or barriers in the State. The last barrier, the common ground of understanding and sympathy, has been crossed.

"What the Other Fellow Is Doing" might well have been the subject of the entire program on which were 36 speakers, each specialist giving information on a different phase of life in Washington. The subjects covered included Americanization, reclamation, education, farm products, dairying, fruit, poultry, livestock, co-operation, lumber, finance, fisheries, manufacturing, retailing, transportation, water power, newspapers, scenic attractions and taxation.

Each speaker, an authority on his topic, presented facts of which it is safe to say the majority of delegates were at least partially ignorant, the central idea of the conference being that understanding breeds sympathy and co-operation.

In connection with the State Unity Conference a movement was launched by the Washington State Chamber of Commerce for an active campaign to "sell" the State to its people, for which a fund of \$300,000 is being raised. Working through a central organization, a unified development program formulated by the press will be put into effect, proposing to stimulate the use of Washington-made products through definitely planned newspaper campaigns.

The projects planned include: development of better markets for farm products; reclamation of arid and logged-off lands; land settlement; development of foreign markets for Washington goods; closer co-operation between local organizations, and a supplement to any movement designed for the good of the State.

More than 300 delegates were in Ellensburg for the three-day conference, approximately 100 of whom were non-newspaper men.

Aug. 25, the concluding day, was devoted entirely by the publishers to a discussion of problems peculiar to the craft, including those of national and local advertising, organization, rules, and editorial. A delightful break in the day's grind was furnished by State Representative and Mrs. John Hanks, of Ellensburg, who entertained the editors at a luncheon, every article on the elaborate menu having been grown on Mr. Hanks' ranch. Mr. Hanks was prompted thus to entertain the visitors that they might enjoy a concrete example of diversified farming.

Grant C. Angle, publisher of the Shelton Journal and president of the State Press Association, presided at the last day's sessions.

N. Russell Hill, publisher of the Davenport Times-Tribune, was elected president to succeed Mr. Angle. Mr. Hill has been secretary-treasurer for seven years. Roy C. Rosenthal, editor of the Montesano Vidette, was elected secretary and Sol H. Lewis, Lynden Tribune, treasurer.

The association voted several changes in the by-laws, including abolishment of two offices of vice-president, and separation of the offices of secretary and treasurer. Another change provided for the assessment of all members on a population basis.

The incoming president will appoint an executive committee and a recording secretary, and the executive committee in turn will choose the field manager, the position ably filled for several years by

Fred W. Kennedy, head of the printing department of the University of Washington.

A. R. Gardner, of the Kenwick Courier-Reporter, presided at the annual State press banquet on the final evening.

Many notables were at the convention, including Governor Louis F. Hart, Congressman John W. Summers, State Treasurer C. L. Babcock, Dan Scott, State Director of Conservation and Development, and Mayor E. J. Brown of Seattle.

Poor business methods on the part of newspaper men were blamed by Clarence Ellington of the Chehalis Bee-Nugget for part of the trouble some of them have with foreign advertising agencies, and advertisers who handle their copy direct. Lack of promptness in handling their part of the advertising service is another fault of the newspapers. Reasonable rates that will attract advertisers, and at the same time leave a profit, should be offered. Mr. Ellington discussed methods he employs in soliciting foreign advertising, the advisability of quoting honest circulation figures, and the offering of a real service in connection with foreign advertisement contracts, by assisting agencies to line up with local dealers and providing data and information of any kind the agency requests.

Mr. Ellington advocated, as an example of co-operation between members of the State press, a plan for handling for-

eign advertising through the association's central office, arguing that such a move would be profitable to the association, individual members, and advertisers, and would end troubles with varying advertising middlemen. He urged that the incoming officers give the plan careful study and if possible develop it into practical and workable machinery.

"Inconsistency, Thou Art an Art," was the subject of Chapin D. Foster of the Grandview Herald in a plea for support by editors of the Press Association. Publishers preach unity, membership in community organizations, and co-operation, Foster declared, but are slack in support of their own organization, which in some instances has been worth hundreds of dollars to members.

Local advertising was discussed by Thomas Dohs of the Snohomish Tribune, E. P. Murphy of the Entiat Times, and V. O. Price of Kenwick.

The advertiser in the weekly paper who uses space, as a public-spirited citizen, to boost the paper and consequently the town, must be convinced that his advertisements are producing results, Mr. Dohs asserted. Once convinced, this merchant will not be able to get along without advertising. The genuine newspaper advertiser, however, who believes in it and requires no urging, must be given every service available in order that his monthly total of inches will grow consistently. The hard shell "never-advertisers" can be swung into line by consistent effort.

Publishers must keep in touch with new ideas—new in their towns, at least; must read trade magazines and get the benefit of group and association meetings by swapping ideas with fellow publishers.

Mr. Murphy declared that national advertising would take care of itself if the local advertising was in the condition it should be. Agencies engaged in placing

foreign advertising, he said, are more deeply impressed by the fact that home merchants use the paper as their advertising medium than by any other argument.

The speaker emphasized the necessity of changing advertisements, never permitting, if he can help it, a merchant to repeat even once. The publisher is marked for success who presents a straightforward business proposition, who sells advertising space because he believes it will benefit the advertiser, and who sells on merit.

"Insist on new copy each week." Sol H. Lewis, of the Lynden Tribune, succeeded in having the Press Association include in its program for next year the establishment of a Better Business Bureau to assist in prosecution of publishers who permit fraudulent advertising or ads bordering on the fraudulent.

Communities involuntarily look to their newspaper men for leadership, stated John H. Reid of the University District Herald, Seattle. The place does not exist, he said, that cannot use a resourceful, common sense newspaper man—merely a publisher, a writer, a politician, but also a wise and untiring leader whose word is bond and whose paper is a guide to community building.

Editorial topics to fight shy of were discussed by E. P. Hultgren, of the Sprague Advocate, when he spoke of "Trouble Breeders"—topics that are dangerous because they might lower the editor's standing and influence in the community, depreciate his revenues, and subject him to criticism.

Don't be too emphatic in attacks on the opposite political party, Mr. Hultgren advised. Religion is another good topic to let alone, as tolerance is one of the greatest virtues.

Other editorials that should not be written are those with hidden personal meanings; those written in stress of excitement or anger; those that poke fun at somebody in the guise of a joke; those that are libelous or apt to be considered so; those written from a knowledge that only one side of a controversy and which may call later for retractions or corrections; sarcasm, and overdrawn eulogy.

In general it is the duty of the editor to keep the community united as far as possible, and this cannot be done if the editor takes a decided stand on subjects, especially those which mark the line of cleavage of thought. An editor should be a peacemaker, a leader and broad-minded enough to see the other fellow viewpoint. This is constructive leadership.

SOUTHERN SUN STILL SHINES

St. Petersburg Independent Renews Free Rain Issue Offer

Thirteen years ago Sept. 1, Maj. L. B. Brown, editor and publisher of the St. Petersburg (Fla.) Evening Independent, took a chance on the weather and made his now famous "sunshine offer" in which the publisher announced he would give away his entire issue on a day that the sun failed to shine upon the city up until the hour of press-time.

And St. Petersburg has justly claim to its name, the Sunshine City, because during those thirteen years the dependent has given away exactly 69 issues, or an average of about five times each year.

The offer is now renewed for the year.

Active in Magazine Field

Six magazines on the stands in August contained signed articles by Ada Patterson, veteran newspaper woman. Patterson was with the New York American for 20 years, after some newspaper experience in the West. The magazines with signed articles by Miss Patterson are the Metropolitan, Beautiful Womanhood, the Theatre, Business Woman, Arts and Decoration, and Photo Play.

Steals Pennies, Gets Caught

Albert Helmer, aged 22, was sentenced to the Elmira Reformatory following conviction on a charge of stealing pennies from the "silent salesmen" of the Buffalo morning newspapers.

OAKLAND ENQUIRER BUYS NEW QUARTERS



THE Oakland (Cal.) Post-Enquirer announces it will soon have a new home. It will occupy the building formerly used by the telephone company in Franklin street, between 17th and 19th. Alterations will be made. An annex will be

built for the new octuple press, now building in the east. Foundation will be laid for a three-story and basement in the annex. The paper, which is of the Hearst chain, says its expansion of business demands larger quarters.

THEY ARE ALL IN THE DAY'S NEWS

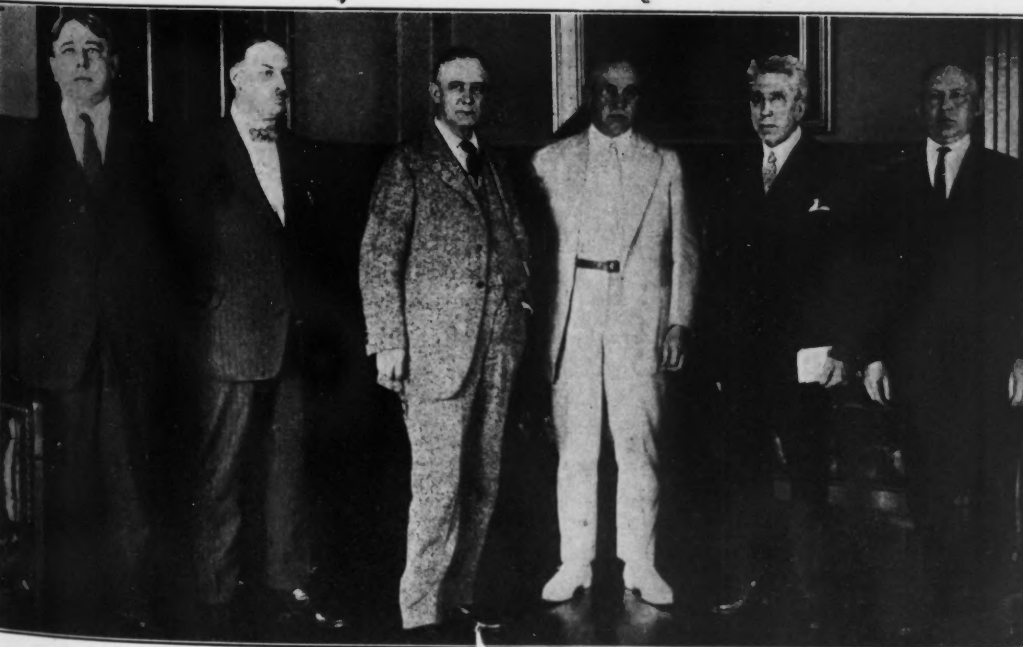


In strikes Japan. International journalism assembled less than six months ago in the group above, at least one of whose members is still reported missing after Saturday's earthquake. Left to right, those facing the camera, were Alexander Hame Ford, director of the Pan-Pacific Union; M. Suzuki, news editor of the Asahigraph; Clarence Dubose, United Press correspondent; Robert P. Scripps, Scripps-Howard newspapers; Sir Charles Eliot, British Ambassador, and Count Uchida, former foreign minister. The latter and Mr. Dubose have not yet been heard from.

Taking their own medicine. Camera men attached to the White House posed in distinguished company below. Left to right, they are: Charles V. Simons, Kinograms; Sig Bernstein, Fox News; Clarence Jackson, Underwood & Underwood; Arthur Leonard, National Photos; President Coolidge; Anthony J. Munz, Henry Miller-Fotograms; Carl Fasold, Pathé News; and J. C. Brown, International Newsreel.



What newspaper men will wear—perhaps. Sir Roderick Jones and Lady Jones arrived a few days ago on the Majestic for a brief tour of North America. Sir Roderick is managing director of Reuters, Ltd., needless to say, of London, England.



Will speed newspaper mails. Conferences preceding scientific tests of newspaper mails have been held among the group (left) comprising (left to right) J. S. Lomen, W. J. Opdyke, Harry S. New, Postmaster General; J. H. Bartlett, E. T. Bunchell, and John H. Lacey.

OVER ANXIETY TO "GET THEIRS" SPOILS WORK OF MANY SOLICITORS

Classified Advertising Accounts May Often Be Secured By Trying Genuinely to Assist the Advertiser to Prepare His Copy and Accomplish Best Distribution

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers.

IN ONE OF OUR CITIES there was a real estate advertiser who had for years consistently refused to use one of the classified mediums. Salesman after salesman had endeavored to get him but without success. Finally a new salesman took the territory in which the office of this stubborn prospect was located.

Then in a few weeks, to the surprise of everyone, the new salesman began bringing in copy from this advertiser, and in a short time he was securing more copy from the advertiser than any other newspaper. As a result the new solicitor was crowned a star salesman.

Shortly he resigned to accept a position in another line of business. A new salesman was placed on the territory, but after the first few days he lost the account of this long sought advertiser. This was hard to understand because the advertiser's copy had been producing results.

A few days ago I happened to run across the salesman who had been so successful in developing this so-called "hard-account."

"How did you do it?" I asked, and his answer contains a lesson that too few salesmen have learned.

"That was an easy account to sell," he replied. "When Mr. Jones (the advertiser) had a house to sell, as far as he knew the only interest I had in the whole world was to help him sell that house. I studied and discussed the selling points of the house. I suggested the possible types of people who would be interested in buying such a house. I tried to help him to reach these possible buyers in every way I could, and of course, I wrote advertising copy and got my share of it."

There you are—To best work for the interest of your newspaper, work for the interests of your customers.

Most salesmen are dominated, and this fact is very evident, with the "I want" spirit. Their whole attitude is to secure from the advertiser what they want, and the natural result is that the advertiser erects a wall of resistance that is difficult to overcome.

How much easier to prevent the advertiser from erecting this wall by working for him, gaining his confidence, getting his copy instead of his refusal!

* * *

"INSERT in Male Help Wanted or Omit" is a phrase that every classified manager has seen almost daily since the day he first took the job. Many agencies send out classified copy stamped in this manner. However, alert "Jake" Butler, classified manager of the Houston Chronicle, is the first to make use of the phrase. He recently ran a three-column promotion ad with that as a heading with the idea of creating still greater reader interest in his classified columns.

The fact that so many classified advertising managers heed the rubber stamp instructions to insert and not to omit copy is regrettable. There is, however, hope in the knowledge that more and more of them are realizing that the very stamping of this phrase on copy indicates that it does not belong under Help Wanted and they are, therefore, refusing it.

Mr. Butler's ad in part says:

"Every week and almost every day, the classified advertising department of the Houston Chronicle refuses to accept advertisements which are marked 'Insert in Male Help Wanted or Omit.' Most of these ads are received from Eastern classified advertising agencies. This threat or command which accompanies their copy finds a deaf ear when it reaches the Chronicle.

"These ads are for the most part legitimate in themselves and, correctly classified, would

be quite acceptable. Most of them are ads of educational institutions, of special courses, or instruction of some kind; or sales solicitations. Their proper place would be under "Instructions" or "Miscellaneous for Sale." Sometimes their very phraseology, when coupled with misclassification, serves to give the reader an erroneous impression of their true meaning, and a reader who answers an address in the hope of establishing communication with someone who has a position to offer may receive a school prospectus in answer. But when this ad, though worded identically the same way, appears under instruction, this disconcerting experience is avoided."

THE CHICAGO AMERICAN,

O. E. Schenk, classified advertising manager, has recently installed a 20-position order board, and in connection with it started an extensive promotion campaign. The beginning of the campaign was a full page advertisement introducing "Ann Casey," the American Want-Ad taker.

PUSH ADVERTISING SHOW

New York Committee Starts Sale of Space for Exhibit

Plans for promoting the Advertising Exposition to be held in New York under the direction of the New York Advertising Club Nov. 12 to 17 were discussed at a meeting of the Space Selling Committee at the Waldorf Astoria Sept. 6.

G. St. E. Lewis, chairman of the Executive Committee of the Exposition, was in charge of the meeting. Speakers included H. H. Charles, president of the New York Advertising Club, William J. Betty, secretary and Dr. E. J. Cattell, formerly official statistician of the city of Philadelphia.

Dr. Cattell declared the country to be on the edge of a great period of prosperity. He upheld truth in advertising and pronounced advertising a science of decided benefit to the improvement of human conditions.

Eighteen teams for selling space on the exposition floor have been named. Each team is made up of six men with a captain. Two thousand firms have been selected as types thought fitted for exposition representation.

The teams start work Monday and it is expected all contracts will be closed by the end of the week. In the animated revue planned, firms participating will be taxed \$250.

Space on the exposition floor is to be sold at \$4 a square foot. Billboard space costs \$650. An attendance of 200,000 is anticipated.

Mr. Charles announced that \$1,000 had been contributed to the Japanese disaster fund by the New York Advertising Club. He said work on the new clubhouse was progressing rapidly, and declared it had been decided to limit club membership to 2,500.

German Pulp Exports Up

Due to depreciation of the mark resulting in constant decrease of domestic demand, German paper exports are now considerably higher than in 1913. German pulp mills have been compelled to import more than 80 per cent of their raw materials, chiefly from Czechoslovakia and Poland. Exportation of pulp has increased steadily since April 1, 1923.

Staff Routs Robed Invaders

Members of the editorial staff of the Mexico City Excelsior waged a gun battle Aug. 28 with two men believed members of the Ku Klux Klan. One of the latter was shot and the other escaped. Clad in black robes, the pair forced entrance into the newspaper office just before midnight.

London Artist Coming to Test Prohibition

TOM WEBSTER, cartoonist on the London Daily Mail, although an Englishman, lives up to Missouri fame and must be shown. He is coming to this country for the second time to draw sketches and, as he admits, "to see if it is as dry as Volstead said it was."

"As far as I can make out," he told interviewers in London before sailing, "there are no bananas in America. I am afraid, from the way tourists act in this country, there must also be a dearth of good liquor there."

PAPERS ADOPT SERVICE BULLETINS

Survey of 400 Dailies Shows that Eighty Now Have Merchandising Publications, and Thirty-four Will Start Next Year

By NORMAN J. GREER

Manager, Retail Journal of the Milwaukee Journal.

The old question of merchandising service bulletins has never been settled by publishers' associations. But it has evidently been settled by newspapers the country over. The list of legitimate services to be offered by members of the A. N. P. A. published this year did not include trade supplements, merchandising service bulletins and the like; but nearly 25 per cent of the newspapers in the United States having a circulation of more than twenty thousand have adopted it.

That is the situation as shown by a survey made of nearly 400 newspapers in the United States. Eighty daily newspapers now have bulletins of some kind and 34 plan to start such publications next year, publishers' statements showed.

A questionnaire asking whether publications of this kind were published, ever had been, or were contemplated next year, was mailed to 389 newspapers. One hundred did not reply, 80 reported publications now being issued, 34 plan to start next year, eight stated that they had been discontinued, and one plans to resume.

One hundred and seventy-five declared themselves against such service, some stating that it was too costly, but good, while 22 bitterly denounced it as illegitimate co-operation.

Thirty-five are printed in the 23 cities having a population greater than 250,000. This leaves but three large cities in the country that do not have nor will not soon have a trade bulletin. Boston, New York and Cleveland have three such publications, while seven cities have two each.

An analysis shows that only in two cities is the publication used only by the leading paper; in six cities by the second paper alone, and in two, exclusively by the third paper.

Nor are merchandising service bulletins found only in the major markets. One daily having a circulation of but 19,000 in a city of 45,000 made the comment that its bulletin not only took care of national advertisers from a service standpoint, but it actually increased local advertising lineage. Of the total number of bulletins established, forty-five are in cities having a population of less than 250,000.

The survey showed several different methods of performing the service. One publisher in Kansas and another in Wisconsin stated that weekly schedules of advertising were sent to the various lines of trade along with letters encouraging them to buy and display the products listed. The Kansas publisher stated that this plan served its purpose with agencies and manufacturers, but that it found little response among his home-town merchants.

A Minnesota publisher and one from Indiana explained how space was pur-

chased in independent trade papers to list advertisers and to offer the usual merchandising service.

At least a dozen publishers declared that the cost of service publications which they would be willing to put out under their own name was so high that they were considering publishing on a syndicate basis. One chain of papers having seven or eight units has been doing this for several months and declared it was not only effective, but decidedly economical.

Replies to the questionnaire showed that practically all service bulletins are being sent free to dealers. Only three reported paid lists. Paid advertising is being accepted by the same three that are on a paid circulation basis.

Two stated that they charged no dealer appeal copy only, while the others reproduced copy without charge. An interesting observation was made by one of the publications on a paid basis to the effect that agencies and advertisers wanted only editorial mention—something they could not buy—while they were in most cases willing to pay for advertising space if they really wanted it.

In general the survey showed a general spread of merchandising service bulletins among newspapers having a circulation of more than 20,000. Thirty-three per cent of these now have or soon will have such publications and 1923 will see an increase of nearly 50 per cent. The reason for this spread, it was clearly shown, is the ever increasing demand for broadsides and circulars and the resulting increase in the appropriation for the work. The ease with which the goodwill of the merchant is won by the publication, along with the possibility of making merchandising service of the kind effective, have added further to the popularity of the bulletins and trade supplements.

CHIROPRACTIC AND ADVERTISING

New \$100,000 Fund Announced for Palmer School Lyceum

The annual home-coming and lyceum of the Palmer School of Chiropractic which ended at Davenport, Ia., Sept. 6, emphasized the value of publicity in newspaper advertising in establishing the science. Newspaper discussions and newspaper people were prominent in the program.

J. P. O'Furey, past president of the Nebraska Press Association and vice president of the National Editorial Association, spoke on advertising and its relation to the professional man. The Universal Chiropractors' Association plans to raise \$100,000 for national publicity work.

Major Dent Atkinson, field secretary of the school declared: "No country in the world could exist without advertising. Ad men have made Americans that. The average American has been educated to want fine things; the community built upon the advertisers; our schools depend on it."

WHEN THE WATER FAILED

Omaha Bee Opened "Clearing House" for Thirsty Families

Omaha's water plant was shooting instead of water through all mains, water famine was on. What did the Omaha Bee do? Did it refuse to answer the phones and disregard all calls from the sick and poor people of the city? Well—let us hope not. When calls started coming into the Bee offices from thirsty families asking for aid in obtaining clear water, the management opened a "clearing house," and relieved a serious situation.

Volunteer autos and drivers were needed, so the Bee sent out an urgent call through its columns. Those willing to help out in the emergency were asked to call the city editor and ask for addresses of sick families or of poor people who had no means of getting water. Shortly after the plan was launched by printer's ink, trucks, tanks and autos were soon in service.

MID-WEST CIRCULATION MEN ELECT BLAKE

Auto Contest Subscriptions Condemned at Pueblo Meeting—Buying and Reselling of Carrier Routes Opposed

(By Telegraph to Editor & Publisher)

PUEBLO, Col., Sept. 5.—H. S. Blake of the Capper Publications, Topeka, was elected president of the Mid-West Cir-



H. S. BLAKE

Other officers elected were: Vice - president, Walter B. Reynolds, Fremont (Neb.) Tribune; secretary - treasurer, Will A. Butler, Colorado Springs Gazette and Telegraph (re-elected); new directors, Hugh B. Brown, Kerney (Neb.) Hub, and Sidney D. Long, Wichita Eagle; directors re-elected, Roy Bailey, Salina (Kan.) Journal; John Levand, Denver Post, and M. W. Halmbacher, Oklahoma City Oklahoman.

This was one of the best attended sessions yet held by the association. Actions taken by the convention included:

Advocacy of 100 per cent collection of dealer accounts before the 10th of each month and absolute collection in advance for all mail subscriptions.

Condemnation of subscriptions received through automobile contests as not being renewable.

Opposing the practice of buying and reselling of routes by carriers, and declaring that all city routes should be owned by the newspaper. It was stated that in some cases routes had been sold for \$2500 or more, and resold, and the present carriers were forced to pay rental through the newspaper to the owner of the route who was in an entirely different business.

G. V. Allen of the Hutchinson (Kan.) News explained in his paper the immense advantage of parent co-operation with carrier boys. He asserted that a prospective carrier should be interviewed two or three times before being placed in charge of a route.

A newspaper must have a set bargain day period and not grant any extension, declared H. W. Halmbacher, of the Oklahoma City Oklahoman-Times. "Tell the subscriber the bargain price," he said, "and how long he can have to pay for same, and then cut off the bargain offer strictly on the closing day."

The consensus of opinion was that bargains which ran year after year ceased to be bargains. It also was pointed out that this method or lack of it played into the hands of competing solicitors.

Sidney D. Long emphasized that the most value from a circulation standpoint is obtained from special features by the editorial department, giving the circulation manager every opportunity possible to assist in selecting these features. On the other hand, every co-operation should be given the editorial department by the circulation manager, encouraging such features as he feels will go over best with the people of the territory covered. John Levand of Denver praised the cash reward to carriers for 10 new subscribers.

Clarence Eyster of the Peoria (Ill.) Star, secretary-treasurer of the International Circulation Managers' Association, was an honored guest and extended hearty greetings from the parent body.

A banquet, dance and musical program given by the Pueblo Ad Club, Pueblo Chieftain and Pueblo Star-Journal was a great success. Sidney D. Long was toastmaster. The speakers were F. S. Hoag, publisher of the Star-Journal;

Willis H. Parker, editor of the Chieftain; Clarence Eyster, and Will A. Butler.

The entire party spent today as guests of the Pueblo newspapers and the Chamber of Commerce in a six-hour drive through the famous San Isabel Forest in the mountains, being served breakfast and luncheon on the trip.

SUFFERS LOSS OF FOOT

Scattergood, Sun Circulation Manager, Injured in Rail Accident

Otis O. Scattergood, circulation manager of the New York Sun and Globe, while on his way to work Sept. 5, fell beneath the railway tracks at the Grove street station in East Orange, N. J., while attempting to board a train and injured his left foot so badly that it had to be amputated at the ankle. Mr. Scattergood was attempting to recover his newspaper which he had dropped, and as he fell an incoming train passed over his foot. He was taken at once to Orange Memorial Hospital, and stood the operation very well.

Mr. Scattergood is well known throughout the country in the business department of the newspaper world and has held many responsible positions. He was manager for some time of country circulation for the Chicago Examiner, circulation manager of the Detroit News, circulation manager of the Montgomery (Ala.) Advertiser, and circulation manager of the New York Globe at the time it was purchased by Mr. Munsey.

At a meeting Wednesday of the Circulation Managers' Association of Greater New York, the following letter of sympathy was sent to Mr. Scattergood:

"The Circulation Managers learned with deep sorrow of the unfortunate accident that you met with. They unanimously asked me as presiding officer to write you how very sorry we all were to hear of it. If real heart-felt sympathy could heal that poor broken limb of yours, believe me, Mr. Scattergood, some great miracle in healing would have occurred May we assure you that your associates among the New York circulators will have you very much in their minds during your convalescence. If there is anything we can do to help ease your pain or relieve your mind, we all would be anxious indeed to lend our aid.

"Blows like these are unfortunate, but a man of your indomitable spirit will, we are sure, be able to beat it down. Your friends will be glad to see you out again when you have recovered.

"JAMES MCKERNAN, Chairman."

NEW SEEKS SPEED

Names Committee to Investigate Second Class Tardiness

The question of speeding up newspapers through the mails has been taken up by Postmaster General New, and he has appointed a special committee, headed by his first assistant, John H. Bartlett, to investigate. In a preliminary report, Bartlett suggests as a first step the appointment of a liaison officer to write circulars and advertisements urging merchants and others to do their mailing early to avoid congestion and in other ways to point out ways in which everyone could co-operate.

Postmaster General New, however, is not convinced this plan would solve the problem, and is going to the root of the matter. He says that not only is the reading public entitled to better service, but that the publishers who have been paying high rates to get their products distributed through the mail should be considered.

Newsstand Man Guiltless

That a newsstand proprietor could not be declared guilty of selling obscene literature, if it could not be proved that he had personal knowledge of the contents of the publication in which the objectionable matter had been printed, was ruled by Magistrate Goodman in New York City. On that ground he discharged from custody George Drum, aged 19, proprietor of a subway newsstand at 7th avenue and 42d street, who was arrested by Charles J. Bamberger, for the Society for the Suppression of Vice.

\$100 Church Ads Bring \$1700 Return

NEWSPAPER ADVERTISING was the best investment made in 1923-24 by the Garden Street Methodist Episcopal Church, Bellingham, Wash., according to the pastor, Rev. Dr. J. C. Harrison, who added that \$100 worth of advertising had brought in more than \$1,700 in silver plate collections.

RAIL RATE CUT IS URGED BY INTER-STATE MEN

Use of Motorcycle Side-cars for Suburban Delivery is Favored by Circulators in Convention at Atlantic City

Advocacy of a cheaper standard rate for the railroads in the transportation of daily newspapers, with the use of motorcycle sidecars for distributing various editions, was the outstanding feature of the semi-annual meeting of the Inter-State Circulation Managers Association held Sept. 4 at Atlantic City.

While the airplane is available for use in the carrying of mail throughout the country, it is still impractical for the transporting of newspapers, according to Alexander C. Finley, first vice-president, who praised motorcycle sidecars for circulating the editions of daily papers with a circulation under 10,000.

W. Lloyd Lippincott of Atlantic City, one of the directors of the association, referred to the motorcycle sidecars as the best and cheapest way to carry the daily into the homes and to the stands of dealers in outlying cities.

Lewis Michener, of the Harrisburg (Pa.) Telegraph, went on record as opposing an increase in railroad rates for the carrying of newspapers, stating that it was about time that the newspapers of the country organized and endeavored to secure a lower standard rate than that which they are now forced to pay.

The speaker ridiculed the idea of Eastern publishers joining with the Middle and Far West newspaper owners in seeking a uniform rate, while the cost of transporting newspapers in the West remains, as he said, nearly three times the present Eastern rate.

Citing the fact that the publishers West of Chicago pay 90 cents to \$1.20 a hundred pounds for the carrying of newspapers, while the Eastern publishers have a rate of 30 cents per hundred, Michener opposed any alliance with the railroads in the form of a long term agreement, until the rates in the West were considerably reduced.

One of the reasons for the high cost of transporting newspapers in the Middle West was given as the fact that the trains have to travel between one and two hundred miles between stops.

That newsboys are paid from \$2 to \$15 a week, according to the relative value of their stands in the various cities, was the statement of Paul O. Sargent, of the New York Herald.

Sargent, unlike other circulation managers, stated that he believed that the newsboy's salary paid by the newspaper should be decreased as his sales increased, instead of his receiving additional money for the increase of sales.

The 60 or more circulation managers present praised the Audit Bureau of Circulations for its progress in putting the average newspaper on a uniform basis with other dailies its size in the country. However, the inter-state body went on record as favoring the appointment of several circulation managers to the A. B. C. board of directors, which includes but four publishers and no circulation managers.

The place for the annual meeting next March was not decided upon.

President Charles O. Reville, of Baltimore, presided. The other officers are: A. C. Finley, Atlantic City Gazette-Review, first vice-president; C. T. Buck,

Lancaster (Pa.) New Era, second vice-president; Henry C. Carpenter, Lancaster (Pa.) Intelligencer-News Journal, secretary-treasurer; directors, Howard C. Lee, Philadelphia Inquirer; W. Lloyd Lippincott, Atlantic City Daily Press; J. H. Zerby, Jr., Pottsville (Pa.) Republican; Royal W. Weiler, Allentown (Pa.) Call; Harry W. Cullis, Chester (Pa.) Republican, and Paul O. Sargent, New York Herald.

TRADEMARK CAMPAIGN

First Copy in New York Commercial Confined to Textiles

A national campaign in the interests of reliable American merchandise sold under trademarks was started recently in the New York Commercial. The campaign is planned to extend to the 12 principal trading zones and is to run exclusively in newspapers.

Three pages of trademarks have appeared so far in the New York Commercial, under dates of July 19, 24 and Aug. 3. These pages have been entirely on textiles. Other pages will be devoted to drugs, chemicals, floor coverings, boots and shoes, house furnishings, automobile accessories, and toilet preparations, each constituting a separate division.

The campaign is being conducted under the direction of the American Trademark Association, of which Francis A. Adams is president.

N. Y. TIMES PARIS EDITION?

Wiley Also Denies Report of Sunday Issue for London

Establishment of a Paris edition of the New York Times to start about Jan. 1 has been announced by newspaper trade journals in London, according to H. L. Gates, former American newspaper man, now managing editor of the London Daily Sketch. Gates also declared that a rumored plan of the New York Times to publish a Sunday edition in London was also being freely discussed.

When asked regarding these reports, Louis Wiley, business manager of the New York Times, who recently returned from abroad, declared it was "all a mistake."

HOE NOW OPEN SHOP

Fill Places of Machinists who Walked Out August 2

R. Hoe & Co. of New York started manufacture of printing presses Sept. 4, under open shop conditions, following refusal of striking union members of No. 434 Local of the International Machinists Association to return to work under conditions prevailing before the men walked out Aug. 2. Union leaders demanded a wage increase.

While the full quota desired to fill positions in the machinists' department had not been entirely filled by Sept. 6, company officials declared they would be working as before the strike in another week.

Blind Newsboy Weds

More than a thousand persons attended the wedding Sept. 2, when Oscar Hyman, a blind newspaper boy of Astor Place, New York, married the sweetheart he never saw, Yetta Stecker, 25 years old. The couple took no honeymoon trip, Oscar declaring he had too many customers to attend to each morning.

Auto Show Date Set

The National Automobile Show will be held at New York in the Eighth Coast Armory, Jan. 5-12, 1924. There will be seats for 5,000 spectators.

Scranton Editor's Wife Dies

Mrs. John E. Kern, wife of the associate editor of the Scranton Republican, died following an operation.

U. S. MANUFACTURERS NEGLECTING BIG MARKET IN SIAM, SAYS ENVOY

Minister Brodie, Oregon City Publisher, Declares King and People Prefer American Goods, But These Goods Are Not Advertised in Their Papers

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

"THE KING OF SIAM has a decided preference for American products, which is shared pretty generally among all the class of Siamese who use any imported goods at all; such American articles as are now obtainable in Siam are well liked, and many more could be sold there if any effort were made in the United States to develop this market; yet British and other European interests are doing all but an infinitesimal part of the advertising there—and as a result are getting the business."

In these words E. E. Brodie, former president of the National Editorial Association and publisher of the Oregon City Enterprise, now American Minister to Siam, summed up the story of American foreign trade in the country where he is assigned in the United States diplomatic service. He was speaking as an Oregon publisher, who has sold his share of advertising space, to EDITOR & PUBLISHER's representative in Tokyo. With Mrs. Brodie and their children, George and Madeline, the Minister to Siam was on his way home for the purpose of placing the children in school. He is now returning to his post.

"There is no reason why American products should not be sold on a much larger scale in Siam than at present," Mr. Brodie said. "As it is, Siam imports our goods on a scale which amounts to only about \$1,200,000 a year but a large proportion of this business is entirely unsolicited and the buyers get American products only by demanding them. I could not venture to say what increase of trade could be expected if energetic methods of salesmanship were applied there, but there is no question our exports would be greatly increased."

"Take the case of motor cars as an example. Bangkok, the capital of Siam, has British, Italian and Chinese distributors for motor cars and before the Great War practically all this business went to Europe. The British and Italian agents naturally do their best to sell cars made in their own countries, but during the war when exports from Europe were shut off the Siamese learned the advantages of American automobiles and now our manufacturers get an increasing proportion of the business simply because that number of customers refuse to buy anything else."

"Still no American motor car advertising appears in the foreign or vernacular newspapers of Siam and the manufacturers at home are making no visible effort to follow up the leads these unsolicited orders should have given them. You may be sure that this is not the case with other nationalities which are manufacturing exportable goods."

"The same thing applies to other lines of merchandise. A Chinese grocery dealer named Tung Hoo was patronized by us and Mrs. Brodie, noticing one day the large proportion of American goods in his stock, inquired the reason. 'It is because the King prefers American things,' was the dealer's reply, 'and most of my other customers do, too.'"

"Heinz, he of the 57 varieties, went to the trouble of sending a demonstrator to Siam and other Oriental countries. The demonstrator made a stay of a few weeks in Bangkok and aroused considerable interest in his company's products. They are selling there in some degree now but no advertising has been done through any medium, although this company is one of America's largest advertisers at home, and they are failing in Siam to reap the full benefit of the market."

Mr. Brodie believes that as American manufacturers become more systematic and thorough in search of foreign mar-

kets for their surplus goods, Siam will offer a profitable field for their operations. The country has a population of 10,000,000, 1,000,000 of whom live in Bangkok. Outside of the capital the main interest is agriculture, and even in the metropolis the Siamese themselves are not engaged extensively in commerce. There is only one large Siamese mercantile firm and the others are in the hands of Europeans or other Orientals, of the latter the principal interests being Chinese.

Literacy throughout the country is about 10 per cent, though the percentage runs somewhat higher than this in Bangkok, where the bulk of the market for foreign goods is concentrated. The capital has seven or eight vernacular papers

in Siamese, three published in Chinese and four in the English language. The latter are all British-owned or controlled by combined British-Siamese interests.

Circulations are comparatively small in the case of all newspapers there, but advertising rates also are low, and the proportion of advertising in the 12 and 14-page foreign dailies and the 8-page Siamese papers is high. Most of the advertising is done by British, Danish, Italian and Chinese interests and the Vacuum Oil Company is practically the only American advertiser in the country.

Engineer Hurt Throwing Paper

William A. McMullen, engineer of the Twentieth Century Limited, was injured while playing newsboy. In keeping with his daily custom, he was throwing a copy of the Buffalo Evening News from the engine cab into the dooryard of an aged couple residing near Weedsport. One of his arms struck the engine cab and was broken.

Represent Vanderbilt Daily

Benjamin Kentnor & Co., Chicago and New York, will represent the new Illustrated Daily News projected by Cornelius Vanderbilt in Los Angeles, as Eastern and Western representatives.

PRINTING SCHOOL ONE OF PARIS' FINEST

Ecole Estienne Admits Over 100 Boys Each Year for Four-Year Course—Printers Must Be Artists, Is Theme

By G. LANGELAAN

Paris Editor, EDITOR & PUBLISHER

The Ecole Estienne, although not on the list of sights done by the tourist, is one of the intellectual monuments of Paris. It represents an ideal, a State scheme for preparing the most highly skilled craftsmen in the art of printing. The Ecole Estienne, founded in 1862, is on the Boulevard Auguste Blanqui, close to the Place d'Italie, in the southern Part of Paris. It is housed in an imposing building specially constructed, and stands some way back from the boulevard.

Here the finest tuition by masters of the craft is given free. M. Georges Lecomte, president of the Société des Gens de Lettres, is the director, while M. E. Rocher is the chief of the training staff. Under them is a corps of skilled craftsmen.

One hundred to 125 apprentices are admitted each year. Admission is by examination open to any boy between 11 and 16 living in Paris and possessing a certificate of general aptitude from the educational authorities. The examination consists of dictation, two problems in arithmetic, and freehand drawing. Successful candidates receive instruction at the school for four years, but they are free to leave at any time should the fee they have made a mistake in their choice of profession.

During the first two years, every morning is spent in the class room studying ordinary school subjects, and the afternoon in the workshops, but during the last two years of the course, pupils spend all Friday and Saturday in the workshops.

There is one principle underlying the whole training of the future printers and that is that a good printer must be an artist. Everyone in the school draws. They may be learning to set up type, they may be learning the machine part, but they must all draw. The art class is for them all, and on its walls are injunctions to "draw at all times," "draw when at home," "draw in the street," "draw on the playing field."

The school believes that the man with an eye for art will always excel, no matter what department of printing he takes up.

The lower floor is given over to big machinery, and here the latest presses are at work, run by electricity. Here, too, is the section for photographic work, with dark rooms, enlarging room, with five apparatuses, and a modern process work room.

One very interesting section is a museum. In this museum pupils, after learning the most up-to-date processes, can go and look at the oldest presses extant, high wooden handpresses such as one sees in pictures of the Caxtons producing their first works.

The bodily comfort of the pupils is well looked after. There is a large playing ground and recreation hall, with six shower baths. The midday meal is provided on the school premises and is served on white marble topped tables in a fine dining hall. The meal costs only 1.75 francs, and for this each diner gets hors d'œuvre of sardine or similar entrée, a meat dish, vegetables, and dessert.

The Ecole Estienne is more than a mere school, it is an inspiration and an incitement to fine work. Example of the highest is constantly held before the young learner, and the love of his art inculcated in him. He has chosen to be a printer, therefore he is to have every opportunity to become a master of his craft. He is taught to cultivate a taste for the best all the time, and he is shown that the best is worth striving for, not merely for its own sake, but because it will lead to pecuniary reward which will repay every effort put forth to attain it.

"DIRECT" ADVERTISING THROUGH NEWSPAPERS TO REACH ONE MANUFACTURER

THE ENQUIRER, CINCINNATI, TUESDAY, AUGUST 28, 1923



A Bigger Sales Vision for Ivory Soap

EVERYONE recognizes Ivory Soap as a great advertising success. So when you will see any very sure to find it in the grocer's store. Yet, despite this successful distribution—despite the fact that Ivory Soap is familiar to most consumers—there is still a broad field for sales expansion in Chicago and in The Chicago Territory.

The Ivory Soap is a good product at a fair price beyond question. That distribution is no longer a problem to sell. But does this mean that it has reached anywhere near its true sales potential?

WE REBEL THE ONLY BARRIER to bigger volume is consistent week-after-week selling of the Ivory Soap in a dominating way. We believe your next great sales step will be to educate more families to appreciate the high quality of Ivory Soap. Show them that they will buy more Ivory Soap. And we know The Chicago Tribune is the place to sell your soap.

In Chicago with its 4,000,000 families it is estimated that practically every family buys toilet soap daily. But of this great army of toilet soap users only a limited percent use Ivory Soap. Doesn't this indicate a market and a great opportunity? Doesn't it show where the future growth of Ivory Soap must come from?

CAN NATIONAL MAGAZINE ADVERTISING, with its 100 million circulation, do this educating work alone? Better is it not imperative that advertising be placed in a medium like The Chicago Tribune which reaches five out of seven families in this great City of Chicago?

FOR EIGHT SUCCESSIVE YEARS The Chicago Tribune has been the leading food advertising medium of this white area. Food manufacturers have learned that it is the one great family newspaper. They use it because it makes advertising pay.

The Chicago Tribune enjoys the largest home delivered circulation in Chicago. It is read with keenest interest by the people of five states. It influences an area where the average retailer is financially substantial and where access to large buying power is exceptional.

THE CHICAGO TRIBUNE is the one buying guide of countless thousands of men and women in The Chicago Territory. The up-to-date merchant has learned that his cash makes most money and best serves his customers by selling them wisely and to large numbers those food products they have made ready to accept. And The Chicago Tribune does the job quickly—easily—conclusively.

Nothing more strikingly reveals the influence and strength of The Chicago Tribune than facts such as these—

City	Circulation	Family Income	Number Grocers
Chicago, Ill.	1,200,000	\$2,200	2,111
Indianapolis, Ind.	400,000	\$2,000	1,500
St. Louis, Mo.	350,000	\$2,000	1,500
St. Paul, Minn.	300,000	\$2,000	1,500
Buffalo, N. Y.	250,000	\$2,000	1,500

A PAGE AD IN THE CHICAGO TRIBUNE would just as potent an influence in LaSalle, Ind., or Rockford, Ill., as in Chicago. How confident then is that manufacturer having behind him this great, sales-producing medium reaching to consumer through dealer and jobber in the rich area. In a recent survey embracing over 300 leading grocers in the 75 leading jobbing centers and covering nearly 1,500 grocers in smaller towns, this remarkable condition was revealed—

85% said that national advertising in The Chicago Tribune helped them in line selling.

85% were regular readers of The Chicago Tribune.

What a remarkable tribute to the World's Greatest Newspaper as a medium for securing distribution and increasing sales through nearly 60,000 retail and wholesale outlets.

IF YOU WANT TO MAINTAIN your present distribution—if you want greater jobber and dealer interest—use The Chicago Tribune. If you want consumer acceptance and a bigger consumer demand—use The Chicago Tribune. It has proven its worth through scores of consistent food campaigns. It will produce just as fully for you too.



The Chicago Tribune

The World's Greatest Newspaper

A FULL PAGE advertisement of the Chicago Tribune appeared in the Cincinnati Enquirer Aug. 28 addressed to the Procter & Gamble Company, makers of "Ivory Soap," inviting them to use the Tribune to cover "Zone 7."

Cincinnati newspaper men believe that the Tribune's copy should have a good effect on Procter & Gamble and the Blackman Agency, who are beginning to use some newspaper space in the exploitation of Chipso, a flake soap.

As is generally known, the Procter &

Gamble Company has confined its advertising on Ivory Soap almost entirely to magazines with rotogravure space here and there and occasional newspaper copy in connection with cooking school plans.

The success of the Chipso newspaper campaign in Cincinnati should serve to emphasize that newspaper advertising is their best buy. Both the Post and Times-Star are now being used in Cincinnati, fifteen thousand lines of space running in each paper.

They mean Leadership— wherever they go!

THE New York Daily News, using the same features as The Chicago Tribune, in less than four years attained first place in morning daily circulation in America. Chicago Tribune features and fiction are circulation builders... Andy Gump... Walt and Skeezix... Harold Teen... Blue Ribbon... Pa Potter... are household words from coast to coast. They mean leadership, wherever they go— but to only one of a group!

Chicago Tribune Comics offered in an 8-page tabloid color comic section

- THE GUMPS**
By Sidney Smith
- GASOLINE ALLEY**
By Frank King
- HAROLD TEEN**
By Carl Ed
- WINNIE WINKLE**
By Branner
- SMITTY**
By Berndt
- TEENIE WEENIES**
By W. M. Donahay
- MOON MULLINS**
By Willard
- KITTY**
By Mildred Burleigh

FICTION

- Blue Ribbon Serials for Sunday (one release a week)
- Blue Ribbon Serials, Week day (six days a week)
- Blue Ribbon Short Stories—from 8,000 words down
- Well Written Tabloid Short Stories of 300-600 words
- 19 Weekly Short Stories by CAPT. E. V. RICKENBACKER. Smashingly Illustrated
- 12 Weekly Half-Page Stories Entitled "OLD RELIABLE" By Judge Harris Dickson

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos

Organized by The Chicago Tribune and The New York Daily News
25 Park Place, New York

Color Comics

The Gumps—Gasoline Alley—Harold Teen—Winnie Winkle—Teenie Weenies—Kitty—Moon Mullins—Smitty.

BLACK & WHITE Strips

The Gumps by Sidney Smith. Gasoline Alley by Frank King. Harold Teen by Carl Ed. Winnie Winkle by M. M. Branner. Moon Mullins by Frank Willard. Smitty by Walter Berndt.

GOOP ETIQUETTE

by Gelett Burgess.

W. E. HILL

Page of Comics
in Gravure or Black and White

CARTOONS

John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE

Weekly New York Theatre Letter

THE POTTERS

by J. P. McEvoy

GRAVEL PIT PUPS

Raymond Kelly

DR. EVANS

The first and best of newspaper medical writers.

Daily and Sunday

Men's Fashions, Women's Fashions, Foods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line of Type, Sports, Science and Embroidery.



Valerie saw a secret panel open and a woman entered the room

Beginning Sept. 17th

The new Chicago Tribune daily serial

The LADY of PENTLANDS

By ELIZABETH JORDAN

Mystery . . . Romance . . . Adventure!

BLUE RIBBON is the mark of good fiction,—the first run, first class work of first rate authors. "The Lady of Pentlands" by Elizabeth Jordan, the next Blue Ribbon daily serial, will be released on Sept. 17th. It is a quick-moving, high-spirited tale of mystery and adventure, built on the strange events that take place in an American home . . . daily concentration of action, with a compelling accumulation of interest. . . . Promotion help furnished. . . . Write, wire, or phone for simultaneous publication rights!

The Chicago Tribune Newspapers Syndicate
Tribune Plant, Chicago 25 Park Place, New York

Buy ----- Leadership!

MORE AND BETTER RURAL NEWS FIRST, THEN COUNTRY CIRCULATION

One Newspaper Found Get-Together Dinner of Correspondents,
With Intimate Talks, Improved Their Contributions
and Made Them Ambitious to Add Readers

By B. L. CRANDALL

"PRACTICE what you preach" is a sound old axiom and "it is the exception which proves the rule" is another. Many who write or speak fail to abide by their own precepts but once in a while there bobs up a case where a believer is also a doer.

Last year the publishers of this paper courteously permitted the writer to use space in which to air his opinions regarding the possibilities awaiting managing editors and circulation managers who gave more thought to rural sources of news, rural news itself and rural subscriptions. Several suggestions were given which were doubtless labeled "bunk" by old hands at the game, but at least one newspaper had the courage to try them out and the results were particularly satisfactory, despite the fact that certain handicaps existed.

Readers may recall that the statement was made that if more attention were given to rural correspondents and their items and closer relationships established between the paper and its readers in the rural sections that an improvement in the quality of news received would undoubtedly result, an increased interest in the paper would be shown and subscriptions would be likely to come easier and in larger numbers.

Acting on this theory, a program of action was mapped out by the paper in question. As one of the early steps in its program, this paper which has a large rural circulation in common with many other city dailies, laid plans for a general get-together of its correspondents from nearby communities. It might be stated parenthetically that this paper was at the outset of its program, giving more attention to rural news and affairs than most dailies.

A picnic was arranged in the summer at a nearby resort as a drawing card. Invitations were sent to each correspondent asking them to come and bring their friends. Fully 185 responded to the invitation and of this number about 75 were connected with the paper. As each arrived, they were given badges on which appeared their names and the name of the community from which they came, to aid in identification and promote fellowship.

After an opportunity had been given for visiting, a brief program was given, during which news and news values were discussed by the managing editor, general matters by the manager and methods of preparing copy by the rural news editor. Inasmuch as the gathering was largely of people commonly known as rural residents, many of whom were women, the manager of the local home bureau was also asked to speak. She was well and favorably known to many present because of work done in their communities in helping solve child health, clothing, nutrition, household management and other problems, and effectively outlined the ways in which a daily paper is a power for good and also urged those present to maintain a high standard of news items as a means of bringing their communities to a realization of the better things in life.

A dinner furnished by the paper followed in a nearby pavilion after which a group picture was taken. This was published together with an account of the affair in the next day's paper and copies of the picture were supplied to each correspondent. The day ended, with a theater party, which all enjoyed.

The expense of this venture was considerable and immediately raised the question, did it pay. Only one answer can be given and that is yes. Beginning immediately with the first copy received from those correspondents, an improvement in the style and type of news was noted. That each one who had attended

the picnic had a different idea of news and news values than before was strongly evident. Best of all, the idea still exists, although the picnic was held 12 months ago.

With the aim of every managing editor to make improvements in his paper wherever possible at least partially accomplished, the next step seemed to be to ascertain whether there was to be any real reaction from the improvement which had been spoken of by readers in country and city alike. The policy of the paper is to employ no field representative although several papers whose territory overlaps that of the one in question do so. Hence, some other way of determining the position of the paper in the field had to be devised.

During all of this time, the rural news editor had been doing what might be termed follow-up work among the correspondents. By means of a car, he had been making personal calls on the rural news writers, not only to ascertain conditions in their respective communities, but also to help them solve any problems they might have. Close questioning developed the fact that these people had far better information about people and events in their communities than it would ever be possible for someone from the main office to secure except at prohibitive expense.

This familiarity suggested a means of carrying on a drive for subscriptions. Heretofore, items which had been sent in by rural correspondents gave no intimation to the general public as to the writer, although of course a few in each community knew who was sending them in. As the first step in arranging to have these correspondents be of greater use to the paper, the plan was inaugurated of printing their names at the beginning of items sent in by them.

This plan further helped to improve the news letters as many items which had formerly gone unpublished through lack of information as to whom they might be sent for publication in case it was inconvenient to communicate directly with the paper, now began to appear. Furthermore, the correspondent came to be looked upon as a sort of field representative for the paper in his vicinity, and a closer relationship between the paper and its readers was accomplished in great measure.

The next step was clearly apparent and that was to have the correspondents act as subscription solicitors. Naturally this necessitated giving up much time which they might prefer to employ otherwise and it was clear that to make the plan a success, they must be reimbursed. It was finally decided to give

them a ten per cent commission on all renewals they secured and 25 per cent on all new subscriptions.

Most of the correspondents know practically everyone in their vicinity and they soon come to know who is taking the paper and who is not. After about five months of operation, the paper finds that its correspondents are taking advantage of the opportunities presented by community meetings and other gatherings to approach non-readers and those whose subscriptions may have recently expired, and are urging them to sign up.

Reports from the correspondents show that many have come to be readers who formerly exchanged papers, with a neighbor or were not seeing the paper in any way. Furthermore, newcomers are spotted almost as soon as they arrive and are signed up, while a field representative might have missed them for months.

Two distinct and gratifying results have come from the plan. First, the subscription list has been increased in spite of the fact that field representatives of nearby papers had been in the territory offering cut prices as an inducement to subscribers, and secondly, and possibly the most important of all, a marked improvement in the character of news items was brought about. In their efforts to secure subscribers, the correspondents came across many interesting items which added to the value of the paper in no small degree.

Today this paper is enjoying the best circulation of any time in its history. True, a gain has been made in city circulation, but what is more important,

rural circulation has been held to better than normal in spite of discouraging conditions for farmers and keen, price-cutting competition from other papers. This record is worthy of, at least, passing notice.

BIDS LIBRARIES ADVERTISE

Iowa Journalism Professor Sees Increased Circulation Thereby

Public libraries can profit by the use of paid advertising, Professor W. S. Maulsby of the Department of Journalism, University of Iowa, told a recent conference for library workers.

"Use the bookseller's methods of advertising if you want to increase the circulation of books," he said. He explained the use of interesting sentences of books in advertising, which, if cut short at the right place, would whet the reader's appetite for more. "Feature one book, one author, or one set of books each day in a small advertisement," he suggested.

If the library budget is not big enough to swing an appropriation, Prof. Maulsby advised that the advertisements be prepared and then turned over to a solicitor to get business firms or individuals back of the project.

Cleveland Times Campaign

The Cleveland Times and Commercial is waging a campaign for new home subscriptions and solicitors are leaving the price of a week's subscription in cash at thousands of homes, the money being in coin holders to be paid collectors weekly.

Detroit News-week days FIRST IN AMERICA

DURING the first seven months of 1923 The Detroit News was *first in America* in amount of advertising published week days,* while its volume of daily and Sunday advertising was exceeded by only one other paper in the country.

The Detroit News has consistently maintained advertising leadership in America for *eight years*—being first, second or third in advertising continuously since 1915.

This is because: **FIRST**, The News covers one of the richest metropolitan markets in America; **SECOND**, The News has, with one exception, the most thorough coverage of any metropolitan newspaper.

*Morning and Evening combinations excluded.

15,138

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

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

Greatest Circulation In Michigan
Both Daily and Sunday

The Largest advertiser in the world in one newspaper is a St. Louis store using the Post-Dispatch

P This store—a departmentized institution of magnificent proportions—caters both to men and women of moderate means and to those in most comfortable circumstances—*Everybody*.

Years of charted experiences in St. Louis newspaper advertising have convinced this advertiser that this remarkable advertising medium is an investment that pays handsomely and that concentration of the bulk of their advertising appropriation in the one big Daily and Sunday newspaper is both wise and profitable

Large and Small—National and Local—Advertisers find it pays to concentrate in the one newspaper

In July the Post-Dispatch was the only St. Louis newspaper to make gains in every classification of advertising—in Total Paid Advertising the Post-Dispatch carried 159,880 lines more than in July, 1922. All other papers showed losses totaling over a quarter of a million lines

St. Louis Post-Dispatch

St. Louis' One Big Newspaper

“Information about St. Louis”

This is a comprehensive analysis of St. Louis and its trade territory. It is a fund of facts which is almost invaluable to the manufacturer or jobber who contemplates wider development in St. Louis. It will be sent, upon request, free of charge or obligation to interested executives.

- EASTERN ADVERTISING OFFICE:
World Building, New York
- WESTERN ADVERTISING OFFICE:
Mallers Building, Chicago
- DETROIT OFFICE: Ford Building
- KANSAS CITY OFFICE: Bryant Building
- SAN FRANCISCO OFFICE: 520 Hearst Building
- LOS ANGELES OFFICE:
Title Insurance Building
- SEATTLE OFFICE: Securities Building

SIR JOHN LE SAGE RECALLS DRAMAS DURING 60 YEARS IN FLEET STREET

Man Who Retired at 86 as Managing Editor of London Telegraph Honored by King and Employer, Tells of His Part in Stanley's Expeditions in Africa

By HERBERT C. RIDOUT

(London Editor, Editor & Publisher)

ON June 30 was announced the retirement of Sir John Merry Le Sage from the managing editorship of the London Daily Telegraph. He joined the paper 60 years ago when J. M. Levy, its founder, still held control. Now at the age of 86 Sir John relinquishes the editorial chair after a unique career. He was knighted in 1918 in recognition of his valuable services to journalism and his services to his country during the war.

On the day following his retirement, it was stated that Sir John received the following message from King George:

"Dear Sir John Le Sage: The King learns with regret that after over sixty years' connection with the Daily Telegraph, you are now retiring.

"Your record must surely be unique in the world of journalism, and I am commanded by His Majesty to wish you many years of happiness and good health in your well-earned rest."

Sir John's own paper, the Daily Telegraph, did an unusual thing in according to him a column leading article paying tribute to his services—an unprecedented honor in itself, that may be taken to indicate Lord Burnham's high appreciation of real journalism. This leader remarked that "Occasions are rare when a newspaper speaks in its editorial columns about the personality of those who control its springs of action. The old tradition of reticence in these matters is well justified and rarely broken. So long as a newspaper fulfils its mission, and the voices from behind the mask which every great institution must present to the world sound the same clear resonant note, personalities matter little even to the most friendly readers. But we cannot allow the day on which Sir John Le Sage, the managing editor of the Daily Telegraph, retires into private life, after an unbroken connection of 60 years with its fortunes, to pass unmarked in the journal which for so long a space has borne daily witness to the activities of his eager mind."

Sir John was also the subject of a lengthy news feature in the Daily Telegraph narrating many of the stories of his career and picturing some of the historic scenes through which he had passed. He thus tells how he was first engaged by J. M. Levy (the grandfather of the present Viscount Burnham). He said: "I think what influenced my life and gave me a real and earnest desire to do my best were the very encouraging words which old Mr. Levy used when he first engaged me. He was a precise, rather severe old gentleman. I recollect, after what we called the 'pass examination,' Mr. Levy saying, 'I like you. I place you on my staff.' He said it in a very encouraging way. The last time I ever met him, when he was very, very ill, he said, 'Le Sage, you recollect what I said to you when I first saw you?' I said, 'Yes, I do.' He said, 'I repeat it;

I have never changed my opinion.' "Looking back," Sir John continued, "over a period of 60 years of newspaper life, I cannot see that there has been very much difference in the men, their ability and their qualifications; whereas there has been an extraordinary and marvelous change in the mechanism of newspaper production. The modern young man shows great energy and enterprise, but I do not know that his ability is any greater than that of the men before him. When I first joined the Daily Telegraph there were some very able men indeed on the staff. But there was no telegraph, no telephone, no motor vehicle, no radio.

"One of my earliest efforts for the paper was associated with Lord Palmerston, and I refer to it because it vividly illustrates the difference between the practice of those times and that of today. I was sent down to Tiverton to report a speech by the Prime Minister during an election in that borough. When Palmerston heard that a journalist from London had come down, he sent for me, and I had a chat with him in his little room at the hotel. I remember that he asked me the latest news of the Westminster election. At that time the voting was open, there being no ballot. I had heard the latest figures as I left Paddington, and told him what he wanted to know.

"We had a chat about politics and things in general, and he told me he had to make a speech on the hustings on the following day, and asked when I was returning to London. As there were no telegraphic facilities, he wondered how the speech was to be reported, seeing that the train left at a certain hour. Lord Palmerston, therefore, suggested that I should pay my bill at the hotel and have my luggage sent down in advance to the station, that I should then return to the hustings, take his speech, and come back. I followed his advice, and at the hustings he saw me and asked whether I should have time to finish his speech and get back to the train. I managed to do so, wrote up the speech in the railway carriage by putting my notebook close up to the oil lamp, and reached the office somewhere about 11 o'clock at night.

Another dramatic news chapter in Sir John Le Sage's reportorial experience was the story of the finding of Dr. Livingstone in central Africa by Henry Morton Stanley, commissioned by James Gordon Bennett for the New York Herald.

"The Daily Telegraph enjoyed intimate associations with Stanley," said Sir John. "I had met Livingstone once in the City on some civic occasion, and when Gordon Bennett sent out Stanley to find him I followed that romantic quest with the deepest interest. When it was known that Stanley had really discovered Livingstone I judged the time had come when we might try to get something for the

Daily Telegraph. Dr. Hosmer was the London correspondent of the New York Herald and he and I were rather friendly. I asked him whether he was going to meet Stanley, and he said he was, but it was uncertain whether he would return via Marseilles, Genoa, or Naples. As we were also on good terms with the New York Herald I asked Dr. Hosmer whether he would allow me to accompany him. He was willing, and on reaching Paris we found that Stanley was coming to Marseilles.

"In the middle of the night—at about 2 A. M., to be precise—the door was opened and someone entered the room. We rose, and the intruder said, 'I think Dr. Hosmer is here.' Dr. Hosmer said 'Yes.' 'Well,' came the reply, 'I am Stanley.' He had only just arrived, and we dressed and got him refreshment. Hosmer introduced me to him, saying, 'Le Sage is a friend of ours, and you may talk quite openly and as much as you like.' I was a very good note-taker at that time and recorded all that he said. We chatted away until 7 o'clock and he told us all his adventures and his discovery of Livingstone. Then he went away to look after his luggage, and I sat down and wrote columns, which I sent off at once.

"Afterward Stanley and I became great friends. We went to Paris together and stayed at the Hotel Helder. He had a little African boy with him, named Kalulu. While we were at breakfast one morning there came a significant instruction from Gordon Bennett, 'Stop talking.' The Daily Telegraph had anticipated Gordon Bennett's coup in the New York Herald by sending the whole thing in advance. Stanley simply handed me the telegram, and said nothing more.

"Later on Stanley called to see me at the office in London. While we were chatting about things I said to him, 'Well, Stanley, what other discoveries are there to be made in Africa? It is such a vast unknown continent, and we know very little about it.' So he talked about the explorations that could be made round the Congo and elsewhere.

"We were talking in this way when the late Lord Burnham came in. I said, 'Well, sir, what do you think Stanley and I have been talking about?' He said, 'How the devil can I know?' I told him what had been suggested, and—as Mr. Levy was still taking an active part in the conduct of the paper—he said, 'I explained to Mr. Levy, and he said, 'I leave it with Mr. Edward to telegraph to Gordon Bennett.' He said, 'What servant is Stanley?' He was told that he was Gordon Bennett's. He then said, 'Ask Gordon Bennett if he will give us for a time, or if he will join us.' We telegraphed to Gordon Bennett and the reply came: 'Will join you; leave whole organization to you. That is how Stanley's great expedition across Africa was conceived and decided upon. It was merely a morning's work.'

Sir John was asked whether he would write his reminiscences. "I have never kept," he said the other day to a member of his old staff who took down the notes, "a record of private correspondence or letters. All personal and professional records I have had destroyed." He added: "I am rather old-fashioned that way. I don't think a man has a right to use any information that comes to him in the course of his professional duties. It is not your property. It is the property of the paper."

WANTED — Paints, Hardware, Roofing, Building Materials and Household Equipment!

Cincinnati is a city of home owners,—not of renters. When a new house is to be built, or an old one remodeled, when there is painting to be done or a roof to be repaired or replaced, a furnace or lighting system to be installed, the people to talk to are the same people who buy the family food and clothing, drugs and medicines, musical instruments and automobiles. You can reach them all through the Times-Star.

Cincinnati clothing and department stores, high, medium and low priced alike, without exception, use the Times-Star as their chief advertising medium. A list of them with comparative line-figure figures is available on request.

National advertisers in all lines do the same, more than one hundred and fifty of them using no other paper in this field. This also is subject to verification.


Yes. Cincinnati is a wonderful market for all good things that have to do with the home and its functioning. And the Times-Star dominates it in a wonderful manner. If you are not cashing in on this market, consult our merchandising department.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



CLARENCE

By CRAWFORD YOUNG

The Toronto Star is the newspaper 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

PENNSYLVANIA

A STATE OF MILLIONS

Pennsylvania could be called the State of Millions. Here are nearly eight and a half million people, who create its millions of wealth and enjoy their liberal share of profits.

Pennsylvania has 169 cities of over 5,000 population. Collectively they have 58 per cent of the population of the State.

Consider the tremendous purchasing power of all of these people who are close to retail outlets for your goods.

PUT YOUR MESSAGE BEFORE THE EYES OF

5,000,000

PENNSYLVANIA PEOPLE

The daily newspapers listed here reach these millions — reach them every day.

Pennsylvania daily newspapers, in common with all daily newspapers wherever published, have the advantage of the local touch—the ability to carry the National Advertiser's story to the ultimate consumer, to bring the story home to the reader, an advantage impossible to secure any other way.

The list below is composed of the live wire publications with circulations reaching into every corner of the STATE OF MILLIONS.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
†Allentown Call(M)	29,273	.09	.09	†Scranton Times(E)	37,748	.12	.10
†Allentown Call(S)	16,749	.09	.09	*Sharon Herald(E)	5,391	.021	.021
†Bloomsburg Press(M)	6,750	.029	.029	†Sunbury Daily Item.....(E)	4,216	.021	.018
*Chester Times & Republican..(M&E)	14,824	.05	.05	*Warren Times-Mirror(E&M)	8,115	.036	.036
†Coatesville Record(E)	5,369	.0214	.0214	*Washington Observer and Reporter(M&E)	16,378	.06	.06
†Connellsville Courier(E)	6,247	.0179	.0179	†West Chester Local News.....(E)	11,297	.03	.03
†Easton Express(E)	20,017	.07	.07	*Wilkes-Barre Times-Leader.....(E)	22,577	.08	.08
*Easton Free Press(E)	13,293	.05	.05	†York Dispatch(E)	17,364	.05	.05
*Erie Times(E)	27,499	.08	.08	†York Gazette and Daily.....(M)	17,006	.05	.05
†Harrisburg Telegraph(E)	39,685	.095	.095				
†Johnstown Ledger(M)	13,234	.05	.05				
*Oil City Derrick.....(M)	6,296	.035	.035				
†Pottsville Republican and Morning Paper(E&M)	14,114	.07	.06				
Scranton Republican(M)	32,180	.12	.10				

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

†Government Statement, April 1, 1923.

YANKEE IDEA COST THE LONDON SKETCH 200,000 CIRCULATION, SAYS GATES

But a Year of American Methods Resulted in 500,000 Gain,
According to American Editor of British Tabloid
Paper, Now Here on Holiday

By PHILIP SCHUYLER

ONE OF THE FIRST AMERICAN journalistic ideas tried out on a London newspaper by an American executive resulted almost immediately in a 200,000 loss in circulation.

A one-year trial of other American ideas in Fleet street increased the circulation of the same London newspaper by 500,000.

These two striking statements of contrast were made by H. L. Gates, an American newspaper man, who, during the last year has been managing editor of the London Daily Sketch.

Gates has just returned to New York on a two months' holiday. He is undecided whether he will return to the Sketch.

Gates claims the distinction of being one of the first American newspaper executives to be put in active charge of a London daily. In an interview with an EDITOR & PUBLISHER representative, he explained differences in American and British journalism and pointed out the value of his experience in the United States in Fleet street offices. Through his connection with the Sketch, Gates also had charge of the London Post-Dispatch, the Sunday Herald, and the Evening Standard.

Phlegmatic Englishmen, warned of the approach of an American editor, were at first fearful of consequences. The first American idea Gates ventured to put in practice was in the layout of photographic reproductions.

"Before going to England," Gates said. "I was connected with the New York Herald. I played around quite a bit with the Sunday picture section.

"English newspapers, I found, paid no attention to layout. The pictures were merely set down on the page and surrounded by a black border.

"I put the American idea in practice. Almost immediately thousands of subscribers wrote in cancelling their subscriptions. Altogether we reckoned it cost the paper 200,000 readers.

"The biggest problem I had to face, however, was the English Newspaper Writers Union. American editors are fortunate in not being bothered by this labor institution."

Gates explained that his employer had given him instructions to make any changes in the staff he thought necessary.

"When I commenced making these necessary changes, however, I ran head-on into the stone wall of the union," Gates continued. "The shifts I wished to make, I learned, would cost the newspaper thousands of dollars."

Rules of the union required of the managing editor that he give at least six

months' notice before discharging a member of the staff. If he neglected to give notice, he must continue paying the employe's salary for six months.

"All English reporters belong to this union," Gates said. "After working two years on a newspaper, they must become members. The minimum wage is \$45 a week. The maximum is \$50.

"The reporters consider they have a splendid advantage and are entirely satisfied, although it makes it impossible for them to work up to higher positions.

"What makes it especially hard for the editor is that the other newspaper unions always act in sympathy with the Newspaper Writers Union. The slightest violation of a union rule on the part of the employer would result in complete shutdown of the plant."

Gates said, however, that strikes were infrequent.

"An American newspaper executive in London," he went on to say, "must combat traditions which extend back to the days of Queen Elizabeth—traditions which must not be broken.

"For instance, an English newspaper is printed in the same order each day, certain pages always being used for a particular message, foreign news, London news, Parliament news, and so forth. Should the weather report, as an example, be shifted from Page 2, on which it has appeared since the newspaper was established, to Page 3, at least 20,000 readers would telephone or write the office, asking why the weather report was omitted.

"Among the first things that astounded me was the absence of typewriters. There were only three in the office of the Daily Sketch. The reporters wrote all their copy in longhand, which I found terribly hard to read.

"An English reporter is really a stenographer. He shows no news sense or initiative and is not expected to do so. Assigned to interview a person, he takes down everything the man says word for word in shorthand. The notes are brought back to the office and written. Then the story is handed a news editor, who calls up the person interviewed and reads over the story for confirmation. No attempt at speed is made. A London editor does not worry if another newspaper beats him by two or three days with a story."

These reporters, Gates found, were unable to get news from sources close to people of high rank easily. No one had ever thought of telephoning the Palace direct. Yards of red tape must first be unraveled.

One time Gates wanted a story from

Getting Ads in Britain Like Tea Party

SOLICITING ADVERTISING in England for newspapers, according to H. L. Gates, managing editor of the London Daily Sketch, centers about afternoon tea.

The solicitor telephones the advertising manager of a concern whom he wishes to interest, and asks:

"May I have tea with you?"

Usually it is agreed to pour tea together at a date about three weeks from the time of the telephone call. As they sip Lipton's Special, they manage to slip in a few remarks about advertising. Eventually a contract is made.

the Prince of Wales and wanted it in a hurry. He put the American method in practice.

He telephoned direct to the Palace and asked for the Prince's secretary. That person was no-end astonished at the American audacity, but in the end it worked out all right, and before he left England Gates had the reporters on his staff following the same practice.

Gates was among the first London editors to use the comic strip. He bought "Bringing Up Father" and developed one of his own. He was the first to use the lower case in making headlines. These and other innovations which he instituted created a great deal of comment. At the end of a year, however, the circulation of the Sketch had increased 500,000.

"London newspaper men are very lov-

able," Gates concluded. "From reports up, they are real gentlemen, and I have many friends in England now. There is much American newspapers can learn from their British brothers, and vice versa."

While in New York, Gates is acting as a representative for the French Government. He has been detailed to pick an American moving picture producer and star to come to France and make a propaganda picture entitled "Marie Antoinette." This picture is to be used in combat German Government propaganda pictures now being shown in French theaters, Gates said.

Chicago Trib Ad Man Dies

William J. Rinehart, aged 50, for years connected with the advertising department of the Chicago Tribune, died suddenly in his summer home at Gravelake, Ill. A few days before he had gone on a vacation in an effort to improve his failing health. He expired while sitting in his automobile watching a game of quitois.

World Girl Reporter Weds

Miss Margery Hazard Wells, member of the staff of the New York World, was married to Adam Empey, a writer on Sept. 1. The bride is the daughter of the late Sally Hazard and Robert Wells.

Injured Newsboy's Thought

The only wish that William Naught, a 14-year-old Somerville, Mass. newsboy expressed, after being struck by an automobile, was that he be allowed to sell his papers.

Nothing counts but
RESULTS!

that's why more
**Women's Apparel
Advertising appeared
in THE ST. LOUIS STAR
during the first six
months of this year,
than in any other
St. Louis Daily
newspaper.**

THE ST. LOUIS STAR

J. S. FLETCHER'S

Latest Detective Serial

**The DOUBLE
CHANCE**

In 32 Daily Two-Column Installments
Each With Synopsis of Previous Releases

For Terms and Sample Proofs Wire



LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

NEW ENGLAND

The fishing industry of New England cannot be overlooked when considering this territory as a market to promote meritorious merchandise.

Last year New England's fishing fleet had a total valuation, with equipment, of \$40,597,000.

The Bureau of Fisheries states in its latest report that the New England fishing vessels produced nearly \$20,000,000. This figure does not include the smaller boats which undoubtedly produced nearly the same amount.

New England people depend on the home newspapers to learn about new brands of goods.

As an experimental field for an advertising and selling plan with "national" aspirations, New England is greatly favored.

Here are people of all classes and occupations—many of them rich, living closer together—yet with plenty of room—than occurs in any similar area.

National Advertisers and Manufacturers owe it to their salesmen and themselves to use advertising in these listed dailies.

This territory offers the greatest market and the greatest field for intensive advertising by daily newspapers

MASSACHUSETTS—Population, 3,352,356				RHODE ISLAND—Population, 604,497			
	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
*Attleboro Sun(E)	5,139	.0275	.0175	†Newport Daily News.....(E)	5,126	.0338	.08
†Boston Sunday Advertiser....(S)	481,029	.70	.70	†Pawtucket Times(E)	34,418	.07	.08
*Boston Globe(M&E)	280,005	.45	.45	†Providence Bulletin(E)	61,233	.15	.15
*Boston Globe(S)	328,511	.55	.55	†Providence Journal(M)	32,068	.09	.09
Boston Telegram(E)	145,118	.20	.20	†Providence Journal(S)	57,433	.14	.14
†Boston Transcript(E)	33,233	.20	.20	†Providence Tribune(E)	22,313	.10	.09
*Fall River Herald(E)	14,208	.045	.045	*Westerly Sun(E&S)	4,905	.025	.025
*Fitchburg Sentinel(E)	10,739	.055	.045	*Woonsocket Call(E)	13,306	.04	.04
†Greenfield Recorder(E)	8,350	.0175	.0175	VERMONT—Population, 352,423			
*Haverhill Gazette(E)	15,913	.055	.04	*Barre Times(E)	8,319	.03	.025
*Lynn Item(E)	16,643	.06	.04	†Bennington Banner(E)	3,037	.0125	.0125
Lynn Telegram News.....(E&S)	18,388	.05	.05	Burlington Daily News(E)	7,133	.04	.04
Lowell Courier-Citizen and Evening Leader(M&E)	21,943	.06	.06	*Burlington Free Press.....(M)	11,970	.05	.35
*New Bedford Standard-Mercury (M&E)	32,349	.08	.08	*Rutland Herald(M)	10,181	.04	.04
*New Bedford Sunday Standard (S)	28,037	.08	.08	†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015
†North Adams Transcript.....(E)	9,334	.0375	.03	CONNECTICUT—Population, 1,330,681			
*Salem News(E)	20,546	.09	.07	†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
Taunton Gazette(E)	3,263	.04	.03	†Bridgeport Post(S)	19,923	.09	.09
*Worcester Telegram-Gazette (M&E)	78,052	.34	.31	Hartford Courant(D)	29,730	.08	.07
*Worcester Sunday Telegram..(S)	44,470	.13	.15	Hartford Courant(S)	48,600	.10	.09
MAINE—Population, 738,014				†Hartford Times(E)	45,332	.12	.12
†Bangor Daily Commercial....(E)	15,080	.05	.04	*Meriden Record(M)	7,160	.045	.025
*Portland Press Herald.....(M&S)	27,993	.07	.07	†Middletown Press(E)	7,737	.03	.025
*Portland Express(E)	27,639	.10	.07	†New Haven Register.....(E&S)	35,514	.10	.09
*Portland Telegram(S)	23,059	.10	.07	*New London Day.....(E)	10,810	.06	.045
†Waterville Sentinel(M)	5,321	.025	.025	†Norwich Bulletin(M)	11,333	.07	.05
NEW HAMPSHIRE—Population, 443,632				Norwalk Hour(E)	4,953	.03	.03
†Keene Sentinel(E)	3,334	.03	.024	*Stamford Advocate(E)	3,503	.0375	.03

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

INLAND PRESS TO HOLD EXECUTIVE SESSIONS

Lenroot to Address Meeting at Chicago
October 17—Demand for Postage Rate Cut is Urged
on Congress

U. S. Senator Irvine L. Lenroot, of Wisconsin, will address the Inland Daily Press Association at the Morrison Hotel, Chicago, Oct. 17, on "The Press and the Government."

The meeting will open Tuesday, Oct. 16, for the two days session. It is also expected that Frank Carroll, of the N. A. N. E., will speak on advertising.

Part of the meeting will be executive; that is, the doors will be closed except to members and invited newspaper representatives. There have been so many outsiders entering the convention room to sell their wares during an address or a debate that the association has taken steps to guard against a recurrence.

The Inland, with other great associations, now has as objectives print paper in ample supply at no increase in price, more reasonable second-class postage rates, better and prompter handling of second-class mail, better system of account keeping, prompter system of paying accounts, better system of increasing subscription lists, etc.

The association has sent the following letter to the members of the Senate and House of Representatives:

"Reduction of the excessive rates on second-class postage has long been a subject of vital concern to the publishers of the country. Publishers are asking for a comparatively slight decrease in the excessive and crippling postal rates on second-class matter which were made a part of the War Revenue Bill of 1917. Every industry taxed by special war burdens in the Revenue Bill has been granted relief with the exception of the publishing industry.

"The Inland Daily Press Association, representing 247 daily publishers, at their annual meeting in February, 1922, held in Chicago, in support of the campaign for a revision downward of second-class rates, unanimously adopted the following resolution:

"Whereas, the present postal rates on second-class mail matter were enacted as a war revenue measure to meet war expenses and in their final operations have worked a hardship upon the publishing industry as a whole; and whereas the other classifications included this war measure have been revised and reduced; therefore be it resolved by the Inland Daily Press Association in convention that it recommends that an appeal be made to the Congress of the United States for a reduction of present second-class rates, in the various zones as now constituted, to the rates existing on the second advance for the fiscal year 1919-1920."

"The association earnestly hopes that you will give your support to legislation proposing to reduce the present rate on second-class matter when it comes before the next session of Congress."

Reporter Falls a Victim to Auto Suggestion

SOME TIME BACK, Emerson Reck of the Springfield (Ohio) Daily News prepared a feature article on "Being Absent-Minded."

A few days ago, he went into a clothier's and tried on a Fall suit, but did not reach a definite decision whether he would buy it.

Four or five hours later, a fellow reporter asked Reck why he didn't tear the price tags off his new vest. Then for the first time, Reck found he had neglected to remove the vest of the suit he had tried on, and decided he had better rush it back before the clothier started looking for him.

And then Reck bought the cigars.

32 COLLEGE DAILIES

List of Papers Published at the American Universities

With the University of Iowa at Iowa City issuing a daily college newspaper which will carry full leased wire service, there are now 32 universities and colleges in the United States publishing daily newspapers. They are:

Daily California, Berkeley, Cal.; Cornell Daily Sun, Ithaca, N. Y.; Daily Trojan, Los Angeles; Columbia Spectator, New York City; Daily Palo Alto, Stanford, Cal.; New York University News, New York City; Yale Daily News, New Haven; Syracuse Daily Orange, Syracuse, N. Y.; Daily Maroon, Chicago; Ohio State Lantern, Columbus; Daily Northwestern, Evanston, Ill.; Oklahoma Daily, Norman; Daily Illini, Urbana; I. O. A. C., Barometer, Corvallis, Ore.; Indiana State Student, Bloomington; Oregon Emerald, Eugene; Purdue Exponent, Lafayette, Ind.; Pennsylvania, Philadelphia; Daily Iowan, Iowa City; Brown Herald, Providence; Kansan, Lawrence; Texan, Austin; Harvard Crimson, Cambridge; Washington Daily, Seattle; Michigan Daily, Ann Arbor; Cardinal, Madison, Wis.; Minnesota Daily, Minneapolis; Princetonian, Princeton; Missourian, Columbus; Dartmouth, Hanover, N. H.; and Nebraskan, Lincoln.

PROPHETS NOT SANS HONOR

Two Ontario Cities Pay Tribute to Editors, One Still Alive

Public appreciation of the services rendered the community by its publishers has been recently expressed by the residents of two Ontario cities. At Peterborough, citizens united to erect a memorial to the memory of F. R. Yokome, for 30 years editor of the Examiner.

At Sault Ste. Marie, the principal residents gave expression to their belief that "editors should know they are appreciated, and communities should praise the editor if he deserves it." On the occasion of the installation of a new 24-page Duplex press in the Star plant, representative citizens "deposed" James W. Curran for the day, and put out the edition.

WELLMAN PEACE IDEA PLEASES COOLIDGE

President Sympathetic to Harding's Plan of Press Discussion but Doubts Time is Ripe for World Congress

BY SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

President Coolidge is wholly sympathetic to the late President Harding's proposal to Walter Wellman for a free and general discussion in the press as a means of crystallizing public sentiment for the abolition of war, but Mr. Coolidge doubts the time is ripe for a World Congress to proceed with international plans to bring about such an end. Whether the President will lend official support to the popular referendum carried out through the newspapers by Mr. Wellman has not been disclosed.

Mr. Coolidge just now is feeling his way, familiarizing himself with the details of the office and the problems left him as heir to the Harding Administration. The Harding proposal for American participation in the International Court of Justice, constituted under the League of Nations, is not the least of those problems, and its political aspects are such that President Coolidge has refrained from committing himself until the issues have taken form more clearly.

Of the present attitude of the White House toward a discussion in the press on a world movement toward universal peace there is no doubt. The President

has made it plain that he thinks a candid and widespread discussion of the problem would be of great help. In that connection he has displayed great interest in the offer of Edward Bok of a \$100,000 prize for the best plan of ending war. The President discussed the Bok proposal with its author at Camden, Me., early in the Summer before Mr. Bok's committee made public the details.

In the view of the President the general discussion would bring new light on the economic phases of the world situation, phases likely to be the most important in framing any program for a permanent peace among nations.

The Harding letter to Walter Wellman, according to the most enlightened view in Washington, shows traces of the late President's ideas for an Association of Nations, a program he never quite abandoned, despite the political pulling and hauling which he encountered once he was established in the White House. Mr. Harding worked steadily, even if slowly, toward the Association of Nations, and the Conference on Limitation of Armaments was the first step in that direction. Perhaps it is fair to assume that his pronouncement in favor of the United States entering the World Court was another step forward.

New Weekly for Johnston, S. C.

Armfield Brothers, publishers of the Saluda (S. C.) Standard, recently purchased the job printing plant of W. G. Hazel at Johnston, S. C., and the first or second week of September will commence publication of the Johnston Herald, a weekly. O. F. Armfield will edit the new paper.

The Ludlow

In the Gloversville Herald

"WE find," says Supt. J. E. Easton, "that by having one man operate the Ludlow on display, as body matter is being set on the Linotype, and then shifting copy on the Linotype and Ludlow, this system works very well and keeps our hand compositors well supplied with machine matter with which to work.

"The Ludlow has improved the appearance of our paper both in the advertising and display headings, as the slugs always show up clear and sharp.

"Our compositors like to work on the Ludlow slugs, as they can cut and fit them more easily and quickly than they could do the same work with single type."

The speed and enormous capacity of Ludlow equipment is most appreciated during the holiday rush or when a big special edition is to be partly set in advance.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Circulation Structure

Ask the Publisher who
has taken my service.

Lafayette Young, Jr., General Manager
DES MOINES CAPITAL
Des Moines, Ia.
knows and will tell.

Clifford Hewdall
(ASAA, LONDON, ENGL.) (CPA, INDIANA)
ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY
System

Income Tax

Auditing

MOTHER-IN-LAW JOKE UNDER FIRE

Boston Leader of New Association Will Ask Editors, Humorists and Comic Strip Artists to Cut It Out

By HAROLD BUTCHER

An entirely new approach is to be made to the editors, writers and creators of comic strips throughout the length and breadth of the United States. It is not our old friend Free Publicity in a new guise; nor is it, strictly speaking, Propaganda. It is really an attempt to introduce better manners into our depraved old human nature in the interests of the mother-in-law.

Mrs. Clara A. Griswold and 125 other women of Boston have come to the conclusion that the mother-in-law joke has gone far enough, and that it is high time to stop in behalf of many a sweet, but sensitive, mother-in-law who does not like to see herself held up to public ridicule in the comic prints. Hence they have formed a Mothers-in-Law Day Association to create a more friendly feeling in that direction and to get the legislatures of the various States to adopt June 15 as Mothers-in-Law Day.

All that, of course, is a matter for the missionary enterprise of Mrs. Griswold as she journeys from the Atlantic to the Pacific Coast—for the moment she is in New York—but the editors and writers and comic strip creators come on the stage in this wise.

Mrs. Griswold is convinced that the writers of mother-in-law jokes and the makers of mother-in-law cartoons are answerable for much of the unfriendly feeling and the unnecessary ridicule to which the real and not the fictional mother-in-law is exposed.

Therefore, when her campaign is in full swing, she will approach the editors and writers and comic-strip-makers, asking them in all seriousness to cut out the mother-in-law joke forever. She has Mrs. Lemira Goodhue, the mother-in-law of President Coolidge, on her side, if not actually in her association.

"If we meet with as much success in all cities to be visited as we did in Boston, I shall be satisfied," said Mrs. Goodhue. "I think we can get people to be more kindly, considerate and tolerant to the mother-in-law. We intend to ask editors and comic artists to cut out those jokes which really hurt many a sweet and charming mother-in-law. I call them jokes, but they are really only alleged jokes.

"They are not funny, but they do a lot to distress the mother-in-law, who, after all, is often quite a nice woman, and who is in fact, a second mother. If we can get Mothers-in-Law Day established it will be like Mother's Day, and will help young married people to remember to treat the mother-in-law with more courtesy and consideration than she has received in the past."

Artist's Drawing Gets Letter to Actor

AN artist on the New York Times was responsible for the delivery of a letter a few days ago by the New York Post Office. Friends of Rapley Holmes, who plays the part of Joe Horn in "Rain," clipped a drawing of him from the dramatic section of the New York Times, pasted it on an envelope, and addressed it "New York City." Four days after it was posted in St. Thomas, Ontario, Holmes acknowledged its receipt.

New York Ad Club Speaker

Fred B. Smith, assistant to the president of the Johns-Manville Co., New York, will address the Advertising Club of New York at the luncheon at the clubhouse Sept. 19. He will be remembered for the inspirational speech delivered at the opening session of the Associated Advertising Clubs' convention at Atlantic City in June.

Special U. S. Bank Section

The opening of the new home of the Federal Reserve Bank of Cleveland gave newspapers an opportunity to tell about the \$8,000,000 structure and the bank. The Plain Dealer, Aug. 26, issued an 8-page special section.

Back to Weekly Editions

The Luling (Tex.) Daily Signal, changed from a weekly to a daily several weeks ago when the first producing oil wells came in near Luling, has abandoned the daily issue.

Editor Sick, Paper Suspends

A. D. Rough, editor of the Steel City (Neb.) Press, was forced to suspend publication of that paper because of illness from influenza.

1893 SERVICE 1923

as visualized by

BENJAMIN & KENTNOR CO.

THE RECEIPT OF A SIMPLE ANNOUNCEMENT of the appointment of BENJAMIN & KENTNOR CO. to represent a recently acquired newspaper resulted in a substantial contract, representing new business from an advertising agency.

We have no intimate relationship with the agency, but have always rendered to it our usual brand of prompt and efficient service.

We were gratified by this material evidence of confidence and appreciation, as it manifested the importance of service as we visualize it.

BENJAMIN & KENTNOR CO.
Newspaper Advertising Representatives
2 W. 45th St. 900 Mailers Bldg.
New York Chicago
401 Van Nuys Bldg.
Los Angeles

時事新報

"I cannot conceive of the destruction of Tokio affecting Japan much more than that of San Francisco affected the United States. The basis of credit is character. The Japanese nation will be closer knit than ever before.

"We cannot even guess at temporary economic effects. The losses unquestionably will be heavy, but there will be no serious banking effect."

—C. E. Mitchell, Pres.,
National City Bank.

A more industrious and more prosperous Japan is destined to arise from the shadows of the moment. A Nation that will look to its press for guidance and expression.

"The Japanese are the most avid newspaper readers in the world."

—Thomas Steep, former member of the New York Tribune staff.

THE JIJI SHIMPO

TOKYO—OSAKA

Cables:
"Jiji Osaka," Osaka, Japan
Bentley Code

Morning
and Evening
Editions

AMERICAN HEADQUARTERS

Canadian Pacific Building, 342 Madison Ave., New York
Joseph P. Barry, Representative

Start Right

To a greater degree than is usually supposed, the effectiveness of a newspaper building and plant is determined in the very first stages of preliminary planning. Early entry of this organization into the problem has proven profitable for several prominent newspapers.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production Operation

120 West 42nd St. New York

FIRST NEBRASKA PAPER RECALLED BY LEE

Bellevue Palladium Was First Issued in St. Marys, Ia.—No. 16 on Nebraska Side Was Occasion for a State Ceremony

What was the first newspaper published in your State?

James Melvin Lee has answered this question in his revised edition of "History of American Journalism," just off the press by Houghton Mifflin Co. of Boston. For Nebraska he lists The Palladium, 1854.

Bellevue, it appears, has the undisputed honor of having the first newspaper published in Nebraska. It was called the Nebraska Palladium and Platte Valley Advocate. The first 15 numbers were issued on the Iowa side of the Missouri River at St. Marys. The paper was then moved to Bellevue, where No. 16 was published. Thomas Morton and D. E. Reed & Co. were the editors and proprietors. Morton for many years was editor of the Nebraska City News and the pioneer newspaper man of Nebraska. The publishing of No. 16 was quite an event, and was witnessed by Governor Cuming; Chief Justice Fenner Ferguson and wife; Rev. William Hamilton and wife, of the Otoe and Omaha mission; Maj. James M. Gatewood of Missouri; Bird B. Chapman, candidate for Congress from Nebraska Territory; Arthur Ferguson, and other prominent persons. "Thus quietly and unceremoniously," says the Palladium, "was the birthtime of printing in Bellevue, Neb., celebrated. Thus was the Nebraska Palladium inaugurated into the public service. This event, although to some it may seem unimportant now, will form an epoch in history which will be remembered ages after those present on this interesting occasion are no more. As the Indian disappears before the light of civilization, so may the darkness and error of the human mind flee before the light of the press of Nebraska."

The first column of the last page of this issue of the Palladium contains this announcement: "This is the first column of reading matter set up in the territory of Nebraska. This was put into type on the 14th of November, 1854, by Thomas Morton." Among the articles of the first number were: "Newspapers," "Support Your Local Paper," "The Newspaper Press," "Location of the Capital," "Know-Nothing," "Bellevue Claim Meeting," besides several advertisements.

The Palladium ceased to exist on April 11, 1855, when the announcement was made that the proprietors would suspend the issue of the paper "until a sufficient amount of town pride springs up in Bellevue to pay the expense of its publication."

Memorial Plant Dedicated

The William A. Donohue memorial building erected at Cokato, Minn., by

his widow, was dedicated Aug. 24. The widow, Mrs. Maude Donohue-Hall, edits the Cokato Enterprise, her husband's paper, which will be housed in the new building. Mr. Donohue was killed in action in France Nov. 1, 1918. Ludwig Roe of the Montevideo News, State commander of the American Legion, was the principal speaker at the dedication.

QUEBEC PREMIER OUTSPOKEN

Says Dominion Should Take No Step to Hurt Province

Hon. L. A. Taschereau, Prime Minister of Quebec, handed out a further broad hint as to his feelings regarding the proposed Dominion pulpwood embargo when, addressing the Canadian Bar Association at its opening session, Sept. 4, he said:

"In a case of doubt as to its jurisdiction, or in any other case, the Parliament of Canada should always be very reluctant to enact a law repugnant to one or more of the Provinces. It may suit one or more of the members of the Canadian family, but if it hurts even one, the result is a breach which time does not always heal. No Province should ever feel that confederation is a burden or a hindrance to its progress."

\$3,000,000 PAPER MILL

Delaware Corporation Buys Site on Niagara River Island

The Daily News Paper Corporation of Wilmington, Del., will erect a \$3,000,000 newsprint mill on Little Island, in the Niagara River, 10 miles below Buffalo. A 13-acre site has been purchased and early construction is planned.

Announcement was made through Warren Curtus, general manager of the Ontario Paper Company of Thorold, with which the Delaware corporation is said to be connected.

Harding Correspondents Back

Several Washington correspondents who accompanied the Harding train from San Francisco and covered the funeral at Marion, are back on the job after well-earned vacations in New England, the mountains of Pennsylvania, and the New Jersey shore. Those now in Washington getting acquainted with conditions under a new President are: Richard V. Oulahan, New York Times; Robert Barry, Philadelphia Public Ledger; Carter Field, New York Tribune; Charles Michaelson, New York World; Robert Norton, Boston Post; Charles G. Ross, St. Louis Post Dispatch, and Grafton Wilcox, Chicago Tribune.

Wins Shorthand Championship

Charles L. Swem, who was stenographer to former President Wilson, was given the silver loving cup emblematic of the shorthand reporters' championship of the United States at the annual banquet of the National Shorthand Reporters' Association in Chicago. First in the 280 words-a-minute class, third in the 240-

word class, and first in the 200-word class, was Mr. Swem's record. He took down 1,403 words of dictated testimony in five minutes and made only nine errors. In the 200-word class he established a record making only two errors in taking down 992 words.

SEE NAVAL BOMB TESTS

Washington Correspondents Make Trip in Transport St. Mihiel

The traveling correspondents of the Washington corps are at it again—this time the junket being the bombing tests conducted by the Army Air Service off Cape Hatteras, where army fliers bombed and sank the obsolete battleships Virginia and New Jersey.

Among the Washington reporters who made the trip on the transport St. Mihiel from Washington to the scene of operations off the North Carolina coast were: Carter Field, New York Tribune; Frank Conner, New York World; Harry Ward, International News Service; Hal Smith, New York Times; James West, Associated Press; George W. Combs, Baltimore News; W. A. Crawford, Central News; Robert B. Smith, Chicago Tribune; Angus McSweeney, Philadelphia North American; H. E. Stevens, Minneapolis Journal; Mark Foote, Grand Rapids Evening Free Press; and Charles E. Morris, Dayton Daily News.

Samuel Sivitz Memorial Fund

The Samuel Sivitz Memorial Educational Fund, through Elsa Lichtenstul, Herbert S. Rosenbaum, Herbert I. Frank,

Joseph Broido and A. Leo Weil, will make application for a Pennsylvania charter for the purpose of maintaining and managing a fund from which money will be loaned free of interest and charge for educational purposes to any person in need of temporary aid or assistance. Sivitz was a well known newspaper man in Pittsburgh.

Publisher Undaunted by Fire

The Hunter Printing Company, publishers of the Sherman (Tex.) Daily Weekly Chronicle, was burned. Paul Hunter, business manager and publisher, said a new location would be secured at once, new equipment purchased and publication of the papers continued.

\$40,000 Paper Shipment Sinks

A steam barge loaded with 500 tons of newsprint from Espanola Mills, ordered near Sudbury, Can., Aug. 25, was sunk in a collision with a tugboat. The shipment was an experiment on cheap transportation to Chicago, and the cargo was valued at over \$40,000.

Wing Joins Dyer Co.

Paul Wing, formerly manager of the New York office of Critchfield & Co., has joined the staff of the George Dyer Co., New York, as account executive.

Sun Never Sets on an Ad

An advertisement in the Portland Oregonian of Aug. 5 brought real estate a real estate firm from northern Oregon and from Juneau, Alaska.



Developing Tomorrow's Leaders

REACH the child with your message... Sell him your dentifrices, your clothing, your food products. He will sell his parents—trust him for that... And before long, remember, he will be a purchasing agent in his own right.

St. Louis children are smart. At St. Louis' schools—noted the world over—they are trained to think for themselves. They have a voice as to what goes into the homes of St. Louis.

How can the advertiser impress St. Louis youth more forcefully than through "St. Louis' great show window," the cynosure of St. Louis eyes on Sunday morning?

Remember, the Globe-Democrat has achieved remarkable results in making newspaper readers of boys and girls.



**St. Louis
Globe-Democrat
Gravure
Section**

J. CARR GAMBLE, Advertising Manager

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

IRVING W. HUMPHREY DIES

Prominent Boston Advertising Man Began His Career in 1888

Irving Willis Humphrey, aged 50, died at Boston, Aug. 29. He had been associated with his older brother, Henry B. Humphrey, in the advertising business since 1888. At the time of his death he was vice-president and secretary of the H. B. Humphrey Co., and treasurer of the New England Council American Association of Advertising Agencies. He was a charter member of the Pilgrim Publicity Association of Boston, and had served on many committees of that organization, of which he was a director for a year.



IRVING W. HUMPHREY

He is survived by his mother, two brothers, Henry B. and Chester B., the latter vice-president of the Old Colony Trust Co., Boston, and a sister, Mrs. Olive C. Putnam, of Hyde Park, Mass.

FRANKLIN QUINBY DIES

Hearst Proofreader Had Been Politician, Lawyer, Actor and Printer

FRANKLIN QUINBY, aged 60, for 25 years a proofreader on the New York American and Evening Journal, and formerly a printer, actor, lawyer and politician, died of influenza Aug. 31. He is survived by his widow.

He was the son of Joseph Quinby, an editorial writer for the Cincinnati Enquirer, who later published a paper at Newport, Ky., where his son learned the printing trade. The younger Quinby felt the call of the stage and as an actor played with Booth, Barrett and Modjeska. Studying law, he was admitted to the bar in Illinois, and then went to Kansas City where he was an Assistant District Attorney. In the late 80's he went to New York, opened an office, and practiced law by day while reading proof on newspapers at night.

He became active in Democratic politics. In 1908 he was the Independence League candidate for Congress from the Eighth New York District.

Ad Manager's Daughter Killed

Virginia Johnson, aged 14, of Greenwich, Conn., daughter of A. H. Johnson, financial advertising manager of the New York American, was fatally injured Sunday, Aug. 23, at Lake Placid, N. Y., when a motorboat driven by Thomas H. Wood, of Lake Placid, ran down the canoe in which she was riding. Her leg was caught in the propeller of the launch. The leg was amputated, but the girl died soon after. Wood has been held on a charge of manslaughter.

Advertising Manager Dies

Thomas Henry Bird, aged 50, died in Philadelphia, after being taken ill while working at his desk at the Frankford Gazette, a local section paper, of which he was advertising manager. He was born in Manchester, England.

California Publisher Dies

Charles Cavanagh, publisher and editor of the Fort Bragg (Cal.) Advocate, is dead, after a long illness. He gave up newspaper work three months ago and traveled in an effort to restore his health.

Obituary

JOHN J. McLAURIN, aged 82, historian of the oil regions of Pennsylvania, died in Oil City, Pa., Aug. 28. He was a member of the Oil City Derrick editorial staff more than 25 years. He was one of the reporters who covered the Johnstown Flood in 1889 and wrote his impressions in "The Story of Johnstown."

CHARLES H. PRESTON, for more than 25 years connected with the circulation department of the Reading (Pa.) Herald and Herald-Telegram, died of heart disease Aug. 28.

JAMES MONTGOMERY STEWART, aged 66, died in Pittsburgh Aug. 30. He was connected with the editorial and circulation departments of the Pittsburgh Dispatch more than 30 years. He was prominent in Masonic circles. His widow and four children survive.

JULIE DECASTRO, manager of the foreign department of the Foster-Milbun Co., died in Buffalo after a long illness. He was the father of J. Edmund DeCastro, city hall reporter of the Buffalo Evening News. Mrs. DeCastro died 40 days before her husband.

A. H. BUNNEL, former publisher of the Hornell (N. Y.) Morning Times, died at Fort Edward, N. Y., where he operated a weekly newspaper. He was a former president of the New York State Editorial Association.

HENRY M. FECHNER, secretary and treasurer of the Heyn's Bazaar Company and organizer of the Theatre Program Company of Detroit, is dead. He was one of Detroit's pioneer advertising men.

JOHN CULBERTSON, aged 86, for 38 years editor and publisher of the Delavan (Ill.) Advertiser, died Aug. 30. He had retired 16 years ago after half a century in newspaper work. Early in his career in Cincinnati he was on the staff of the Gazette, and among his co-workers there were Whitelaw Reid and Senator Gallinger of New Hampshire. Three daughters survive.

MRS. JOHN LANDY, mother of J. R. Landy, editor and publisher of the Olivia (Minn.) Times, is dead.

COL. ANDREW D. BAIRD, aged 83, formerly president and director of the Brooklyn Times, died September 4. He was an officer and director in many enterprises, was a former alderman and Republican candidate for Mayor.

Our Expanding Service Needs Men!

This is a "help wanted" ad addressed to a number of men of high service-giving and promotive abilities.

Our clientele has been steadily growing—until now there are indications that we must prepare for the most wide-spread demand for our service that we have ever experienced.

We are planning to extend our field of contact to cover all the territory east of the Mississippi—north and south. It is unnecessary to add that this move offers excellent opportunities to men who desire to become thoroughly trained in our National Standard Methods.

The service that we render to newspapers prescribes the high type of men that we want to have work with us in widening our usefulness. The new members of our staff that we are confident of finding are men of organizing ability, attractive personality and large experience, who have a strong belief in the future of Classified Advertising.

If you feel that you can and would like to join our organization, write us fully and in confidence — at once!

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

ECONOMY CHASES

Always Satisfactory

For All Flat Bed Presses—Perfecting or Sheet Fed. Especially for Perfecting Presses.

Give 8 columns to the page where only 7 columns were possible before; seven columns where only six were possible before. Save paper wasted on the margins.

Like all other good things they may cost more than substitutes; but they are so much more economical in operation that the first cost is of no consequence.

If publishers could only realize how efficient and economical "Economy Chases" are, there would be no other chases used. Here is a recent letter:

THE DAILY YPSILANTIAN-PRESS
Business Department
101-105 Huron Street Ypsilanti, Mich.

Economy Chase Company, March 30, 1923.
606 S. Hill Street, Los Angeles, Cal.
Attention F. W. Sherman.

Dear Mr. Sherman:

Please rush us as fast as possible two more of your Economy Chases. They surely are the best chases on the market and no newspaper printing an eight-column paper should be without them. This makes our third order for extra chases following our original equipment.

Please rush this as fast as possible as we wish to use them in another thirty-page Dollar Day edition.

Thanking you in advance for your personal attention to this matter, we remain,

Very truly yours,
THE YPSILANTI PRESS,
T. O. Huckle.

ECONOMY CHASES will solve most of your paper problems. Shipments from either Los Angeles or New York.

ECONOMY CHASE COMPANY
606 So. Hill Street Los Angeles, California

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

"SOLICITOR" NOT TERM OF REPROACH

Newspaper Advertising Men Are Doing Grave Injustice in Commonly Accepted Meaning, Says Chandler

By R. B. CHANDLER

President Birmingham Post.

(An Address delivered to the advertising class of the Birmingham Southern College.)

In my capacity as president of the Birmingham Post at least one-third of my attention is directed to advertising, and on behalf of the rest of the newspaper advertising men, I want to clear up any erroneous ideas which you and others may have as to what an advertising solicitor is.

If you take the word "solicitor" in the old English sense, the position is more or less properly named. If you have in mind the popular American conception of the meaning of the word "solicitor," you are doing the American newspaper advertising man a grave injustice.

The successful advertising representative does not obtain his contracts and orders by soliciting—in the sense of pleading, appealing or alluring, a man or woman, properly to represent a newspaper must be one far above stooping to sales effort which could be termed soliciting.

The "advertising solicitor," I prefer the word representative, must keep himself in a position of honesty and sincerely respecting the interests of his clients and prospective clients. At the same time he is, of course, representing his newspaper. There need be no occasion of the interests of the two conflicting. No self-respecting newspaper would be willing to accept money for advertising space unless the advertiser is making a profitable investment. It wouldn't be good morals or good business.

The function of a newspaper advertising representative is to give service to regular advertisers, calculated to insure continuance and increased frequency and size of his customers advertising, and to line up new accounts.

Every sales effort made under the head of service should stand the acid test of being mutually beneficial.

Few advertisers get full advantage of the typographical and mechanical facilities which most newspapers offer. The advertiser buys the white space in your publication, plus service. The publisher spends between 55 per cent and 60 per cent of his disbursements in operating departments through which the advertiser may receive service.

The typographical work on newspaper advertising is, of course, the first subject for consideration.

Both advertising men and advertisers are inclined to ignore the fact that the advertiser must ultimately pay the increased cost of setting poorly prepared, illegible rush copy. Advertising rates

could be reduced, and far better ads produced if the composing room were furnished with proper layouts, legible copy, cuts ready to use and given a reasonable latitude of time in which to complete the advertisements.

In my work on several newspapers I have found a few simple rules sufficient and that few printers actually use the code words and signs in marking copy. Printers look upon their work as a craft and are inclined to resent a layman's assumption of too close a knowledge of the technical side of their work. As a matter of fact, no matter how carefully a copy and layout is prepared there are sure to be a hundred and one minor points left to the printer's judgment.

I have found that best results can be obtained by thoroughly indicating through the layout the style desired and leaving the rest to the printer.

I have always followed the theory that the production of a copy and seeing that the ad was satisfactorily published was only a part of the duty of the ideal advertising representative. His interests should be just as keen the day after an ad has run as he had in securing the order to run it.

He should call attention to the advertiser's competitive conditions.

He should be the source of information as to new ideas in the advertiser's particular line of business.

He should be up-to-the-minute on the news of the day, particularly any affecting the advertiser in any way.

He should point out sources and possibilities through which the advertiser could obtain more business.

In other words, he should maintain his welcome with the advertiser by having something worth while to talk about on each call—he should compensate the advertiser for the time taken up with his call by always having a worth-while idea to offer.

The service which a newspaper representative should render can be thoroughly understood if you consider yourself as if you were the partner-advertising manager, for each one of your accounts.

The relationship between the advertiser and the newspaper man should be friendly and based on mutual confidence, but under no circumstance should an order be accepted if given as a personal favor. Such an order diplomatically rejected is one of the surest ways of inspiring confidence in your paper.

It is an ideal of every live successful newspaper advertising man to hold his account exclusive that is to have the advertiser depend on his paper exclusively. This can be done permanently only through rendering such service as to make it unnecessary to use any other paper. Some papers try to accomplish this by force—through stipulating it in their contracts or refusing to accept advertising from advertisers who use a competing paper. The fallacy of this plan is in itself completely ignoring the interest of the advertiser. It can be done through super-service, on any other basis it will act as a boomerang.

The only specific basis for presenting the merits of newspaper advertising as a whole and your medium in particular which I can offer you is to urge that you have a clear vision of what the newspaper really is—to the consumer—the advertiser and its importance in civic and National affairs as "the Fourth Estate."

In closing, I want to emphasize any responsibility of the advertising man in representing his newspaper. His conduct, code of morals, appearance, associates and standing in the community must be well up to the standard of the paper he represents. He is the legal agent and personal representative of the publisher, the stockholders and the paper itself. His veracity must be unquestionable, his sincerity self-evident, and he must in all of his duties show complete dependability.

These qualifications built on the foundation of a daily willingness for hard work, a mind shock-proof against discouragements, and a will to keep everlastingly at it will make a successful advertising representative worthy of a high salary and promotion.

MICHIGAN RACE NEWS BAN

Detroit Newsstands Raided, but Outside Dailies Are Still Sold

While newspaper publishers and newsstand proprietors wait with some concern, police and sheriffs throughout Michigan are studying the provisions of the Voorhies-Bahorski State law against betting. Many daily newspapers printed in other cities, containing the results of horse races and quoting betting odds, are

still on sale in Michigan cities. Detroit papers have stopped printing this information.

Aiming their first attacks against race track dope sheets and race result periodicals, Wayne County (Detroit) officials raided seven newsstands Sept. 1, soon after the law went into effect. One warrant was issued, that against the proprietor of a newsstand in the Interurban Building, accused of selling race tips.

One Detroit paper pointed out editorially that outside papers were continuing the practice without interference.

WRITE FOR U. S. PRESS

Osaka Newspapermen Cover Tokio 'Quake for American Readers

Eyewitness stories from the scene of Tokio's earthquake disaster were written for the United Press Associations by Moto Takata, assistant foreign editor of the Osaka Mainichi and Tokyo Nichinichi, a Japanese newspaper man of international reputation. Japanese writers also covered the 'quake for the New York Times.

Takata was in Tokyo the day of the catastrophe, leaving there the afternoon of Sept. 1 for Osaka. Arrangements for his services were made by the United Press, Sunday.

During the last four years Takata has been in this country and France, studying and acting as correspondent for the Mainichi. He represented the newspaper at the Washington Disarmament Conference.

The Times received dispatches from the Osaka office of the Asahi.



A. B. HALL

after an absence of three years from the Greenleaf Company, during which time he has been engaged in free-lance work—advertising and merchandising counsel—returns on October 1st as Vice-President and General Manager in charge of Sales and Service.

The Greenleaf Co.

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516 Fifth Avenue - New York City

The St. Regis Paper Company

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The B. M.'s Point of View

"OUR BUSINESS MANAGER, who was educated at the University of Yost, who can read and likes to, and takes the Saturday Evening Post, and must be regarded as a model of the intelligent voter, says that most of our editorials do not interest him," says the Chicago Tribune on its editorial page, Aug. 27. "He knows all he needs to know, he says, about the Ruhr, and he can't get anything on what he knows about it at the Lake Shore Trust and Savings Bank. He says he knows enough about the price of wheat and the Esch-Cummins act, and neither J. B. Forgan nor Fred Rawson would give him anything on that. Reading editorials on the anthracite situation won't fill his coal bin. What he likes, he says, are editorials on Mary Pickford, the movies, Babe Ruth, Firpo, Jack Dempsey, and Harry Wills. Vital stuff, that's him, and we don't print enough of things which interest a man of the great open spaces." Whereupon, the Tribune went on to tell some things about the coming Dempsey-Firpo fight.

also is the editor. Job offices in connection with the newspaper usually swell the profits, in some offices showing larger net earnings than the newspaper itself.

But it will surprise many that a town of 30,000 should yield its principal publisher net profits of \$30,000 a year, yet Ohio, with seven cities ranging between 132,358 and 796,841 population, 13 other cities approximating 30,000 and running up to 70,000, and 32 others of from 10,000 to 28,000 each, contain newspapers which earn handsome profits for their owners. With more than 50 cities of more than 10,000 and 13 between 8,000 and 10,000, Ohio has a fine group of 65 prosperous cities of more than 8,000. Illinois has 53, Indiana 37. West of the Mississippi, Iowa has 21, Missouri 16, Nebraska 8, Kansas 20, North Dakota 3, South Dakota 5, Oklahoma 14. In the South, Georgia has 15 over 8,000, Alabama 11, Mississippi 10, Louisiana 7, Arkansas 6, Tennessee 8, Virginia 12. Massachusetts contrasts with 75. Wisconsin has 24 and Michigan 37.—Chicago Journal of Commerce.

Power Behind the Press

Mush ooola shush laaytuss neeuus Tellygoonyun. Rrrrrrrrbout gerate strruck. W-o-o-o-o-o-o-O-O-W-WOW, slive slents. Paper, mister, please buy a paper, mister, please buy a paper. O please! please! please! please buy a paper, mister! Won't you buy a paper, Mister, please, please, buy a paper, mister, O! mister please buy a paper. Don't you want to buy a paper, mister, mister, won't you please? C'mon, please buy a paper, you gotta nickel. Please buy just one paper, mister. Why not buy a paper, mister? Please, please, please buy a paper, mister. O! mister, buy a paper, please. Stingy, stingy, stingy! Husha ooola shush, o-o-o-o-o-o-OW-OW-OW, paper!—Medford (Ore.) Mail Tribune.

house and found McGranar's clothes complete, they told the police, who in turn notified the newspaper man's family. The Times prepared an obituary notice. McCranar, finding himself in New Rochelle, phoned his wife and hurried home.

NEW CHICAGO BUILDING

Standard Corporation Plans Artistic Structure at \$250,000 Cost

Another publishing and advertising company has decided to building a new Chicago home in the rapidly growing North Michigan avenue section. The new building will be that of the Standard Corporation, Chicago and New York, and will be distinctive in architecture. The location is 220-224 East Superior street. The structure will be 50 x 118 feet, five stories and basement high, with artistic lines, and will cost \$250,000.

The Standard Corporation now embraces the Standard Advertising Company, the Breath of the Avenue, the Retail Review, and the Store Magazine organizations, with offices in both Chicago and New York. The Chicago offices are now at 1540 East Fifty-third street, and the Continental and Commercial Bank building.

The business of the company is specialized, furnishing art and advertising service to retail stores throughout the United States and Canada. Recent expansions have been made to include the publication of store magazines in conjunction with some of the largest department stores in the country.

North Dakota Paper Revived

The Kensal (N. D.) Progress, recently suspended, has been revived, with V. W. Fiegel at the helm.

Small Town Newspaper Profits

A WASHINGTON NEWS WRITER for the New York Times, noting the sale of the Marion Star by the late President for a sum approximating \$500,000, quotes him as having said on his Western trip that the paper was earning about \$30,000 a year.

Marion has a population under 30,000, and the Star is credited by **EDITOR & PUBLISHER** of January 27 last, with a circulation of 10,735. Net earnings of \$3 on each subscriber is above the average, which in well-conducted concerns in county seats runs nearer one-half that amount after deducting a fair salary allowance for the publisher, who usually

BUYS 300-ACRE ESTATE

Syracuse Herald Business Manager Entertains Paper's Employees There

Edwin F. McIntyre, business manager of the Syracuse Herald, has purchased a 300-acre estate near Constantia, N. Y. On Sunday, Aug. 26, he formerly opened the estate with a party to the business and editorial staffs of the Herald. The party was transported to the new summer home of the McIntyre family in automobiles.

The estate includes a large tract of timber and a lake which has been named "Lake Mack", a beautiful strip of water fed by a clear stream, with a dam which Mr. McIntyre may use to furnish electric power to run a small mill and give electric lights to his camp.

He plans to entertain his numerous newspaper acquaintances from all over the country. He claims the credit for discovery of Hi Phillips, the columnist, while connected with New England newspapers.

In the spring Mr. McIntyre plans to place fish in the streams on his property. There is already game aplenty.

THINGS HAPPEN AT CONEY

Man Reported Drowned Wakes Up in New Rochelle Two Days Later

His clothes were found in a Coney Island bathroom; he was reported drowned; two days later he found himself in New Rochelle, north of New York City, clad in white trousers, drawn over his bathing suit. That was the mysterious experience of Aloysius W. McCranar, manager of the Paterson Times, recently. When attendants cleaned out the bath-

INDIANA

Centrally Located

For the past forty years the center of population of the United States has been in Indiana.

A wise merchant in opening a new store looks for a central location.

A central location means an equal chance to draw people from every direction.

National Advertisers do well to start in close to the center of things—and work from the center.

Indiana being right in the heart of things commercially and geographically—means that advertising campaigns have a far reaching influence in all directions—adjoining territory will yield rich results.

Indiana daily newspapers, as listed here, have the cooperative, helpful spirit splendidly developed—and are able and willing to do their share in putting over a campaign for manufacturers.

Centralize a campaign in daily newspapers published in the center of the country. This is a market worthy of the most intensive cultivation.

	Circulation	Rate for 5,000 lines
†Decatur Democrat (E)	3,144	.025
*Evansville Courier (M)	26,325	.06
*Evansville Courier (S)	23,504	.06
*Fort Wayne Journal-Gazette (M)	26,279	.07
*Fort Wayne Journal-Gazette (S)	31,008	.07
*Fort Wayne News-Sentinel (E)	38,328	.09
*Gary Evening Post-Tribune (E)	10,409	.05
*Indianapolis News (E)	127,361	.23
*Lafayette Journal & Courier (M) 7,076 }	19,284	.05
(E) 12,208 }		
†La Porte Herald (E)	4,106	.025
Newcastle Courier (E)	4,338	.025
†South Bend News-Times (M) 10,342 }	21,605	.06
(E) 11,263 }		
*South Bend News-Times (S)	20,174	.06
†South Bend Tribune (S) 18,909 . . . (E)	19,368	.055
*Terre Haute Tribune (E&S)	24,442	.06

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

†Government Statement, April 1, 1923.

MEDILL SCHOOL REOPENS

"Problems of Contemporary Thought" Added to Courses

The Medill School of Journalism of Northwestern University entered its third year Tuesday, Sept. 4, when registration opened for the first semester, 1923-24. Many new courses are added and new teaching methods have been put into operation. About 40 students obtained journalistic positions this year through the school or their own efforts. The jobs range from night city editor of the Baltimore Sun to editorial writer on the Waterloo (Ia.) Courier.

One of the new courses will be "Problems of Contemporary Thought." This consists of a series of lectures and round-tables on modern thinking. The round-tables will be under direction of Prof. Baker Brownell, with the exception of four in the group of "Studies of Social Policy," which will be in charge of Prof. James W. Bell, of the School of Commerce.

Practical newspaper men will give instructive addresses. These will include: J. M. Patterson, co-editor, Chicago Tribune; John C. Shaffer, editor Chicago Evening Post; W. B. Colver, general editorial manager, Scripps-Howard newspapers; J. M. Cleary, manager publicity department, Chicago Tribune; H. C. Smith, assistant city editor Chicago Daily Journal; Robert J. Casey, Chicago Daily News.

Three new members were added to the staff of instruction: O. L. Hall, dramatic critic of the Chicago Journal; Vincent Starrett, short-story writer, poet and editor of the Wave; and Miss Genevieve Forbes, special writer for the Chicago Tribune.

SCHOOLS OF JOURNALISM

TWO MEN WHO received their training on the Omaha Daily News are on the staff of instruction of the Medill School of Journalism at Chicago, according to the fall bulletin of the university just issued. Donald M. Ewing, former feature writer, telegraph editor and assistant city editor of the Omaha Daily News, at present a reporter on the Chicago Tribune, is assistant in advanced newspaper reporting and writing. Walter A. Washburn, former news editor of the Omaha Daily News, now city editor of the Chicago Evening Post, is supervisor in newspaper reporting and writing.

W. A. Washburne, Michael W. Strauss, Louis Hunt and George Putnam Stone will represent the news teaching staff at the Medill School of Journalism, Northwestern University, when it reopens in September. Mr. Washburne will have charge.

L. N. Flint, head of the Department of Journalism at the University of Kansas, Lawrence, Kans., announced that the University Daily Kansan will issue a Sunday morning edition.

The University of California extension division is to have a course on "History in Advertising." The classes will be in

San Francisco. Samuel T. Farquhar is in charge.

For the third successive year, the University of Toronto held a short course in Journalism in August. About 50 attended, including editors of many weeklies.

The Yellow Springs News, owned and operated by Antioch College, Yellow Springs, O., under the name of the Antioch Press Company, has purchased the Mad River Valley Journal, a weekly published at Osborn, O., from V. F. Snyder, who started it but a few months ago. The two papers have been combined, although offices are maintained in Osborn. The newspapers are operated both as a business venture, and also as a practical training place for the students in journalism at the college.

Robert W. Jones, associate professor of journalism, University of Washington, joined the staff of the St. Louis Post-Dispatch for the Summer and will return to the School of Journalism in October. He formerly worked on the Post-Dispatch when Joseph Pulitzer was editor in 1906. Mr. Jones spent last Summer on the staff of the Seattle Post-Intelligencer.

Owen S. Cowling has been elected editor of the University of Washington Daily, student publication, for the ensuing year. William A. Prager will edit an illustrated magazine to be published by the Washington students. Both are students in the School of Journalism.

Eighteen students of the School of Journalism of the University of Missouri went to Southern Missouri for a month's tour in the capacity of special correspondents for Missouri newspapers, to "discover" the State. Prof. Frank L. Martin and Robert S. Mann of the school were in charge of the party. Those in the class were: Howard S. Deighley, T. S. Cloud, Glenn M. Brill, Herbert Pate, Charles Nutter, Oliver T. Maxwell, B. D. Jones, Bruce Todd, Harvey Wertz, Robert Sawyer, Florence W. Tisdell, John W. Colt, Ted Hagrue, Roscoe Gillespie, J. R. Rea, S. H. Lacey Felton and Lacy Roberts.

Melba R. Parker, graduate of the University of Kansas this year, was awarded the Louise Cooke Don Carlos prize of \$10 for the best short story written by a woman student in the University's School of Journalism. Her story was "Other Men's Shoes" and was published in the Oread magazine.

September 20 will be a big day for the students of the University of Iowa at Iowa City. Then the first daily college newspaper in the country to receive a full leased wire news service will commence publication. The paper will appear as an eight-page, eight-column publication six days a week. It has been elected to membership in the Associated Press. Prof. William S. Maulsby of the journalism class will furnish the editorial staff. The paper has its own plant, already equipped with a new model web-perfecting press capable of turning out 6,000 papers an hour and three new linotypes. Lorenz C. Wolters,

Waukon, Ia., will be first editor and Harry Hoeye, Waukeo, Ia., is slated for the business manager. The Daily Iowan will be published throughout the year.

Ulysses S. Vance, Jr., Laurens, Ia., graduated from the University of Iowa School of Journalism, will succeed W. Don Harisson as university editor at the University of Akron. Harisson, also an Iowa graduate, leaves to become associate professor in English at Pittsburgh.

Victor Keen, formerly of the Omaha World-Herald, now of the publicity department of the Northwestern Bell Telephone Company, was guest of honor at a banquet Aug. 13. On Sept. 5, he will sail for Japan where he will be connected with the Tokio Advertiser. Keen, a graduate of the School of Journalism of the University of Missouri, was recommended for his new position by Dean Williams. Each year this school furnishes a newspaper man for the Tokio Advertiser.

Robert L. Gilbert of Lawrence, Kan., has signed a three-year contract to teach English and journalism in the American university at Beirut, Syria. He will also help with the college paper there. He was graduated from the University of Kansas this spring.

John Montgomery, grandson of John Montgomery, publisher of the Junction City (Kan.) Union, will be business manager of the Daily Kansan at the University of Kansas next year.

Ivan Benson, who last year was a teacher of journalism in a Minneapolis high school, has been appointed an instructor in the Department of Journalism at the University of Kansas.

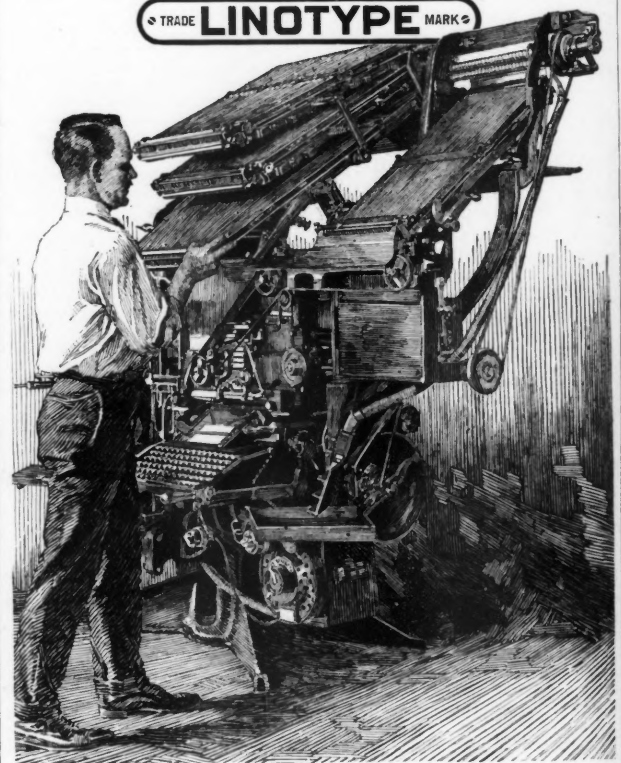
Miss Mary Smith, assistant instructor in the Department of Journalism at the University of Kansas for the last two years, has resigned. The vacancy will be filled by Ben Hibbs, city editor of the Fort Morgan (Col.) News.

At a meeting of the Henry Waterson School of Journalism at the Palmer House, Chicago, plans were discussed for a contest between all the high school newspapers of the world. As a means of advertising the extensive competition, it was decided to edit a newspaper with a section written by each high school of Chicago. The newspaper will be the size of the Chicago Tribune and will be sent all over the United States.

The University of South Dakota at Vermillion will offer, beginning with the 1923 school year, a major course in journalism. The department is to be under direction of Prof. J. E. Wright.

The Single Keyboard Model 14

TRADE **LINOTYPE** MARK



Three main magazines and a 34-channel auxiliary all operated from one power-driven keyboard. Any magazine can be changed without disturbing the other magazines or the auxiliary.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

MORNING NEWSPAPERS!

The Silent Salesbag

is no longer blind.

A Pyralin front effects a good display of headlines.

This bag can be attached to any telephone or light post at street car intersections. Solves the newsboy problem on small corners.

For prices and samples write—

S. BLAKE WILLSDEN
29 E. Madison St., Chicago, Ill.



WHAT OUR READERS SAY

A "Small Town" Achievement

NEODESHA, Kan., Aug. 20, 1923.

TO EDITOR & PUBLISHER: Thought possibly you might be interested in the "extra edition" of a "main Street town" paper, issued at 4 M. August 3.

It was nearly 10 o'clock the night of August 2 when the Associated Press dispatch announcing the President's tragic death was received here—there is two hours difference between here and Frisco, and of course the big morning papers got first rights on the wire.

Most folks in this town of 5,000 had retired when they were awakened early the following morning when our newspaper carriers announced the "extra."

The editor and three employees worked from P. M. until 4 A. M. getting out the edition, and all felt well repaid from the many expressions of our citizens who greatly appreciated the effort on our part to render service.

One of the employees asked for compensation for their night's work—they were glad to do the work—and the papers were given to them, not only to the regular subscribers but to others, and copies were placed in the hotels under the door of every guest's room and sent to the employees of the local industries who worked at night.

Although it has been a practice of this small town paper to issue extra editions when the occasion required, we feel that this was our most important effort along that line.

Had not we rendered this service to our business and citizens, the people here could not have had the details of the President's death earlier than 10:40 the next day, August 3. We feel that the business men and citizens of this town have given us such loyal support that they deserve anything we can do to render them a service.

New papers in this section printing an evening edition got out an extra and we feel very proud of this issue.

CHARLES P. BEEBE,
Editor Neodesha (Kan.) Sun.

Newspaper Publicity

SPOKANE, Aug. 18, 1923.

TO EDITOR & PUBLISHER: Even before receiving copy of EDITOR & PUBLISHER of August 11 the following letter came from Rosenville Talbot of the New York Herald: "I have just read with much pleasure and with your admirable article in EDITOR & PUBLISHER of August 11."

It made me hungry to see some of the publicity you have alluded to. If you will kindly mail me some proofs, or clippings, or articles, or any printed matter, referred to in your article it certainly will be appreciated. And kindly let it come to my home address, on account of the multiplicity of mail here. Thank you.

By the way, what daily newspapers in the United States give the most and better promotion and publicity in their own columns? Mention five or six that you can recall. I mean those that give the most space to advertising their own advertising on their own pages and those that do the better of such advertising. I thank you again. With best wishes.

The above seems to indicate that some of the readers of EDITOR & PUBLISHER were at least interested in the article and it goes without saying that I was gratified that your department found the paper of sufficient interest to publish it in its entirety.

I wish to call to your especial attention a letter of a letter, 6,000 of which are going to manufacturers and advertising agencies throughout the country. You will note that the letter is signed jointly by the vice-president of the Spokesman-Review and the vice-president of the Spokane Daily Chronicle, in which I give briefly the reasons for establishing a Review-Chronicle National Advertising Bureau.

As you, of course, know, many competitive newspapers in various markets present information to the advertisers and agencies from their respective angles. The morning paper often uses one set of figures with regard to the population of the trading territory, while the afternoon paper will present figures from another angle and co-ordinating more closely with their circulation.

You will also know that information coming from merchandising departments of competitive newspapers making different claims as to the importance of market, trading territory, etc., is rather confusing and has a tendency to cause sales managers and advertising executives to discount to some extent information coming from such sources.

Therefore, I believe that both you and the readers of EDITOR & PUBLISHER will be interested in this co-operative movement of the two leading newspapers of Spokane through your own columns.

For your further information will say that

it is the writer's plan at this time to again use EDITOR & PUBLISHER's International Year Book and it may be that our appropriation for the coming year will permit our using a little more space in your publication from time to time.

TOM J. TURNER,
Mgr. Nat'l. Advertising Bureau, Spokesman-Review and Spokane Daily Chronicle.

A Soviet on Books

WASHINGTON, D. C., Aug. 25, 1923.

TO EDITOR & PUBLISHER: The Russian Central Book Chamber has been functioning in Moscow in conjunction with the State Publishing Company ("Cosizdat") since 1920. It is a successor to the Russian Book Chamber of Petrograd, which in 1920 was renamed the Institute of Book Science.

The Russian Central Book Chamber is also connected with the Russian Chief Science Committee.

The following are the functions of the Russian Central Book Chamber:

1—It receives directly from the printers free of charge 25 copies each of all books and magazines published within the territory of the Union of the Socialist Soviet Republics, and 9 copies each of all newspapers, music and minor prints not exceeding 2 sheets. These are distributed to the principal libraries.

2—The Chamber publishes a semi-monthly magazine "Book Annals," which prints a bibliographical description of the first copy of all publications received.

3—It preserves the first copy of all publications in the archives of the Chamber. The archives furnish bibliographical information.

The Chamber maintains a department called "The Bureau of International Book Exchange." This Bureau makes arrangements with foreign publishers, scientific institutions, universities, etc., to exchange publications. The Chamber sends Russian publications in exchange for foreign publications. The exchange is made volume for volume, title for title, or sheet for sheet, depending on arrangements made in each case. No payments of money are made in these transactions. The parties to the exchange receive and send only the specified publications ordered by them.

The publishers and scientific institutions of the United States may avail themselves of the offer of the Russian Central Book Chamber to exchange publications or to receive information about Russian publications. All correspondence and inquiries should be addressed to the Russian Central Book Chamber, 48 Tverskaya, Moscow.

B. E. SKVIRSKY.

WON'T SANCTION N. Y. STRIKE

Pressmen's Officers Continue Discussion With Newspaper Publishers

Firm stand by the international officers of the International Printing Pressmen's & Assistants' Union appears to have averted danger of a strike by the New York web pressmen. The latter were expected to vote for a strike at a meeting Aug. 31, but definite refusal by the international directors of strike sanction resulted in postponement of the vote until Sept. 10.

Negotiations have been proceeding between the publishers' committee and the international representatives this week in an effort to agree on all possible points of the new contract before resort to arbitration. Members of the Publishers' Association state that agreement on several important points may be announced early next week. It is not believed likely that the local union will vote for a strike Sept. 10 in the face of the international board's attitude.

Page Ad for Shoe Repairers

The Louisville Courier-Journal and Times, in connection with National Shoe Thrift Week, secured a full-page advertisement, Aug. 28, from 39 shoe repairmen and retail dealers. A. R. Magee, manager of national advertising for the Courier-Journal, is responsible for the promotion scheme.

Hurt in Fall from Horse

Richard Morrow, son of Marco Morrow, publisher of the Topeka Daily Capital, received what were thought at first might prove fatal injuries when he was thrown from a horse at Santa Fe recently. The boy is now recovering.

IOWA

Ratio of Mortgage Debt to Land Value 2.1% Below the National Average

While the mortgage debt upon Iowa farms has increased in the past ten years the value of the land has also multiplied, so that the ratio of debt to value has actually declined. In 1910 this ratio was 27.8% while latest reports show it was only 27%.

This is within 5.2% of the lowest ratio in the country. It is 2.1% below the national average which has increased 2.2% during the ten years. Thirty-eight states cannot boast of as sound a position.

Holds a Well Fortified Financial Position

This low ratio, coupled with the fact that Iowa leads the nation in fifteen or more factors, such as value of land and farm buildings, per capita wealth, value of live stock, production of corn, oats, etc., give the state an exceptional buying power. There could be no more fertile market for goods which supply an agricultural need or meet a popular demand. The state's leadership in resources and wealth per capita insures advertisers of the ability of Iowans to buy.

CULTIVATE IOWA WITH THESE DAILIES

	Circulation	Rate for 5,000 lines
*Burlington Hawk-Eye (M)	10,798	.04
*Burlington Hawk-Eye (S)	14,751	.04
*Cedar Rapids Gazette (E)	20,636	.06
†Council Bluffs Nonpareil (E&S)	16,055	.05
*Davenport Democrat & Leader (E)	15,033	.06
*Davenport Democrat & Leader (S)	18,132	.06
*Davenport Times (E)	24,856	.07
*Des Moines Capital (E)	62,780	.14
*Des Moines Sunday Capital (S)	28,769	.14
*Iowa City Press-Citizen (E)	6,320	.035
†Mason City Globe Gazette (E)	12,019	.04
*Muscatine Journal (E)	8,022	.035
*Ottumwa Courier (E)	13,186	.05
*Waterloo Evening Courier (E)	15,909	.05

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

†Government Statement, April 1, 1923.

140,000 Circulation

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

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

Sunday Times-Herald

G. Logan Payne
 Publisher and General Manager
 National Advertising Representatives
G. LOGAN PAYNE COMPANY
 Chicago, Detroit, St. Louis, Los Angeles
 Payne, Burns & Smith
 New York and Boston

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

Published every Saturday in London.

The Pittsburgh Press A Scripps-Howard newspaper Daily and Sunday Has the Largest

**CIRCULATION
IN PITTSBURGH.
MEMBER A. B. C.**
 Foreign Advertising Representatives:
I. A. KLEIN
 50 East 42nd St., New York
 76 West Monroe St., Chicago
A. J. MORRIS HILL, Hearst Bldg., Sao Francisco

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 OWN WORLD OF LETTERS

Edited by **JAMES MELVIN LEE**
 Director Department of Journalism, New York University

IN THE CURRENT ISSUE of the Linotype Bulletin appears "The Autobiography of Capital B." It is a graphic tale told "not without a certain punch." This autobiography is more interesting than those found in many of the popular magazines.

An article of practical value in the Linotype Bulletin is that headed "National Advertising and Local Sales," in which an attempt is made to give local printers and publishers suggestions for utilizing national advertising. The author is Floyd Keeler, of Frank Seaman Advertising Agency. Enough said.

FREDERICK L. ALLEN has published in such magazines as the Atlantic Monthly interesting studies of various phases of American journalism. In Harper's Magazine for September, however, he has a humorous skit, "Vocational Journalism." He finds much to amuse him in the trade papers of the country. Especially pleasing from the author's point of view is Sunnyside, the trade periodical for embalmers and funeral directors.

The following quotation will illustrate the humor found in the article:

"Trade journals are full of accounts of trade conventions; but do not be deceived into thinking that this makes for monotony. The variety of conventions and of topics discussed thereat is sufficient to please the most jaded taste. The National Hairdressers' Association, in annual conclave, is regaled with papers covering all the ground from 'Permanent Waving, Past, Present, and Future,' to such more inspirational topics as 'Life Is What We Make It' (I am sorry to have missed that one). The assembled chiropodists engage in what is described as a very interesting extempore debate on the subject, 'Are Bunions Hereditary?' The American Poultry Association, after a hot argument over the question whether or not 'the legs of Anconas be yellow only,' finally reaches a masterly compromise by voting to have the 'description of legs, yellow or yellow mottled with black,' proceeding thereupon to a consideration of Rhode Island Whites, for whose admission, we are told in the Poultry Gazette, 'Mrs. Ponsonby spoke very feelingly.' We find it a little difficult to make out exactly what it was that the Rhode Island Whites were to be admitted to, but apparently it was not the convention itself, or we should question whether Mrs. Ponsonby's show of feeling was not ill-directed."

READERS who find sins of omission in **EDITOR & PUBLISHER** in the matter of recent changes on the staffs of magazines will find a list of recent editorial changes in the Authors' League Bulletin, the official publication of the Authors' League of America.

The current issue, covering the months of July and August, has enough to say—

FREE SCHOOL COURSES

New York Evening High Announces Night Printing Lessons

The New York Evening High School, Irving place, near 16th street, announces three courses of value to printers, proof-readers, copy-preparers, editorial workers, advertising people, printing salesmen, printing-office workers and others interested in the trade. The courses are open to men and women. They consist of lectures and practical work, and are given during the evening, between 7:30 and 9:30. The classes open Sept. 10 and continue until the middle of May.

They are conducted by Arnold Levitas and William I. Orchard, and are free. Certificates of Proficiency are issued at the end of the term.

Sheep Raisers Journal Sold

James E. Elliott, former newspaper man of Chicago and New York, has sold the Texas Sheep and Goat Raisers' Maga-

zine, published in San Angelo, to the Holcomb-Blanton Printery. W. E. Blanton will be editor under the new ownership.

Ex-Editor Attempts Life

Slashing his throat with a razor blade, Orland Walter Vaughan, formerly editor of the Clipper, theatrical publication recently purchased by Variety, attempted to end his life on the street, August 30. Hospital physicians declared he would live. The blade just missed the jugular vein.

Penton Urges Steel Publicity

Publicity for the steel business is urged in an article by John A. Penton, publisher of the Iron Trade Review. He recommends a campaign of education to tell the people of the country something of the methods, management and policies of the steel industry and thus offset many misunderstandings by the public.

and almost to spare—on the subject of plagiarism.
 Reporters who want to write for the movies may possibly get some help from George Ade's contribution, "Write Your Own Continuities—I Do."

THE MOST COMPLETE MARKET

ANALYSIS I have ever seen compiled by a newspaper is that which is being put forth, volume by volume, by the merchandising service bureau of the Milwaukee Journal.

Ten statistical experts worked four months in their preparation of the surveys given in these volumes. A more detailed review of the series will be given at a later date in **EDITOR & PUBLISHER**.

PUBLISHERS who want maps

strictly up to date, should get in touch with the National Geographic Magazine, published at Washington, D. C. These maps were issued as supplements to that periodical, but doubtless there are few extras as courtesies to the press.

P. L. BARKER tells how "Quiet

Turns to Riot in Tribune Composing Room Forty Years Ago" in the Tribune—the employees' magazine of The Chicago Tribune. The riot was caused by a mouse which ran up the pant leg of one of the compositors. Exciting as this adventure was, the chief interest in the story is this description of 'the old-time composing room' when news was set by hand:

"All along the north side of the Tribune composing room, from the alley to Dearborn street, the frames stood three in a row—six men to an 'alley.' Another row lined the inner wall between the composing room and the front stairway, and on the east side of the room were a few more alleys two frames deep. On the south side of the room was the ad side. In the southeast corner of the room were toilet facilities (very limited) and the drinking water tank, the chapel paid for the ice."

THE J. B. LIPPINCOTT COMPANY

of Philadelphia is the publisher of "My Journey Round the World" by Lord Northcliffe. This is the diary kept by Northcliffe on his world tour. The manuscript was edited by his brothers, Cecil and St. John Harmsworth.

IN ANSWER to an inquiry about the

beginning of journalism in Rhode Island, I would say that a fuller account than that given in my "History of American Journalism" will be found in "Newport Newspapers in the Eighteenth Century," by George Parker Winship, published by the Newport Historical Society, Newport, R. I.

When you come to London—

You will see **JOHN BULL** on every hand—read by all classes—advertised in every town. Sold on every news-stand—making its influence felt in the homes of Britain.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No competitions.

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Few Papers—(if any)—surpass TRENTON NEW JERSEY TIMES

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

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INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

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PICTURESQUE SPOTS IN HISTORIC LONDON

Ancient Gates to the City—Part of the Real Roman Wall—Effigy to a Gallant Knight of a Thousand Years Ago.

THE wall which the Romans built to enclose the City has very nearly all disappeared, but its course may be traced by the gates, which still retain their Saxon names.

Starting from the river at the Tower, it ran by Aldgate, Bishopsgate, Moor-gate, Cripplegate, Aldersgate, New-gate, Ludgate, and back again to the river, a course of just over two miles and two hundred yards.

The only place where any considerable piece of it can now be seen is in the street still known as "London Wall," from the fact that it ran just inside the northern wall between Bishopsgate and Cripplegate.

No doubt at one time the wall itself formed that side of the street. But in the course of time, after the wall had ceased to be the boundary of the City and of "military importance," it was bit by bit pulled down and houses built on the site.

Luckily for us of today, there was one place where for a short way the wall was the boundary of an ancient churchyard, and this piece still stands.

The churchyard is that of Saint Alphage, and it is known to have been there before the time of William the Conqueror. It is laid out now as a strip of garden, provided with seats, and is open to any who wish to rest between the hours of noon and two o'clock.

The wall as built by the Romans was from nine to twelve feet thick. It consisted of a core of rough stuff firmly cemented together, faced with stone, with courses of the characteristic flat, tile-like bricks about every two feet.

SLAYER OF THE DUN COW

Warwick-lane takes its name from the fact that here stood the London residence of the Earls of Warwick—"Warwick Inn," as it was called.

Hither came in the days of Henry VI, the Earl Richard, known as the "King Maker," with, we are told, no less than six hundred followers, all in red jackets embroidered with the Warwick badge on front and back.

The Earls claimed descent from the famous Guy of Warwick. This hero lived just a thousand years ago.

He was page to the then Earl Robert, and fell in love with the Lady Felice, his master's only child. Felice said that she would only listen to his suit when he had become a knight and earned renown.

Having persuaded the Earl to knight him, he set forth into the world, and did many notable and marvelous feats of arms for his lady's sake.

Not the least of these was the slaying of the "Dun Cow of Dunsmore Heath."

This is described as "a monstrous wild and cruel beast." A bone of the "dun cow" is still preserved in Warwick Castle.

When Warwick-lane was rebuilt after the Fire an effigy of Guy was put up. This is not now in its original position, but has been built into the wall of the corner house on your right as you enter the lane from Newgate-street.

Advertisement inserted by The London DAILY MAIL in the interests of the 1924 Advertising Convention.



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 May-June, 1924.

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

JULY 14 SET FOR OPENING OF LONDON CONVENTION OF A. A. C. W.

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)
(Special Cable to EDITOR & PUBLISHER)

LONDON, Sept. 5—In view of the American committee's preference for July as the month for the convention of the Associated Advertising Clubs of the World here next year, the British committee has decided not to press its argument for a June meeting. Conference halls have been booked at Wembley from July 14 on.

This settlement gives general satisfaction here. It is anticipated that American delegates will arrive in London a few days earlier to permit personal welcomes and get-together functions before the opening of the convention proper.

July is an ideal month of the year to see Britain's scenic beauties and it is also a month when business men are free to take care of overseas visitors, as trade activities slacken somewhat during the summer.

Prospects of heat and discomfort such as some sections of the United States experience during the summer need not deter any delegate, as our July weather is never hotter than your early May. The convention proceedings will be held in the largest conference hall at the British Empire Exhibition at Wembley.

PAPERS LAUNCH WHEAT POOL

Calgary Herald and Edmonton Journal Force Government's Hand

Another milestone was reached in Western Canada journalism in August when the Calgary Daily Herald and the Edmonton Evening Journal, two of the Southam chain of newspapers, brought to the province Aaron Sapiro, the California marketing wizard. For several years there has been an agitation in Western Canada for a wheat pool. Farmers' organizations tried to formulate one and failed. Governments grappled with the problem for months, but without success. Finally, the scheme was abandoned for 1923, but the demands by the rank and file of farmers continued with increased vigor.

At this point the Herald and Journal, the two largest newspapers in the province, startled the public, the farm union leaders and the government heads by announcing in black letters on their front pages one evening that they were going to bring Sapiro to Alberta. The government immediately charged the papers with attempting to embarrass it, and a lot of other things. But circulation jumped and jumped.

Sapiro came to Alberta, and under the auspices of the two papers delivered four addresses. He took the province so by storm that today the wheat pool is organized and operating. Even Premier Herbert Greenfield became a convert and decided to join with the Herald and the Journal.

AMERICANISM PROGRAM

Polish Minister Awards English Reading Medals at New Bedford

The seventh annual English reading contest conducted by the New Bedford (Mass.) Standard closed Sept. 3, with presentation of medals to the winners by Dr. Wladyslaw Wroblewski, Minister of the Republic of Poland, at Brooklawn Park, New Bedford. The Polish Minister urged the young folk to learn the tongue of their adopted land, asserting that it was the one sure way for immigrants to improve their station.

Continuance of the Standard's activities in carrying the language of the land into the homes of the non-English speaking population of New Bedford, according to George A. Hough, managing editor, is jeopardized by the "hostility of a political school board."

Presentations in former years were made by the late President Harding, the Japanese Ambassador, and the Chinese Minister at Washington.

HARDING'S MAKEUP RULE

It Is Presented by Widow to Charles E. Hard, of Portsmouth

Charles E. Hard, Portsmouth, O., newspaper man, who has been an assistant in the executive offices since March 4, 1921, will take with him when he leaves Washington in a few days a priceless remembrance of his former chief.

It is the worn nickel printer's makeup rule carried by Warren G. Harding for more than 40 years as a pocket piece. He had it in his pocket the day he was nominated in Chicago and he had it with him the day of his death in San Francisco. One day he had dodged the secret service men and they found him in the composing room of a little Alaskan newspaper helping the editor make up.

The rule was presented to Mr. Hard by Mrs. Harding. Hard managed the front porch campaign at Marion in 1920 and came to Washington at Mr. Harding's earnest solicitation.

Harmsworth Buys Warwick House

The Hon. Esmond Cecil Harmsworth, only surviving son and heir of Viscount Rothermere, principal owner of the London Daily Mail, recently purchased Warwick House, London residence of Miss Mary Headley Dodge, of New York. This is one of the most celebrated of London's historic residences.

Babcock Changes Jobs

W. C. Babcock, who has been in the space buying department of the George Batten Company, New York, has joined the New York office of Ruthrauff & Ryan in a similar capacity.

SIR CHARLES HIGHAM

invites

correspondence with American Advertisers in regard to writing a series of Advertisements for their products.

I HAVE been of the opinion for some time that there is a field for my "copy" in the United States. If there is any American Advertiser who desires a new and refreshing "punch" put into the space which he buys, I shall be glad to correspond with him, without any obligation on his part. I write advertisements for one firm only in each line of business and, considering the results I obtain for my clients, my fees are very reasonable.

C. F. HIGHAM.

Imperial House, Kingsway, London, England
Telegraphic Address:—
'Higham's' London

The London Daily News says—
"Sir Charles Higham has raised the Art of Advertising to the dignity of a Science."

EDITORIAL



A BAD POLICY BEARS FRUIT

STRICKEN Japan has sobbed aloud for more than a week; dead clutter her avenues and the injured are pleading for relief, but seven days after the greatest disaster that has ever befallen a nation the world is in doubt of the needs of the Japanese people because of a mistaken military policy on communications.

Japan's great need in her time of disaster and sorrow was the means to carry the cry of her people and tell their needs to the world.

That was made impossible by a government policy of restriction and censorship that not only held the control of means of communication of the island empire within its grip but in fact extended to every part of the Far East.

Communication of one people with another through the air or under the sea has progressed too far for any nation to remain in ignorance of the most intimate details of the suffering of another for more than thirty-six hours.

The military forces of Japan have stood between easy communications between the Far East and the United States. They have blocked every effort of this nation and the thinkers within their own ranks to establish adequate intercourse between two peoples whose interests are interwoven with the prosperity of the Pacific.

The result of this mistaken policy on the part of the Japanese Government is manifest in the suffering of the Japanese people whose cry today is for bread that would already have been on its way if other peoples could only have heard.

LONDON—NEXT JULY

THE date is settled. Great Britain's advertising authorities have graciously acceded to the wishes of the American committee that the convention of the Associated Advertising Clubs of the World should be held in July rather than June. Convention halls have been booked beginning July 14, 1924, and a cordial invitation has been extended by the host that the guests should arrive in England a few days beforehand so that the duties of friendship and hospitality may be fulfilled before the opening of business.

That action sweeps away all reason for debate and hesitancy among members of the A. A. C. W. on this side of the Atlantic. From now on all efforts should be bent toward getting aboard ship next July every representative American advertising man who can be spared from his duties here. The British group at Atlantic City gave an earnest as guests of what Americans may expect from them as hosts and the promise is alluring.

Besides the advantages that will accrue to advertising and business from this meeting, the first that has ever been held off North American soil, the inducements that the British Isles and the Continent of Europe hold for a brief vacation trip are without equal. "See America First" is an idea that should be put into execution by every American, but not so that it means "See America Only."

Europe is not commercially potent today, but the quickly passing years will soon see that continent stepping forward to resume its old place in world trade, and its possibilities should be known by the men who direct the distribution of American goods. The combined inducement of a business exploration with a trans-Atlantic vacation ought to land two thousand Americans at least in London next Summer. Plan to be one of them.

DIRECT action doesn't go in enlightened labor union circles any longer. New York web pressmen who were ready to strike last Saturday morning reconsidered when they learned that any strike would be on their own responsibility and probably at their individual expense—even to the extent of union membership. It is not often that union officers have to so address their constituents, but such a warning was badly needed in New York. Its result will probably be a contract not materially different from the present agreement, but without the little irritants that have made the past 18 months a purgatory for publishers. The latter merit highest commendation for their forbearance.

CARE ASSURED AND PROVIDENCE EXPLAINED.

Section 14.—Matthew 6:24-34.

24 ¶No man can serve two masters: for either he will hate the one, and love the other; or else he will hold to one, and despise the other. Ye cannot serve God and mammon.

25 Therefore I say unto you, Take no thought for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on. Is not the life more than meat, and the body than raiment?

26 Behold the fowls of the air: for they sow not, neither do they reap, nor gather into barns; yet your heavenly Father feedeth them. Are ye not much better than they?

27 Which of you by taking thought can add one cubit unto his stature?

28 And why take ye thought for raiment? Consider the lilies of the field, how they grow; they toil not, neither do they spin:

29 And yet I say unto you, That even Solomon in all his glory was not arrayed like one of these.

30 Wherefore, if God so clothe the grass of the field, which today is, and tomorrow is cast into the oven, shall he not much more clothe you, O ye of little faith?

31 Therefore take no thought, saying, What shall we eat? or, What shall we drink? or, Wherewithal shall we be clothed?

32 (For after all these things do the Gentiles seek:) for your heavenly Father knoweth that ye have need of all these things.

33 But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you.

34 Take therefore no thought for the morrow: for the morrow shall take thought for the things of itself. Sufficient unto the day is the evil thereof.

HELP JAPAN

NEWSPAPER men of Japan are in immediate want. Their homes have been destroyed.

They are battling with the starving multitudes for a crust of bread. Yesterday some of them were owners, some editors, some publishers and many were workers in the ranks, but all of them were slaves to the same high ideals of public service that rules the profession and business of dissemination of truthful and enlightening information around the world.

The newspaper men of this country, England and Canada particularly are today living in plenty and it is for that reason that EDITOR & PUBLISHER this week accepts as an honor the position of the international agent of journalism in the larger sense by acting as the agency through which immediate relief can be extended to fellow workers in the stricken areas on the other side of the Pacific.

More than five thousand newspaper men, native and foreign, have for the time being become destitute. Their needs are evident to every man and woman who knows the dependency of a job for daily bread.

Japan will rebuild. Greater cities will rise on the ruins of the old. First, in leadership will be her newspapers. In the meantime, however, bread is needed for the hungry, shelter for the homeless.

Through Japanese and American connections in the Far East, EDITOR & PUBLISHER will undertake the transmission of funds for immediate relief of newspaper people in the stricken areas from the newspaper men and women of this and other countries.

THE PUBLIC BE—?

APPROACH of the coming "battle" for the heavyweight prize-fighting championship of the world brings the usual crop of gladiators who drop the cestus for the pen—so the public is told. Fight fans are promised by their favorite newspapers that the scenes in the arena will be described and their technicalities explained by men who earn their daily bread and limousines with the padded gloves. Of course, intelligent newspaper readers share with newspaper makers the certainty that not a word of the "signed reports" originates with the men whose pictures and signatures accompany them, but, unhappily, it must sometimes be believed that newspaper readers are not all intelligent.

A few days ago a Pacific Coast newspaper took a full page of its valuable space to tell the public how a contemporary was pirating signed sport stories that the former had printed eight years ago. Apparently it proved its charge by photogravure reproductions of the stories it printed beside those that its neighbor is now featuring. At the same time, it definitely informed the public that the articles were not written by the boxing personage whose name topped them, but by its own sporting editor. The latter information was not given to the public eight years ago, needless to say.

Why this elaborate, yet transparent, deception is necessary to newspaper operation has never been explained. That the "signed articles" by sporting figures whose names are household words do make temporary circulation is certain; that the deception does the public no harm may be admitted; that the cost of such material when furnished by syndicates to a long list of newspapers is less than that of matter of genuine service to the public may be quite true. Yet, all of this admitted, in this busy world where gigantic stories crowd one another off Page One, is it necessary for the newspaper to resort to peddling to hold or gain a few hundred or a few thousand readers for thirty or sixty days? EDITOR & PUBLISHER does not think so.

The sport pages where most of these falsely labeled contributions appear, are often the brightest department in the paper through the efforts of the men to whom the publisher pays weekly salaries. By his appropriation of sums annually for the purchase of writings attributed to illiterate baseball players and prize-fighters, the publisher deprives of the reward the staff which serves him week in and week out, whether Babe Ruth or the Argentine who does not even speak English pose behind a number of thoughts that never could have occurred to them.

The practice is unjust and indefensible on any ground and American journalism will be the better when it is eradicated—a task that may well commend itself to the American Society of Newspaper Editors.

A WEEK OF BIG NEWS

PERENNIAL and eternal arises the old question—What is news? Last Friday night morning newspaper make-up men had their choice between the coal strike (threatened then) and the Greek-Italian imbroglio for Page One news, in addition to local stories that deserved first-class display. The coal strike held undisputed sway earlier in the week. In New York the Saturday morning papers also had to find top of column space on more than one column for the indictment of Charles A. Stoneham, baseball magnate and former broker. There was a problem, so it seemed.

There was no problem Saturday night. News moved from the East so fast, if not so voluminously that every domestic story gave place to the dispatches telling of Japan's distress. Italy and Greece managed to get a front page column in most newspapers. The coal strike, then a reality, dropped out of sight of front page readers. Mere Grand Jury indictments became stickfits. Yet, despite the fact that the anthracite coal strike may be of vital interest to every household in the Lake States and along the North Atlantic Coast this winter, it is a safe wager that few of them gave it a thought while the story of Japan was being unfolded from Osaka, Peking, Moscow and London. The make-up man of many a newspaper scratched his head and mused that they are fools indeed who charge the press with overlooking "big news."

PERSONAL

EDWARD E. BRODIE, of the Oregon City Enterprise, left Aug. 26 to resume his duties as United States Minister to Siam.

Colonel Hierome L. Opie, editor and publisher of the Staunton (Va.) News Leader, is in command of the 116th Infantry troops, Virginia National Guard, now in training at Virginia Beach. During the World War, he served with the 20th Division in France.

Adolph S. Ochs, 2nd, of Chattanooga, is receiving congratulations on the birth of a son, Martin Shelby. He is managing editor of the Chattanooga Times.

Victor H. Morgan, formerly editor of the Cleveland Press, has been appointed one of two members to aid the Cleveland administrative code commission in his survey prior to the inauguration of the city manager plan.

Frank A. Munsey returned Sept. 2 on board the Leviathan from a trip abroad.

Edgar B. Piper, editor Portland Oregonian, addressed the Kiwanis Club at Oregon City Aug. 23, making an appeal for the under-privileged child.

J. E. B. McCready, editor of the Charlottesville (P. E. I.) Daily Patriot, although 83, is still active. When Governor General Lord Byng was in Charlottesville recently, Mr. McCready had a handshake with him. He has shaken the hand of every Governor General of Canada for the past 50 years. He has also shaken the hand of every premier of the Dominion since the confederation of the provinces. He is the oldest active newspaper man in eastern Canada.

Mrs. G. W. Ganong, chief owner of the St. Stephen (N. B.) Courier, has announced a gift of \$100,000, to the School Board of St. Stephen, for a new public school in memory of her late husband.

E. R. Sayles, manager of the Canadian Weekly Newspaper Association, has complimented the managements of hotels in Halifax for the manner in which they attended to the wants of the 200 men and women in the Canadian Weekly Newspaper party which recently visited Halifax for the 1923 convention.

Hubert R. Easton, publisher of the Canandaigua (N. Y.) Daily Messenger, has given up active association with the publication and, with his family, is motoring to Southern California, where he will establish his home. James A. Easton, brother of the publisher, will direct publication of the Messenger. James Easton purchased the newspaper in 1922, his brother taking the active management.

IN THE EDITORIAL ROOMS

CHARLES LISLE, of the Salem (Ore.) Statesman, leaves soon for Washington. He has qualified by civil service examination for work on forestry bulletins issued by the government.

Chris M. Larson, church editor of the Sioux City Tribune, has resigned in order to return to school.

A. Vaughn Weidel, Jr., night commercial reporter for the Sioux City Tribune, is recovering after an operation.

Jack Stevens has joined the reportorial staff of the Ogdensburg (N. Y.) Republican-Journal.

Clyde Wilson, librarian of the Cleveland Plain Dealer, has resigned and is succeeded by his first assistant, Mrs. Mary Green, who has selected Miss Edith Osborn, employed by a Cleveland news association, as first assistant.

James B. Scullin, formerly in newspaper work in Peoria, Ill., and Kansas City, Mo., and for ten years connected with the Los Angeles Times, has been appointed secretary of the Alhambra, Cal., Business Men's Association.

Harold Axford, who has been doing newspaper work on Montana dailies, has joined the city staff of the Bellingham (Wash.) Herald.

Ralph Johnston, of Haven, Kans., has become news editor of the Fort Morgan (Colo.) Daily News. He will also be correspondent there for Denver newspapers.

Warren O. Hodgdon, 40 years in newspaper work in Illinois, but for the last six years assistant warden at the Illinois State Penitentiary, resigned Sept. 1. He began as a carrier for the Joliet Daily News in 1877, and at the time of his appointment to the warden's staff was industrial editor of the Herald-News.

J. B. Lewis, a former Hutchinson (Kan.) newspaper man, who for some time has been city editor of the Pratt (Kan.) Tribune, has resigned, and will take a similar position on the Coffeyville (Kan.) Morning News.

Geo. F. Milton, editor of the Chattanooga News, is at Battle Creek sanitarium.

Augustus Gorden has completed his 31st year with the Logan (Utah) Daily Journal, 29 years of which he has been editor.

Oscar Hitt, New York comic artist, has purchased a home in Salt Lake City.

Miss Gussie R. Toombs of the editorial department of the Ogden (Utah) Standard-Examiner, proved a heroine recently when she was caught in a disastrous flood 15 miles from Ogden. Through her efforts a child was saved.

Sam S. Frazier, Lone Oak, Tex., newspaper man, has announced he will be a candidate for Governor of Texas in the Democratic primaries next July.

Will M. Maupin, editor of the Gering (Neb.) Mid-West, will preside at a barbecue at Kearney Sept. 11, when that city celebrates its fiftieth anniversary.

James W. Hanberry, editorial staff of the Omaha World-Herald, recently appointed to the Army and Navy Legion of Honor, has just received notice that he has been awarded the French Medal of Honor.

John L. Brady, formerly publisher of the Salina (Kan.) Daily Union, has become editor of the Salem (Ore.) Statesman.

IN THE BUSINESS OFFICE

ROBERT J. HESS, advertising manager of the Richmond (Va.) News Leader, has been appointed vice-president of the Association of Newspaper Advertising Executives for Virginia. This is the newspaper department of the A. A. C. of W.

Henry Ford, formerly in the newspaper publishing business in Florida and Michigan, has been appointed advertising manager of the Modesto (Cal.) Herald.

H. F. Bailey has taken charge of the advertising department of the Wilmington (O.) News-Journal. He was formerly business manager of the Springfield (O.) Sun, and for two years was with the Basil Smith Company, of Philadelphia, a classified advertising organization.

T. H. Brummie has been appointed business manager of the St. John (N. B.) Telegraph-Journal, and Evening Times. He was formerly employed by the New Brunswick Telephone Company, one of the new owners of the papers.

Frank O. Starz, former advertising manager of the Austin (Tex.) American, is with the advertising department of the Dallas Dispatch.

Ray Carpenter, former advertising manager of the Austin (Tex.) Statesman, has become connected with the advertising department of the Austin American.

Byron W. Orr, manager of the promotion department of the Louisville (Ky.) Herald, recently visited his son, Lloyd B. Orr, in Toledo.

Maurice Levy, business manager of the Cincinnati Post, rounded out his 27th year with that paper Sept. 8. Employees remembered him with a huge bouquet.

W. F. Wiley, general manager of the Cincinnati Enquirer, is recuperating at the McLean cottage at Bar Harbor.

Arch B. Shawd has been placed in

charge of the merchandising service department of the Cincinnati Post, succeeding John M. Clarke, who will be associated with northern Ohio newspapers.

HOLDING NEW POSTS

LANCE HEATH, day city desk Illustrated News, new Vanderbilt daily in Los Angeles, from assistant city editor, Herald.

Hicks J. Coney, police reporter Los Angeles Herald, from Illustrated News.

Frank Goodman, Jr., rewrite Los Angeles Herald, from police beat.

Charles Lewin, staff of Rockford (Ill.) Morning Star, formerly managing editor University of Wisconsin Cardinal.

Warren Jockman, Elkin (Ill.) Daily News, from Rockford (Ill.) Morning Star.

IN THE AGENCY FIELD

CHARLES L. KEESHAN, formerly an advertiser and publisher of Oklahoma City, and Thomas Killian, advertising man of Los Angeles, have formed the advertising firm of Keeshan & Killian in the latter city.

Mrs. R. M. Sweet, for years active in advertising work in Oregon, has joined the staff of the Crossley & Failing Agency, Portland. She has recently returned from a trip to Alaska.

Miss Henriette Lichtenstein, formerly on the advertising staff of O'Connor, Moffatt & Co., department store, in San Francisco, has gone with the Emil Brisacher & Staff Agency in that city, copy division.

William Wilkes, Jr., formerly in charge of the San Francisco office of the Echter-nach Advertising Agency, recently joined the Overland Publishing Company in the same city.

Bert E. Barnes, recently advertising manager of the William Bros. Aircraft Corporation in San Francisco, has gone with the Mayers Company of Los Angeles, advertising counsellors.

Raymond P. Kelley, of the Syverson-Kelley Advertising Agency of Spokane, has been elected managing secretary of the Spokane Manufacturers' Association.

The Continental Advertising Company announces its new address at 236 West 55th street, New York.

E. L. Jeannire has joined the Chicago office of the Wm. H. Rankin Co. as a member of its plan and copy staff. He was previously with the Conover-Mooney Company, Chicago.

J. H. Kerr, who has been with the Royal Bank of Canada in Cuba for the last three years, has joined the New York office of Dorland International.

Randolph Kuhn has joined the copy writing staff of the Portland (Ore.) office of the Botsford-Constantine Advertising Agency.

Miss Eva M. Hall has joined the Biow Company, New York, as space buyer. She was formerly space buyer for the Dorland Agency, and previous to that with the James Advertising Agency as space buyer.

A. B. Carson, recently with the Gardner-Glen Buck Company, has joined the Chicago copy staff of the Potts-Turnbull Company. He also was at one time with Charles Daniel Frey, Chicago agency.

William A. Hart, for five years manager of the marketing division of Frank Seaman, Inc., has been appointed director of marketing and production for the Elliott Service Company, New York.

Robert Barton has joined the Boston office of Barton, Durstine & Osborn as account executive. He has been with the New York office.

MARRIED

JOHN M. HENRY, managing editor of the Council Bluffs (Ia.) Nonpareil, to Mrs. Grace Wood, at Mount Ayr, Ia., Aug. 18.

Francis E. Albin, editor of the Brainerd (Neb.) Clipper, to Miss Anna Novacek.

George Hipkoe, city hall reporter Bellingham (Wash.) American, to Miss Leda Culver, daughter of O. H. Culver, veteran custom inspector, in Bellingham Aug. 28. Both are graduates of Washington State University.

Paul J. Feely, well known in newspaper circles of Los Angeles and Portland, at Portland, Ore., Aug. 20 to Miss Kate E. Kelly of that city. They will make their home in Los Angeles.

Oliver E. Dennis, circulation department Cedar Rapids (Ia.) Gazette, to Mrs. Anna Christian, Aug. 23 at Vinton, Ia. Members of the staff who heard of the approaching nuptials followed the couple to Vinton and held an impromptu reception there.

G. H. Umbaugh, publisher of the Kelso (Wash.) Kelsonian, to Mrs. Lillian Gore, former high school principal.

Herbert F. Morden and Miss Estelle Alma Miller, both employed in the composing room of the Portland Oregonian.

Miss Kathleen Carr, society editor of the Des Moines Capital and a member of the press and publicity committee of the Iowa Federation of Women's Clubs, engaged to Pritchard J. Payseur. The wedding date is Sept. 15.

Ernest P. Kepple, court reporter for the New York Times, to Mrs. Ethel

All papers joining the Haskin Service immediately will be able to participate in the free distribution of several million new and valuable educational booklets. Write today for terms to Frederic J. Haskin, Washington, D. C.

Pangborne Stephen, of Clinton, Wis., Sept. 4. Mr. and Mrs. Kepple will spend September in the Canadian Rockies and on the Pacific Coast, and October in the Hawaiian Islands, returning to New York Nov. 2.

Jerome L. Smith, political writer of the Albany Evening News, and Miss Marion F. O'Connor, at Albany, Aug. 29, by Rev. William F. O'Connor, uncle of the bride. Mr. Smith was given a complimentary dinner by the staffs of the Evening News and Knickerbocker Press before leaving on a wedding trip to the Thousand Islands.

Hi Simons, formerly city editor of the Chicago Journal of Commerce, surprised his friends by getting married and leaving for a honeymoon in Mexico, from which he will write special articles.

NEWS SERVICES AND SYNDICATES

FREDERICK ROY MARTIN, general manager of the Associated Press, who is abroad, has just been on a trip to Venice and Genoa. He will sail from Rome for the United States Sept. 7.

Minott Saunders, formerly of the New York Herald staff in London, is working with S. D. Weyer in the Berlin bureau of the International News Service.

Jim Howe of San Francisco, is the latest acquisition to the Berlin corps of American correspondents. He is with the Associated Press.

Joseph E. Sharkey, formerly correspondent for the Associated Press at Tokio, has been appointed correspondent at Geneva, Switzerland.

The Troy (Ala.) Messenger has been elected to membership in the Associated Press.

Pat Sullivan, a pioneer in the production of animated movies and creator of "Felix," has joined King Features Syndicate.

Jo Swerling is writing daily stanzas for a new comic strip, "Mr. Gallagher and Mr. Shean," just released by King Features Syndicate. The stanzas are written in the same catch rhythm which gave the song its great popularity.

John C. Moore, of the United Press business office, returned to New York on the Majestic after two months' visit to his old home town, Newcastle-Upon-Tyne.

James W. Booth, Atlanta advertising man and feature writer, has written a series of special articles which will be syndicated by the Adams Syndicate. He was formerly a special writer on the staff of the Philadelphia Bulletin. He is now connected with the Geo. W. Ford Company, advertising agency, Atlanta.

John T. Lambert, correspondent for the Boston American at the State House for 10 years, has gone to Washington for the Hearst service. Governor Cox presented Lambert with a traveling bag in behalf of the members of the State House Press Association.

SEEING THE WORLD

"BILLY" HINES, city editor of the San Francisco Examiner, accompanied by Jinny Adam, also of the Examiner, are spending their vacations in an automobile trip to Vancouver, B. C.

Miss Mary Wright, society editor of the Davenport (Ia.) Democrat, who spent the summer abroad, is back at her desk. She enjoyed a two months' vacation touring England and the continent.

D. D. Meredith, manager of the United Press Bureau at St. Paul, is spending his vacation on a camping trip in the Minnesota lake region.

Miles W. Vaughan, United Press cable editor in the New York office, is spending several weeks at his Kansas home. He recently returned from the Argentine.

J. T. Smart, manager of the Cleveland bureau of the United Press, is spending his vacation in Central Ohio.

R. A. Donaldson, manager of the United Press Los Angeles bureau, is on vacation.

Fred Charles, feature writer for the Cleveland Plain Dealer, and Nelse Budd,

a reporter, made a canoe trip from Cleveland to Marietta, on the Ohio River, recently. They sent back a column or two daily on their experiences and supplied some interesting pictures of scenes en route.

T. J. Campbell, member of the Chattanooga News editorial staff, has returned after an extended Western trip.

Miss Gertrude Conway, society editor of the Sioux City Tribune, is vacationing in California. Her sister, Miss Kathleen Conway, is serving as society editor.

Mark Woodruff, managing editor of the Crescent, official magazine of the Shrine, published in St. Paul, is visiting at his old home in Portland, Ore., where he entered newspaper-work.

Willis F. Forbes, day city editor of the Sioux City Journal, is on vacation.

John L. Stewart, publisher of the Washington (Pa.) Observer and Reporter, the Beaver Times, and the Beaver Falls Tribune, has returned from an extended tour of the Pacific Coast.

Everett G. Tripp, managing editor of the Sioux City Tribune, is on vacation.

WITH THE SPECIALS

THE St. Louis Post-Dispatch has announced the appointment of M. C. Morgensen & Co., Inc., special advertising representative for the Pacific Coast territory.

Munsey Slack, owner of the Johnson City (Tenn.) Staff, has appointed Benjamin & Kentnor Co. as national advertising representative.

The Coatesville (Pa.) Record has appointed Hamilton-De Lisser, Inc., New York, as national advertising representative.

The C. L. Houser Co., New York, has been appointed the national advertising representative for the Glens Falls (N. Y.) Post-Star.

CIRCULATION NEWS AND VIEWS

SAMUEL SNAPP, assistant circulation manager Buffalo Evening News, recently discovered an early morning fire in a tenement in Buffalo's negro quarter. He ran into the smoke-filled building and awakened 30 occupants, all of whom escaped without injury.

The Publishers' Association of New York City presented a gold watch to Howard Wallace Connelly, assistant superintendent of second class mail at the City Hall Postoffice Station. It signals Connelly's fiftieth year of service in the Postoffice Department. During most of that time he has looked after the weighing and mailing of newspapers.

George W. Chance, formerly city circulation manager of the Fresno (Cal.) Morning Republican, has been promoted to manager of the members of the circulation department in the business office. Harry H. Cahill, formerly circulation manager of the Vancouver World, has been made city circulation manager.

DAYS OF SPORT

W. D. KEENAN, advertising manager of The Indianapolis Star, entertained the advertising staff with a get-together party at his home on Aug. 22. Those present were Orville Moss, assistant business manager; William P. Klingensmith, foreign advertising manager; Wallace Giffen, classified advertising manager; Paul J. Morgan, manager of advertising promotion Dept.; H. B. Skelton, foreign advertising salesman; Leonard B. Shick, artist; Adam D. Bowman, policy man, and Herbert C. Barnes, manager automobile department.

Ten thousand people attended the Salt Lake City Desert News' outing at Saltair on Great Salt Lake. Free coupons for the rail journey were printed in the paper for a day or two.

Incense, Oriental music, chop sticks and Mah Jong featured the Oriental party which the Rocky Mountain News and Denver Times gave recently for its "junior staff." Sixteen youthful report-

ers and editors of the Junior News attended the party, held at the home of Mitchell Christensen, editor-in-chief of the junior publication.

Des Moines sport writers demonstrated the art of driving mules before sulks at the Iowa State Fair at Des Moines Aug. 28. The drivers were Sam Smith, of the Capital; Sec Taylor, Register; Preston Wright, News, and Walter Reck, the Associated Press.

ASSOCIATIONS AND CLUBS

MEMBERS of the Texas Newspaper Publishers' Association held a conference in Galveston recently. Walter A. Dealey, assistant general manager of the Dallas Morning News and the Dallas Journal, presided as president. Problems of paper costs, distribution troubles, and relations with labor were discussed informally. Present at the conference were: Walter A. Dealey, Dallas; Frank G. Huntress, San Antonio Express; Charles E. Marsh, Austin American; Roy G. Watson and A. E. Clarkson, Houston Post; J. L. Mapes, Beaumont Enterprise; J. Palmer, special commissioner for the Texas publishers; M. E. Foster, Houston Chronicle; D. D. Moore, Fort Worth Record; E. C. Davis, El Paso Times; A. Shuman, Fort Worth Star-Telegram; Louis C. Elbert, Galveston News; Harry I. Cohen and A. L. Perkins, Galveston Tribune.

In Norfolk, Va., an advertising club is being formed, under the persuasion of Joseph A. West, advertising manager of the Phillip Levy Company, Norfolk.

Tom Keane, former president of the

Pacific Coast Advertising Clubs Association, has become manager of the Better Business Bureau of the Long Beach (Cal.) Advertising Club.

The recently organized Press Club of Long Beach, Cal., has elected officers, as follows: president, Frank Gos; vice-president, Walter Case; secretary, Neil Stanley; treasurer, Walter Montfort.

The Portland, Ore., Press Club is now occupying new quarters at West Park and Yamhill streets. The rooms are much larger and better furnished than the old quarters in the Elks' building, which is to be wrecked. The new rooms were dedicated with a housewarming, Aug. 25.

Fall meetings of the Women's Advertising Club of St. Louis open Monday, Sept. 10, with Dr. I. Lippincott of Washington University giving the last of a series of educational lectures. The annual meeting and election of officers takes place Oct. 1. Miss Ruth Sanders is now president.

Frederic W. Hume, executive secretary of the National Publishers' Association, Inc., announces that the fourth annual meeting of the association will be held at Briarcliff Lodge, Briarcliff Manor, N. Y., Sept. 18-19.

Newly elected members of the Advertising Club of Baltimore include: Milton H. Siegel, Harry G. Purdy, Joseph A. Massal, Nathan Lebovitz and Brooks Chackley.

The Texas Daily Press League will meet in annual convention in Sherman and Dennison, Oct. 16-17, Lowry Martin, president, announces. The meeting is

What is Best Church Copy?

A large majority of the daily papers in the country, in response to a recent questionnaire of the Church Advertising Department, have asked for church promotional copy. They made helpful suggestions also as to the kind of copy which ought to be prepared.

These suggestions are being studied by the copy committee and care is being taken to get the best obtainable copy to interest people in church going and religious activities. Announcement will be made in the near future when this material will be released.

Can you stimulate interest in paid space for newspapers by organizing a church advertising conference under the auspices of your local ad club?

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Editor and Publisher has led the way in stimulating interest in church advertising.

FIRST IN PUBLIC SERVICE



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.

Awarded in Newspapers by the Year



Pulitzer Building, New York
Muller's Building, Ford Building, Chicago, Detroit

A Special Opportunity To Buy a Stereotype Press

Due to the consolidation of The Evening Standard and The Daily Star at New Rochelle, N. Y., the undersigned, the owners of the Standard-Star have for sale,

A 20-PAGE HOE PRESS

Which is surplus equipment and will be disposed of as soon as possible. This is a 20-page Hoe Rotary Press, a superior machine in many ways and capable of turning out a fine product. It is in running operation daily and may be inspected by prospective purchasers at any time.

It has a capacity of 4, 6, 8, 10, 12, 16 and 20 pages of 8 columns, 12 ems. It will print 20,000 per hour of 4, 6, 8, or 10 pages inset, or 10,000 per hour of 12, 16 or 20 pages collect. With the press is also a stereotype equipment.

The equipment will be offered at an advantageous price to the purchaser. For further particulars call or address

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,800 Average Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency Boston - New York - Detroit - Chicago

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Collected 29,347 Daily Average Circulation. Seven Government Statement, Six Months Ending March 31, 1923, 196,800 Daily. Six Months Ending Sept. 30, 1922, 145,938 Daily. Increase in Daily Average Circulation, 30,347.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:

H. W. Holoney, 604 Times Bldg., New York.
S. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Harris Hill, 710 Hearst Bldg., San Francisco, Calif.

arranged to follow Press Day at the State Fair in Dallas, Oct. 15. The program committee is composed of K. K. Hooper, of the Sherman Democrat; K. L. Greer, of the Denison Herald; and C. E. Palmer, of the Four States Press, Texarkana. D. W. Campbell, of the Hillsboro Mirror, is secretary of the League.

Dale Brown, assistant secretary of the Cleveland Chamber of Commerce, has been appointed head of the Better Business Commission of the Cleveland Advertising Club, and the selection, according to D. C. Wills, chairman of the Commission, foreshadows a wider mission for the Commission. Mr. Wills is chairman of the directorate of the Federal Reserve Bank of Cleveland. Brown succeeds H. M. Cool, who resigned to take a position in Washington.

NEWSPAPER SALES

LEXINGTON (N. C.) DISPATCH, by Henry Branson Varner to Ernest J. F. Grewe, of Columbus, Ohio.

Aumsville (Ore.) Record by H. M. McNeil to Charles Clark.

Hardin (Mo.) News by Paul Dodge to Ernest Dale and Frank Sanderson. Dale was news editor of the Richmond (Mo.) News.

Norborne (Mo.) Leader, to E. L. Preston, who recently purchased the Norborne Democrat.

Exira (Ia.) Journal by C. R. Jackson to F. C. Eaton, Fort Dodge, Ia.

Wheatland (Wyo.) Times-World, a weekly, to Harry Hayden, formerly of Urbana, O.

Musselshell (Wash.) Advocate, to C. F. Huppe by C. A. Holding. Ted Benjamin will be manager

Fir-Conway (Wash.) Times, half-interest to L. D. Angevine, formerly city editor of the Seattle Star and at present editor and publisher of the Stanwood (Wash.) News.

Dexter (Kan.) Tribune, to J. S. Martin, formerly editor and owner of the Coats (Kan.) Courant, by G. B. Corn.

Anthony (Kan.) Bulletin, to George W. Van Dyke, publisher Grenola (Kan.) Leader.

San Luis Obispo (Cal.) Opisan, to John A. Rollins, who has changed the title to the Morning Herald.

Forsythe (Wash.) Democrat, to M. L. Ruggdon, of Carter, Wash., by Jack McCauland. Name will be changed to the Independent.

New Cumberland Call, weekly, published near Harrisburg, Pa., to Harry J. Shellenberger, of Doylestown, Pa., formerly local editor on Doylestown Daily Intelligencer.

Wells (Minn.) Mirror, to Edward C. Funk and Knapp Matthews.

Litchfield (Neb.) Monitor, to L. M. Samples and O. S. Rannels, by Dwight L. Willis.

Ewing (Neb.) Advocate, to Garry Benson, former owner, by R. B. Crellin. Mrs. Benson has assumed active management.

NEW PUBLICATIONS

TRI-STATE PICTORIAL, Brattleboro, Vt., Charles E. Crane editor.

Menomonee Weekly Review, Newton, Kans., A. J. Krehbiel editor.

Ponca City (Okla.) Courier, Ernest L. Hubbard editor.

United Spanish War Veteran, Waterloo, Ia., John Boeller and J. A. Gury editors.

Royal (Ia.) Leader, J. J. Merwin, of the Peterson (Ia.) Patriot, publisher, F. E. Hamlin editor.

Bath (N. Y.) Courier will publish a weekly in Avoca, N. Y., beginning early this month.

Hillsboro, O., is to have another paper. The Press Printing and Publishing Co., with a capital stock of \$20,000, has been incorporated by J. S. Kearns, C. M. Kerns, and Ben Vance. It will be a Democratic weekly and will appear about Oct. 1.

NEW PLANTS AND EQUIPMENT

THE Evanston (Ill.) News-Index has moved into its new two-story home, 1316 Sherman avenue, which was built for the paper. New equipment has been added, including the latest type Duplex tubular high-speed press. A. H. Bowman, publisher, has provided all his advertising staff with runabouts, with a view to enlarging its field of circulation.

The printing plant of the New Lexington (O.) Tribune was recently moved from its former basement location to its new quarters, a 30 x 50 foot concrete structure.

The Hornell (N. Y.) Evening Tribune-Times has purchased the Arcade building adjoining, and will use it for expansion.

The Waechter und Anzeiger, Cleveland's daily German language newspaper, will soon begin construction of a \$200,000 building at Oregon avenue and East 12th street, as the paper must vacate its present quarters, 1566 West Third street, to make way for the proposed new \$60,000,000 terminal union passenger station at the Public Square. A 99-year lease on the ground site for the paper's proposed home has been taken by the German Consolidated Newspaper Company and the Press and Tin Plate Company.

The Fond du Lac (Wis.) Daily Reporter recently installed a new 24-page Duplex tubular press, capable of printing 30,000 papers an hour.

The Marysville (Cal.) Democrat has installed a Model E. Duplex press. With three linotypes in daily operation, the new press, according to the management, gives the Democrat the most fully equipped newspaper plant in the Sacramento Valley outside the Capital City. In addition, one of the most modern printing presses has just been installed as part of the equipment of the commercial printing department. A. W. Gluckman is publisher.

SPECIAL EDITIONS

YARMOUTH (N. S.) HERALD, 90th anniversary number, containing exact reproduction of first edition published Aug. 9, 1833. Ownership and management still in same family. Alexander Lawson founded the paper, and his son, J. Murray Lawson, is still active in editorial management. A grandson of the founder, Donald Lawson, is business manager.

South Bend (Ind.) Tribune, 8-page Mishawaka Lions section. William J. Gross, first vice-president Mishawaka Lions, is director of the news end of the Tribune's Mishawaka bureau.

Ottumwa (Ia.) Daily Courier, 216-page diamond jubilee and historical number, Aug. 8. Largest single newspaper ever published in Iowa.

Sioux Falls (S. D.) Argus Leader, State College number, Aug. 11.

Fremont (Neb.) Evening Tribune, 34-page homecoming edition, Aug. 11.

Hampton (Ia.) Chronicle, 64-page Franklin County Farm Bureau edition.

Cincinnati Post, 2 pages on Cincinnati Fall Festival, Aug. 27.

Cincinnati Enquirer, tabloid edition on Cincinnati Fall Festival, Aug. 26.

Marshfield (Wis.) Daily News, Central Wisconsin State Fair Edition, Aug. 27.

Worcester (Mass.) Sunday Telegram, New England Fair Edition, Aug. 26.

Kokomo (Ind.) Dispatch, Tenth Annual Exposition Edition, Aug. 26.

The Chicago Journal of Commerce will celebrate its third anniversary in October. Glenn Griswold, the editor, and C. H. Armstrong, business manager, are preparing a history of the publication.

Sioux Falls (S. D.) Argus-Leader, "Retail Trade Tour" edition, Aug. 21. Special 14-page section devoted to the trade tour is about 85 per cent advertising, the rest being made up of news stories and features of Sioux Falls business places.

Oakland (Cal.) Tribune, Go-to-Church-Sunday edition, Aug. 18.

Staunton (Va.) News-Leader, National Publicity and Anniversary edition, Aug. 11.

New Records

From nothing to 200,000 in seven months on Sunday— From 25,000 to 200,000 in eleven months Evenings. Watch for the next chapter.

DETROIT Evening and Sunday TIMES

VICENTE VILLAMIN

writes spot news on

WORLD TRADE

Look for it each week in the Chicago Daily News

BOND'S NEWS SERVICE

15 William Street, N. Y.



PORTSMOUTH, OHIO

EVENING TIMES MORNING SUN SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative

ROBERT E. WARD, INC.

5 So. Wabash Ave. 501 Fifth Ave. Chicago New York

The NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

"In Boston It's the Post"Circulation Averages
for 1922**BOSTON DAILY POST**
396,902

Copies Per Day

BOSTON SUNDAY POST
401,643

Copies Per Sunday

First in Local, General and
Total Display Advertising**Business Is Fine
In Baltimore**The Automobile Commissioner
reports the sale of**1000 AUTOS EVERY
WEEK****You Can't Cover
Baltimore Without
The Baltimore News
and
The
Baltimore American**Ask for present-day facts on
the Baltimore situation.**PREFERRED**

In eight months of this year
The New York Times published
15,909,004 agate lines of ad-
vertising, a gain of 541,932 lines
over the corresponding period of
last year, 4,000,000 lines in
excess of the second New York
newspaper and 2,300,000 lines
more than the combined volume
of the two other New York
morning newspapers popularly
classed with The Times in
quality of circulation.

**One Newspaper Only
can say all these things:**

- That it leads its contemporaries
in city, country and total cir-
culation.
- That it has more home-deliv-
ered circulation than the two
other daily newspapers of its
city combined.
- That it carries more local ad-
vertising.
- That it carries more classified
advertising.
- That it is the only morning
newspaper in the U. S. which
carries more National advertis-
ing than two other 7-day news-
papers in its city combined.

This paper is the

**New Orleans
Times - Picayune**CONE, HUNTON & WOODMAN, Inc.
National Advertising Representatives
New York—Chicago—Detroit—Atlanta—
St. Louis—Kansas City**TIPS TO AD MANAGERS**

Aldine Advertising Agency, 105 West 40th street, New York. Placing orders with newspapers in various sections for Young & Griffin Co., Franco-America Coffee, 97 Water street, New York.

Alfred Austin Advertising Agency, 244 5th avenue, New York. Will use newspapers in leading cities for The Frank Katz Hat Co., manufacturers of "Society Club" hats.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the Gray Goose Golf Balls.

Earle S. Barber, Wrigley Bldg., Chicago. Making 5,000-line contracts for Charles Kaufman & Bros. (Campus Togs).

J. W. Barber Advertising Agency, 80 Boylston street, Boston. Sending out schedules to Pacific Coast newspapers for the A. J. Tower Company (sickers).

Barton, Durstine & Osborn, 383 Madison avenue, New York. Will place Fall schedules in September with same list of newspapers used last Spring for Hills Bros., Dromedary Dates, cocoanut and tapioca.

George Batten Company, 383 Madison avenue, New York. Sending out schedules for 1160 lines in one year for Julius Kayser & Co. **Blaine-Thompson Company**, 4th National Bank Bldg., Cincinnati, Ohio. Using 266 inches for Warner Brothers (Motion Picture Producers).

Bloodhart-Soat Company, Arthur Bldg., Omaha. Placing orders with some farm papers for Mennig-McCord Company, vinegar, Des Moines.

Brooke, Smith & French, John & Elliott streets, Detroit. Making 1,000-line contracts for the Columbia Motor Company.

Chambers Agency, Inc., Maison-Blanche Bldg., New Orleans. Placing account for the Porter Interests of Florida, developing "Satsumaland" on the Northwest Gulf Coast of Florida. Using large copy in Southern newspapers for H. & B. Beer, commission merchants, New Orleans.

Nelson, Chesman & Co., 1127 Pine street, St. Louis. Using 100 lines in one year for the Marmola Company.

Churchill-Hall, Inc., 50 Union Square, New York. Reported to be placing account for Lee Tire & Rubber Co., 245 West 55th street, New York.

Collins-Kirk, Inc., 750 North Michigan avenue, Chicago. Making 2,000-line contracts for Murine Eye Remedy Company.

Dake Advertising Agency, 121 2nd street, San Francisco. Reported to be preparing fall schedule for Hills Bros., Red Can Coffee, San Francisco.

Donovan & Armstrong, 1211 Chestnut street, Philadelphia. Placing account for Otto Eisenlohr & Bros., "Cinco" cigars, 932 Market street, Philadelphia.

Dorrance, Sullivan & Co., 130 West 42d street, New York. Placing account of the Fitzgerald Mfg. Company, electrical household specialties, Torrington and Winsted, Conn.

George L. Dyer Company, 42 Broadway, New York. Placing account for Abbey and Imbrie, sporting goods jobbers, New York.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Will make up lists in October for Aluminum Goods Manufacturing Company, Manitowoc, Mich.

Federal Advertising Agency, 6 East 39th street, New York. Again placing orders with newspapers in various sections for Philip Morris Tobacco Company, New York, N. Y.

Gardner-Glen Euck Company, 1627 Locust street, St. Louis. Using 500 inches in one year for Valier & Spies Milling Company.

L. S. Gillham Company, Atlas Bldg., Salt Lake City, Utah. Placing orders with newspapers in selected sections for Nathaniel Baldwin, Inc., Baldwin Mica Diaphragm Radio Phones, 3474 South 23rd East street, Salt Lake City, Utah.

E. W. Hellwig Agency, 299 Madison avenue, New York. Sending out orders for 20 insertions for Corn Products Refining Company (Karo).

Kroops Advertising Company, 9 East Huron street, Chicago. Making 1,000-line contracts in one year for Paige-Detroit & Jewett Motors.

E. T. Howard Company, 33 West 42nd street, New York. Placing account for Tims Caps Corporation, 54 West 17th street, New York; reported will shortly place new orders for L. E. Waterman Company, "Ideal Fountain Pens," 191 Broadway, New York.

Ralph H. Jones Company, First Nat. Bank Bldg., Cincinnati, Ohio. Will make up lists in October for Lipson & Adelson, New York City.

Wylie B. Jones Agency, 381 4th avenue, New York. Making 2,000-line contracts for Norma Laboratories.

Kling-Gibson Company, 230 South State street, Chicago. Reported to be placing account for Oliver Typewriter Company, 159 North Dearborn street, Chicago. Reported will make up newspaper list in September and October for O'Brien Varnish Co., South Bend, Ind. Placing account for Gloria Light Co., "Oxo-Gas Heaters," Chicago.

Koons & Co., Dixie Terminal Bank Bldg., Cincinnati. Using newspapers for the Dorsel Seal of Kentucky Flour.

Lessing Advertising Company, 914 Grand avenue, Des Moines, Iowa. Will make up lists in October for the Western Silo Company, Des Moines, Iowa.

Thomas F. Logan, Inc., 680 5th avenue, New York. Placing orders with a few newspapers in selected sections for Postal Telegraph-Commercial Cables, 253 Broadway, New York.

Lord & Thomas, Wrigley Bldg., Chicago. Reported to be placing account for Pure Oil Company, "Puro," Columbus, Ohio. Placing account for U. S. Ball Bearing Manufacturing Company, "Strom" Ball Bearings, 4535 Palmer street, Chicago.

MacManus, Inc., 82 Hancock avenue, East Detroit. Making 5,000-line contracts for the Peerless Motor Car Company; making 5,000-line contracts for the Hupp Motor Car Corporation.

Maxwell-McLaughlin & Co., 30 North Michigan avenue, Chicago. Reported will use large spaces in newspapers and farm papers for Peaslee-Gaultbert Co., "Pee Gee" Paints, 413 West Main street, Louisville, Ky.

H. K. McCann Company, 61 Broadway, New York. Reported will make up list of newspapers in September and October for Beech-Nut Packing Co., Canajoharie, N. Y.

Robert M. McMullen Company, 522 5th avenue, New York. Sending out fall schedules for the Standard Milling Company.

John F. Murray Advertising Agency, 598 Madison avenue, New York. Making 5,000-line contracts for R. L. Watkins & Company.

Patterson-Adress, Inc., 1 Madison avenue, New York. Using one full page in newspapers to advertise the October number of the Ladies Home Journal.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago. Making 1,000-line contracts for the Sunbeam Chemical Company.

Prather-Allen Agency, 305 East 4th street, Cincinnati, Ohio. Will make up lists in October for The Kenton Pharmaceutical Company, Covington, Ky.

Frank Presbrey Company, 247 Park avenue, New York. Reported will place orders with newspapers in New England and Pennsylvania for B. G. Corporation, Spark Plugs, 136 West 52nd street, New York; using one page, one time for Shredded Wheat.

Reardon Advertising Company, Quincy Bldg., Denver, Col. Using 36 lines, 4 times for Trunk Bros. Drug Company.

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

Frank Seaman, Inc., 470 4th avenue, New York. Making 4,300-line contracts for the Burroughs Adding Machine Company.

Frank Seaman, Inc., 470 4th avenue, New York. Reported will make up list of newspapers for Heywood-Wakefield Co., Wacker Ware, Boston, Mass.; reported to be placing account for Federal Telephone & Telegraph Co., radio, Buffalo, N. Y.; reported to be making new contracts with newspapers for Mentholatum Co., 146 Seneca street, Buffalo, N. Y.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Using 20 inches 10 times for the Calumet Baking Powder Company.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Making 5,000-line contracts for Sheffield Pharmaceutical Company.

Sweeney & James, 1632 Euclid avenue, Cleveland, Ohio. Making 5,000-line contracts for the Mason Tire & Realty Company.

J. Walter Thompson Company, 244 Madison avenue, New York. Making 2,000-line contracts for the Scholl Mfg. Company.

Francis M. Waters Advertising Agency, 288 Main street, Springfield, Mass. Will make up lists in the Fall for the Westfield Manufacturing Co., Cycle Street, Westfield, Mass.

James T. Wetherald Advertising Agency, 142 Berkeley street, Boston, Mass. Reported to be making up newspaper lists for Lydia E. Pinkham Medicine Company, Lynn, Mass.

Williams & Cunyngham, 6 North Michigan avenue, Chicago. Will make up lists in October for the Baker-Vawter Company, Benton Harbor, Mich., manufacturers of loose leaf and filing equipment.

Wortman, Corey & Potter, Union Station Bldg., Utica, N. Y. Will make up lists in October for O. C. Tuttle, Old Forge, N. Y.

Agency Man Buys Newspaper

Philip E. Peck, of the Brandt Advertising Company, 7 South Dearborn street, Chicago, recently purchased the Dunkirk (Ind.) Daily News. He says he hopes to work out his long nourished idea of how nationally advertised merchandise can be displayed to advantage in small newspaper office windows.

National Prune Campaign

At a meeting of the Northwest Packers Association held at Salem, Ore., Aug. 22, it was practically decided to institute a national advertising campaign to dispose of this year's crop of prunes and the carry-over from last year.

Joins Campbell-Ewald Co.

Leslie Hannah, formerly vice-president and general manager of the Crawford Advertising Agency in Milwaukee, has joined the staff of the Campbell-Ewald Co., Chicago, where he will have his headquarters.

Features by

Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Albert Payson Terhune
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver
and others

The McNaught Syndicate, Inc.
Times Building, New York

Tabloid Stories By—**BERNIE
BABCOCK**author of "The Soul of
Abe Lincoln" and "The
Soul of Ann Rutledge"

Hol-Nord Feature Service
500 Fifth Avenue, New York City

**THE BOSTON
AMERICAN**has the largest evening
sale in New England.It sells for 3c per copy—
its competitors sell at 2c
per copy.**BOSTON AMERICAN**

**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

PRUDEN, KING & PRUDEN, Inc.
280 Fifth Ave.
N. Y. City
Globe Bldg.
Boston, Mass.

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

THE KNICKERBOCKER PRESS (Morning and Sunday)

and ALBANY EVENING NEWS COVERS ONE BIG MARKET

Albany, Troy, Schenectady AND The Capitol District

NATIONAL REPRESENTATIVE John M. Branham Co.

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. Editors & Publishers will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

PUBLICATION of a series of articles based on interviews with local insurance men on experiences in human interest cases, not only made a good feature, but also attracted considerable paid space from various local agencies, unexpected when the feature series was first scheduled.—Bert A. Teeters, Lock Box 295, Springfield, O.

What are you doing to develop advertising from the manufacturers of oil-burning installations? With winter just around the corner, and the annual unsettled coal situation, the next month or two afford an opportunity for them to go after a constantly growing market. A recent survey in an Ontario city showed a remarkable increase in oil burning apparatus for both commercial and domestic use; and this fact is now being put to use in the development of advertising from a field that has been almost entirely neglected.—From V. M. Kerr, 68 Rosedale Ave., Ottawa, O.

Classified advertising managers are overlooking an excellent source for new material if they neglect to thoroughly inspect the classified section of neighboring city papers. There are many advertisers whose insertions would prove interesting to readers of your own paper as well as those of the other city. A good way in which to secure their patronage is to arrange and have printed a folder, containing a small attached envelope in which remittance can be sent; a space in which the clipped ad should be pasted; the rates for one, three, and six insertions in your paper; and some interesting dope concerning your circulation, etc. This plan has been worked very effectively on my paper.—Robert W. Stevenson, Express, Easton, Pa.

I feel I have found a very effective manner of overcoming so-called "dull" periods. In order to put July "over," every man on the staff agreed to sponsor a "special" page. The result was that we carried 58 columns of "special" during the month and made 1923 figures look better than 1922.—E. G. Brouillette, Star, Muncie, Ind.

"Unwritten political stories" are invited by the Chicago Tribune which offers to pay \$5 for each one printed. The following notice was run: "That Good Political Story May Enrich Your Purse by \$5." Chicago's history is crammed with unwritten political stories of humorous or pathetic vein, that would be well worth the reading—stories of incidents associated with old-time coups, with groups or political characters or personages. Many such, especially those of humorous trend, never have found their way into print, although often they form the subjects of reminiscent gatherings. Perhaps you are familiar with one of these political stories. If so write it as briefly as possible and send it in to the Tribune.—Frank H. Madison, Hilton Service, 153 West 69th street, Chicago.

Make your readers reporters! The Boston Post does it by printing conspicuously on the editorial page regularly the following under the box head, "Cash for news items by readers":

"Readers of the Boston Post are once more reminded that the Post welcomes exclusive news stories and is glad to pay for them liberally. Exclusive news is news that reaches the Post and is printed before it appears in other papers. Readers are invited to telephone important happenings at any time, day or

night. The editorial department of the Post is always open.

"If you are an eyewitness of any occurrence that is 'news,' call the editorial department and ask for the City Editor or his assistant in charge.

"The Post pays for each such item published, making a special rate for exclusive news."—James M. Mosely, 306 Bay State Road, Boston.

"We'll extend your own subscription six weeks free if you send in your neighbor's subscription for one year," was the offer made to its readers by a smaller city daily with good results.—Bert A. Teeters, Lock Box 295, Springfield, O.

Under the general head of "Neighborhood Services," one newspaper has grouped classified advertising of neighborhood stores and that of mechanics, painters, etc., who confine their work mainly to certain districts. The plan has brought in material increase in this type of classified.—Bert A. Teeters, Lock Box 295, Springfield, O.

This is the season of county and state fairs. A new angle to work up that special page or double-truck would be to make a contest of it as the Indianapolis Times did with success. In each of 16 equal sized ads on the page appeared the head of a distinct type and breed of animal. To the first ten persons sending in the correct or nearest correct list of breeds of animals or poultry shown in the ads, each was given two tickets to the State fair. Twenty tickets in all were awarded. The contest idea gives the solicitor a wider field in which to work than restricting the page to the usual run of fair advertisers.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

An Oregon newspaper is deriving profit from a systematic canvass of the smaller towns in its field, devoting to each in turn a certain amount of space filled with live local news and local advertising. The space is made up in imitation of a newspaper page with head and date lines and is an attractive feature.—D. H. Talmadge, 193 North Commercial St., Salem, Ore.

Take the news story of the latest automobile accident, reprint it and around it layout spaces for the automobile and accident insurance agencies in your city. Charge them pro rata for the entire space. A couple inches across three columns at the top might be written in your office and in a general way tell of the value of insurance of any kind. This might be worked every Monday, by reprinting the story of some Sunday accident. Each agency might be sold a contract for one insertion weekly for a period of ten weeks.—J. M. Williams, Lock Box 84, Danville, Ill.

The fall opening of school offers every newspaper a splendid opportunity to put over at least one full page of advertising. Merchants selling children's clothing or school supplies could be induced to buy space on the "School Opening Page." An interesting feature might be introduced by offering prizes to children writing the best essays on the subject of "Why I Am Glad School Opening Day Is Near." This feature would insure reader-interest for the page and would appeal to the merchants buying space.—A. G. Keeney, Journal, Spartanburg, S. C.

MILWAUKEE

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

The Milwaukee JOURNAL FIRST—by Merit

Circulation!

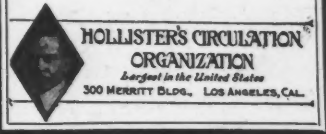
Tells the Story

Hollister's Organization Stands Supreme in Its Field.

Now Conducting

Nashville Banner

Write or Wire.



KANSAS IS A RICH, RESPONSIVE FIELD—TOPEKA, ITS CAPITAL A GOOD "TRY OUT" CITY

They are best covered by the

Topeka Daily Capital TOPEKA, KANSAS

Only Kansas Daily with a General Kansas Circulation

Dominates its field in circulation, all classes of advertising, news, prestige and reader confidence.

Supplies market data—does survey work—gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.—A. N. P. A.

Can Your Mail List Costs Be Cut?

FROM \$250 to \$500 a year can be saved by publications with daily mail lists of as low as 2,000 subscribers by eliminating the "unnecessary costs" of handling the mail list and addressing publications.

Have you any "unnecessary costs"? What are they? How much do they amount to? Our Mail List Cost Sheet will enable you to answer those questions. Send for it today. It's FREE.

The Speedomatic

Company MANUFACTURERS THE MULTI-MAILER SYSTEM 917-888 WASHINGTON BLVD. CHICAGO

OVER 64,000

LARGEST EVENING CIRCULATION IN IOWA

The Des Moines Capital

BOOK SURVEYS WORLD'S FOREST RESOURCES

Agriculture Department, National Research Council and McGraw-Hill Co. Co-operate on Two Important Volumes

By R. S. KELLOGG

Secretary News Print Service Bureau

Occasionally a book is produced to which the term "monumental" may be applied without serious exaggeration. This is true of "Forest Resources of the World," which is the result of generous co-operation on the part of the United States Department of Agriculture, the National Research Council, and the McGraw-Hill Book Co.

Never before has there been brought between four covers (there are two volumes) the essential facts and available statistics which show the present status of the world's timber supply and consumption in terms of an understandable common denominator. All areas are given in acres and volumes in board feet, cubic feet or cords, as is appropriate to the subject under consideration.

Some idea of the magnitude of the undertaking may be gained from the statement that in addition to a general summing up for each Continent there are separate discussions of the forest situation in each political or other important subdivision of the world. In other words, besides an excellent summation of the forest resources of Europe as a whole there are sections devoted to detailed exposition of the status of each of the 29 political or geographical sub-divisions of that Continent.

The same treatment is given to 35 divisions of Asia, 50 divisions of Africa, 20 divisions of Australia and Oceania, 13 divisions of South America, and 29 divisions of Central America, North America and the West Indies, making a total of 176 regions for which there is an attempt to show in each case the forest area, the annual growth, and the annual cut. A detailed discussion covers the topics of forest area, character and distribution of forest, character of ownership, annual growth, annual cut, exports and imports, domestic consumption, prog-

ress in forest conservation, and probable future developments. There is also a discussion of the sources of other valuable forest products such as resins, gums, balsams, dyewoods and edible products.

The final result is two clearly written, well-manufactured and typographically attractive volumes, which contain 26 colored plates, showing forest classification in the most important regions, more than 400 statistical tables and a total (including an excellent index) of nearly 1,000 pages numbered consecutively from the first page of the first volume to the last page of the second volume.

Some conclusions of the authors, Messrs. Raphael Zon and William N. Sparhawk, forest economists of the United States Forest Service, are of especial interest. For example, it is stated that for the world as a whole the coniferous forests occupy about 35 per cent of the total forest area, the temperate hardwoods 16 per cent and the tropical hardwoods about 49 per cent, but that 95 per cent of the coniferous forests, upon which the world depends for its construction material and most of its paper, are in the North Temperate Zone as are 89 per cent of the temperate hardwood forests. This zone has three-quarters of the world's population and consumes an even greater share of the timber used.

After a discussion of the probable future needs for agricultural land and further increases in the demand for timber the conclusion is reached that for the world in general:

"The forests will continue to be reduced in area, and the quality of those remaining will tend to deteriorate, until the timber resources become so badly depleted that steps are taken to prevent further destruction and to build them up on a permanent basis. The history of forestry in most countries shows that effective steps toward forest regulation are seldom taken until a country's forest resources have become so depleted as to make it anxious regarding its own future supplies of timber."

At the present time it is said that only 10 per cent or 15 per cent of the world's timberland is being handled as a renewable continuously productive resource, while an additional 15 per cent or 20 per cent is more or less protected from destruction, but that 65 per cent to 75 per cent receives no care whatever. By far the greater part of the conservatively managed timberland is in public ownership, and public regulation of private

forests, with few exceptions, is extended only to those classed as protection forests, whose preservation is a public necessity.

On the much-debated question of the public regulation of private forests, the following quotation is pertinent:

"That it is much more feasible to regulate cutting on public forest lands than on those belonging to private individuals has been proved by the experience of several countries. Norway, France, Germany, Belgium, Italy and others have been gradually taking back into public ownership the private forest lands whose preservation cannot safely be entrusted to private owners, and only recently the United States has undertaken a similar policy, in the purchase of forest lands by the nation and the individual States. Canada, on the other hand, has retained most of her timberland, and can adopt conservative methods of handling it without being hampered by conflicts with private property rights. In this respect most of the tropical countries

have the advantage of still owning the greater part of their forests. As soon as economic conditions require it, they will be able to profit by the experience of the other nations, and to utilize their forests as permanent sources of supplies for domestic consumption and for supplying the world markets."

A study of these volumes convinces us again that the United States and Canada, which once possessed the greatest forest wealth on the globe, cannot safely rely on outside sources for their future raw material for lumber, paper and a multitude of other wood products, but that they can and must produce their own. This work of reference should be on the book-shelf of every student of forest economics, every producer of wood products and every citizen who takes an interest in the sound development of the natural resources of his country.

SUPPLIES & EQUIPMENT

For Newspaper Making

Goss, Sixteen Page,

two plate wide, two roll press with complete stereotyping equipment all of the very latest type. Factory rebuilt and ready for immediate delivery. Terms to suit. Roy C. Goodwin, Geneva, N. Y.

For Sale

Babeock Optimus 25x38 installed new January, 1922. Guaranteed to be in perfect condition. Cost us \$4,200. Price complete with shuffling, belts and A. C. Motor \$3,300. Address C. L. Ryder Printing Co., Cobleskill, N. Y.

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.

Scott, Hoe and Goss

USED

Newspaper Web Presses

ready for delivery

Double Supplement Presses printing up to 24 pages; Quadruple Presses printing up to 32 pages; Sextuple Presses, printing up to 48 pages; Double Sextuple Presses printing up to 64 pages.

WHAT SIZE DO YOU REQUIRE?

Walter Scott & Company

Plainfield, New Jersey

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, cheek 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.

The Press Room in the new Washington, Pa., Observer and Reporter plant, described in last week's Editor and Publisher is fully equipped with Cline Westinghouse push button Electric Control.



MAIN OFFICE: Fisher Building, 348 S. Dearborn St. CHICAGO
EASTERN OFFICE: Marbridge 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.

GOSS

"Comet"

A Little Wonderworker in 500 Happy Pressrooms
Prints and folds 3,500 four, six or eight-page, 6, 7, or 8-column newspapers per hour — from type or flat stereo plates.

A single-acting, flat-bed, web-perfecting press with only six composition rollers, and other equally important simplifications.

Send for list of enthusiastic users

The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Portrait drawings of your leading local lights with four hobbies, illustrated. Complete with two column cut for the amazing price of \$4.00. Independent Engraver, 255 W. 28th St., N. Y.

KESSLER

"A Look Is a Laugh!"
Send for Samples and See.

Metropolitan Newspaper Service, New York.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE

Published daily for 19 years.
The longest consecutive run in the world.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY

Mrs. Contrary Mrs. Contrary
Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

DAILY LOCAL HUMOR COLUMN
Written to Fit Your Town.
Inland Syndicate, Findlay, O.

Daily Golf Service

KEEP YOUR EYE ON THE RULES
Copy by Duncan Cameron, Illustrations by O'Neill
The International Syndicate, Baltimore, Md.

Fiction

"THE METROPOLITAN FOR FICTION"
Why!
Quality, Authors, Popularity, Pulling Power.
Metropolitan Newspaper Service, New York.

STORIES

Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

CIRCULATION BRINGERS

Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

"For Children and Grown Ups"

"TALES OF PRIMITIVE FOLKS,"
by John Raven
Daily, illustrated stories of the savage tribes by an Explorer
Franklin Spier, 1080 Knickerbocker Bldg., N. Y.

Humor

COMIC VERSE
Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES
Pictures. We pay \$3 and \$5 for each accepted.
Kadel & Herbert,
155 East 42d St., New York City.

Introduction to Employer and Employee

SITUATIONS WANTED

3C A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Solicitor.
Young woman with copy writing and sales experience wants opening with newspaper. Can handle general run of copy besides specializing in woman's merchandise. Moderate salary to start. Box B-960, Editor & Publisher.

Advertising Solicitor or Manager.
11 years training in solicitation, promotion, copy writing. Aggressive, good record. At present adv. manager on 10,000 A.B.C. paper. Box C-525, Editor & Publisher.

Assistant Advertising Manager.
Thoroughly trained in the preparation of copy and layout work, accustomed to intensive selling and capable of taking charge of department, backed by years of successful work. Desires a new connection because of management changes. Pleasing personality, good appearance, age 37. Will accept position in department of a metropolitan paper or management on smaller daily. Prefer South Address C-520, Editor & Publisher.

A Real Newspaper Man,
who knows the business end, advertising local and foreign, news end and mechanical end is open for a proposition. My record past and present is out of the ordinary. Have been very successful. Good reasons for making a change. If interested answer and I will give full particulars. Paper I am employed now has 45,000 circulation and I am responsible for the growth of the circulation. C-518, Editor & Publisher.

Auditor,
Assistant Publisher, Analyst, Credit Manager. 12 years metropolitan experience in the biggest positions of their kind. Desire change. B-918, Editor & Publisher.

Capable General Manager
or Publisher immediately available, with over twenty years' successful experience as business executive in Metropolitan and provincial fields. Excellent record and references. Inquiries treated strictly confidential. B-837, Editor & Publisher.

Circulation Manager
Age 30, at present employed by a Western morning daily in city of 75,000, wishes change where hard work and knowledge of game will be rewarded according to results obtained. Even years' experience. Available on short notice. Address C-529, Editor & Publisher.

Circulation Manager.
Twenty-two years' experience with a practical working knowledge of the business from every angle. Expert in organization and promotion work. With ability to execute the most exacting demands of the position. C-96, Editor & Publisher.

Circulation Manager
with 25 years' experience on leading Inter-Mountain paper and thoroughly posted on Coast papers methods. Can handle any detail or situation from the mailing room to the business office, desires to locate in a Pacific Coast state. Can give bond and references. Address B-975, Editor & Publisher.

Circulation Manager Desires Change.
I won my way from carrier boy to a responsible position in the circulation department of one of the largest evening papers in the Central States. I served as circulation manager of another afternoon paper in the same city and showed a very substantial increase in circulation. I am now city circulation manager of a paper having a city circulation of over 85,000. My record is a good one and I am not afraid to be checked up. Can give best of references from all employers. Address Box C-502, Editor & Publisher.

ST. LOUIS WILL EXPAND AD CAMPAIGN

Newspapers in 136 Cities and a Group of Magazines to Be Used by Municipality in Coming Season

Newspapers in 136 cities in 19 neighboring States will be used in St. Louis municipal advertising campaign of 1923-24. Other publications include: American Magazine, Literary Digest, Scientific American, Traffic World, National Geographic, System, Review of Reviews, Nation's Business, Scribner's, Harper's Bazar, and Century Magazine. The fund is assured. Business interests have subscribed \$25,000 to offset the City's subscription of like amount. Additional money will be raised to employ a news editor to furnish articles to news-

SITUATIONS WANTED

Editorial.
Young woman, thoroughly competent in editorial field, make-up, manuscript-reading, editing (also newspaper, publicity experience), desires new connection. College graduate, unquestionable references, \$50. C-532, Editor & Publisher.

Editorial or Feature Writer.
Experienced, university graduate, east preferred. C-534, Editor & Publisher.

Experienced News Executive,
editorial writer and paragrapher desires change. Capable of taking full charge. Record and references speak for qualifications. C-526, Editor & Publisher.

Experienced Newspaper Man
in both advertising and editorial departments who has held responsible positions in large and small cities seeks position with small city daily prefer South but other locations acceptable. Address C-531, Editor & Publisher.

Financial and Business Editor
Capable of developing and improving your financial and local business page—University graduate. Wall Street experience. C-535, Editor & Publisher.

I Blow This Horn—
that you may consider your front page. Does it show tarnish? I draw cartoons that improve make-up and your circulation manager will smile within a week. Will submit one at start of negotiations. 16 years of city and syndicate experience. Look into this, it's good. C-504, Editor & Publisher.

Managing or News Editor
with best of Eastern metropolitan experience and references wants position in California. Address Box C-514, Editor & Publisher.

Reporter.
Able, experienced writer, 8 years' practical experience as all around reporter on large and small town dailies and press services desires immediate, permanent connection. Thirty-three, married. Capable handling any size assignment. Highest references. Wire or write D. G. Timney, Apartment 37, 821-A Cornelia Ave., Chicago, Illinois.

Reporter.
A reporter seven years on the street desires to make a change. He knows news, knows how to get it, and produces fast, accurate and clean copy. Both metropolitan and small city experience. He is 27 years of age, college education, and possesses an excellent appearance. Can furnish excellent references and can come to work on two weeks' notice. Will take a fair salary to start, with increase as ability is proven. Box C-533, care Editor & Publisher.

Situation Wanted.
Wide-awake all around reporter with one year's experience on daily wants position on western or northwestern part of country. Prefer West coast. Employed at present but desire a change. C-524, Editor & Publisher.

Young Business Woman
with year's experience as managing editor of community newspaper desires position in or near Chicago. Good past executive record. Familiar with every angle of business including bookkeeping, cost accounting and circulation. Can also take charge of job printing orders, buying of paper and proofreading. Write C-528, Editor & Publisher.

Young Man,
22, determined to move up by hard work, wants position as telegraph editor, city editor or reporter. Four years' experience. Now employed. No offer below \$40 considered. Will come on trial without obligation to publisher. C-527, Editor & Publisher.

papers and magazines. Revised editions of two booklets, "Industrial St. Louis" and "St. Louis, the Home City," will be issued.

St. Louis is now entering the fourth year of its municipal advertising campaign. The general committee in charge represents the City of St. Louis, Chamber of Commerce, and Advertising Club of St. Louis.

The business is being placed by the John Ring, Jr., Advertising Co.

Ask \$2 Minimum for Weeklies

Newspaper publishers of Perth and Huron Counties, Ontario, held their annual meeting Aug. 17 at St. Mary's, Ont., and elected W. H. Kerr, Brussels Post, president; J. W. Vannater, Goderich Star, vice-president, and Alex. Abraham, Stratford Beacon-Herald, secretary. A resolution was passed reaffirming that a weekly newspaper cannot be published for less than \$2 a year and recommending that all weekly publishers adopt that rate.

SITUATIONS WANTED

Young Man,
26, single, with six years' metropolitan reporting experience. Expert photographer; knows make-up and photoengraving. Good on news and features. Now employed, but seeking larger field. Is open to any reasonable offer. B-991, Editor & Publisher.

HELP WANTED

6C A WORD for advertisements under this classification. Cash with order.

Circulation Manager Wanted
by rapidly growing afternoon daily with over four thousand circulation now. Must be able to take full charge. Write Globe, Ironwood, Michigan.

Wanted:
Man with journalistic training to conduct magazine department dealing with plant diseases and insect pests and their control. Thorough knowledge of subject, with ability to discuss it intelligently, absolutely necessary. Exceptional opportunity for right man. Address Box 2711, Tampa.

We Have What We Are Sure Is a Mighty Fine Opportunity

for a young man who has the proper background of small daily advertising experience, who personally has the goods to deliver, and who has been delaying his adventure into metropolitan fields only because he has been waiting for the right opportunity. Initially, we need him as a sort of combination solicitor and service-and-contact man (more of the latter than the former because we have practically no selling problem); latterly, there are much better things in store for him. He should have fair education, good address and personality, horse sense; be able to write passably good retail copy and lay it out, and know the mechanics of the "back room" tolerably well. He should have at least three years' experience, part of which could have been spent with profit on the editorial side; he should be from 25 to 30 years old, and preferably a Protestant. Salary to start, \$25 per week. In first letter, describe your experience and qualifications fully, and be sure to enclose a late photo. Postoffice Box 666, Cleveland, O.

North Carolina's leading afternoon daily has opening in advertising department for expert copy writer and salesman capable of originating ideas and executing them. Applicant must be young, enthusiastic and original. City of 55,000; circulation 15,000. Ideal working conditions. Send full details of self, experience and salary required to Harry Aitchison. Twin-City Sentinel, Winston-Salem, N. C.

BUSINESS PAPERS' CONVENTION

Banquet to Be Held at Congress Hotel, Chicago, Oct. 18

The annual convention of the Associated Business Papers, Inc., will be held at the Congress Hotel, Chicago, Oct. 15, 16 and 17.

The program is in charge of the following committee: Chairman, George H. Griffiths, Hardware Age; Henry Lee, Simmons-Boardman Publishing Co.; C. O. Ferguson, Class Journal Company; Harold V. Bozell, Electrical World; Clay C. Cooper, Mill Supplies; J. A. Oakley, Architectural Record, and Karl M. Mann, Fire & Water Engineering.

On the local Chicago committee on arrangements are: E. R. Shaw, Power Plant Engineering; G. D. Crain, Jr., Hospital Management; E. E. Haight, Motor Age, and C. M. Yager, president of the Chicago Business Papers Association.

Wisconsin League to Meet

The annual meeting of the Wisconsin Daily Newspaper League will be held at Fond du Lac Sept. 11. Officers will be elected. Present officers are: O. J. Hardy, Oshkosh Northwestern, president; J. M. Hibbard, Stoughton Courier-Hub, vice-president; H. H. Bliss, Janesville Gazette, secretary-treasurer.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Southern Daily

Only daily newspaper in manufacturing city, Cotton Belt State, well equipped, staple business, with expansion possibilities. Can be bought for \$25,000, with \$8,000 cash payment, balance on easy terms.

HARWELL & CANNON
Newspaper & Magazine Properties
Times Building, New York

WE CONNECT THE WIRES

\$ 8,500 cash, \$5,500 deferred, buys New England weekly and job printing plant in prosperous county seat. Clever editor has made paper popular; paid circulation and job work steadily increasing, but unskilled management forces immediate sacrifice. Physical inventory over \$10,000, including new Intertype. Our No. 12,259.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and cooperative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

FRALICK & BATES, Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES

New York.....154 Nassau St.
Chicago.....605 N. Michigan Ave.
Atlanta.....Candler Annex
Los Angeles.....Security Building

Muscle Shoals Sunday Paper
The Florence (Ala.) Daily News and the Tri-Cities Daily, the two newspapers which serve the Muscle Shoals District, in their editions Sept. 1 made a simultaneous announcement that they will begin publication of a Sunday paper on Sept. 30, to be known as the Muscle Shoals Sunday News. The two plans are preparing to co-operate on this paper. It will have an initial subscription list of 6,000.

Lloyd George

will write

in

1924as he has written during 1923
for the**UNITED FEATURE
SYNDICATE**A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York**Colonel Alvin M. Ousley**Commander
of
The American Legion
will write**FIVE ARTICLES**on his return from inspecting
the Ruhr situation by invitation
of the French Government.A Million Legionnaires Will
Read This SeriesReleased Weekly
Beginning September 30**The McClure
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373 Fourth Avenue, New York City

**Million
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Features**The World's Greatest Circulation
BuildersInternational
Feature Service, Inc.
New York**Announcement**Exclusive 24 hour
daily news wire service
covering Los Angeles,
Hollywood and South-
ern California will be
started on September 3
by the WESTERN
DIVISION of the**C-V Newspaper Service, Inc.**New York Office:
350 Madison Avenue
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Illustrated Daily News Bldg.
Los Angeles, California**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 WOMAN'S EDITOR of the Milwaukee Journal has developed a popular feature, run once a week, called "Old Songs Our Readers Ask For." Each Tuesday letters from readers are published asking for the words to old time ballads. The verses are published the next week, with the names of the reader or readers who have sent them in.—John G. Baker, Journal, Milwaukee.

The St. Louis Times conducted a campaign against the use of glaring automobile headlights which materially cut down the number of accidents, many of them fatal, as the evil was gradually corrected. This is a campaign that can be sponsored by some newspaper in almost every city throughout the country. Get an interview with the coroner showing that many deaths are directly traced to accidents which could have been avoided if the driver of one machine had not been blinded by a driver coming from the opposite direction. The St. Louis police and various automobile organizations co-operated in stamping out this menace to safe night driving. Valuable assistance can also be had from your local "Safety Council."—David Resnick, St. Louis Times.

In every town or city, no matter how large or small, there is a large boxing following. They depend upon local sports editors to give them the results, and give them early. It will be to the advantage of the enterprising editor to use his wire service on the night or afternoon of a big fight, and have a megaphone man announce the details, round by round, blow by blow as the returns are received, from the front of the building or in any other suitable location. Fight fans will appreciate this service and it is surprising to note the large crowds that accumulate to get the returns. An announcement should be made in the edition of the day prior to the event, to this effect.—Robert W. Stevenson, Express, Easton, Pa.

Publication each Sunday of a debate on some popular subject between persons prominent in the movement, with the arguments given in parallel columns has gained much favorable comment for an Indiana newspaper.—Bert A. Teeters, Box 295, Springfield, O.

Who follows the most unusual occupation in your city? A thorough inquiry along this line should result in several excellent feature articles. The Charleston (S. C.) News and Courier recently secured an excellent story as the result of the discovery that a man in South Carolina operates a plant making cloth from human hair. The hair is purchased in China and is made into cloth much in demand among cotton seed oil mills. The story of how this man obtained the hair from China and converted it into fabric made an interesting story.—A. G. Keeney, Journal, Spartanburg, S. C.

Your city librarian has a wonderful story for you. Find out what books are most popular; who use the library most; the life of a book; what modern author is most popular and the number of books read each year by the most regular patron. You'll find enough material here for a page feature story. Donald O. Ross, Cedar Falls (Ia.) Record.

How many tons of coal are consumed annually in your city? How great a pile would it make if placed in one heap? What is the amount of money expended for such fuel annually? What kind of coal is in greatest demand and when is this demand greatest? These questions

with their answers may be made the basis for an interesting feature. Exact figures, of course, are impossible, but a fairly good estimate can be secured by interviewing local dealers and industrial plants, etc.—Bert A. Teeters, Box 295, Springfield, O.

A paper in the center of an agricultural community can find good stories in methods farmers use to combat field pests. Recently, the Austin (Tex.) American carried an article relating how farmers of Comal and Bexar counties are using lamps in their fields to catch boll worm moths. A pan of water and oil is placed about three feet below the light each night and the bugs fall into the pan from around the flame. Long strings of oil lamps can be seen in the fields between San Antonio and Austin any night. The cost to farmers is very small, farm experts say.—Ray E. Lee, 2310 Guadalupe, Austin, Texas.

The Classified Department of your own paper can furnish you the material for a good feature story. You'll be surprised at the collection of keys, money, pocket books and other items which have been brought in and never claimed. Just browse around a bit and you'll soon have plenty of information for a good, local, human-interest story. Donald O. Ross, Cedar Falls (Ia.) Record.

Which has a greater aptitude for salesmanship—a man or a woman? Interview the department store superintendents and other employers of salespeople in your city as to their views on the question. In addition to your first story a controversy will probably be aroused that should furnish enough material for either the column devoted to letters from readers or for several additional articles.—David Resnick, St. Louis Star, St. Louis, Mo.

A clever writer can get up a good little feature on the large signs that are used by business houses in the town. What is there that is striking or unusual? Is there a favoritism for any particular color or design? Are there any catchy wordings or slogans? One town that I know has a great fondness for blue and white signs—half the hanging signs on Main street are blue with white lettering. The effectiveness of this story will depend on the ability of the writer to say things in an individual and interesting manner.—Jean Strachan, Tribune, Pendleton, Ore.

Newspapers in towns with 5,000 to 50,000 population can work up an excellent feature by checking up on the changes that have occurred among the stores of the city during the past decade. One Southern newspaper recently discovered, by looking up the records for the past thirty years, that of 126 stores in the town 35 years ago not one of the original number remains. Incidentally it was discovered that the town now has more than 300 stores.—A. G. Keeney, Journal, Spartanburg, S. C.

No one is more critical of a technical error in a newspaper than a professional man, especially when the error relates to his own profession. Realizing this, one newspaper has arranged with a physician, attorney, dentist, electrical engineer, etc., to call them when there is the least doubt in the editor's mind as to the correctness of a technical term used in the story. He calls them his "advisory board" and they donate their service for the satisfaction of seeing the terms used correctly.—Bert A. Teeters, Box 295, Springfield, Ohio.

A Banner Feature

**STEPHEN
LEACOCK**

Ace of Humorists

—
ONCE A WEEK
—

Illustrated by Kessler

METROPOLITAN
NEWSPAPER SERVICE
Marimilion Elser, Jr., General Manager
150 Nassau St., NEW YORK CITY*Thomas W.*
Briggs
Company
Memphis, - Tenn.Originators of the
Permanent-
Weekly Business
Review PageLook us up in
Dun or Bradstreet's**America's Best
Magazine Pages
Daily and Sunday****Newspaper Feature Service**
241 WEST 85TH STREET
New York City**40 Winning Plays
IN
FOOTBALL**—
A new series for 1923
—THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.**WIRE
NEWS**For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

“OHIO FIRST”

As a center of merchandising distribution in relation to area, population and resources, there's no doubt that OHIO IS FIRST of all states.

Fifty per cent of the trunk line transportation of the country, east and west, passes through Ohio.

The transportation lines and highways covering 40,740 square miles of territory, including fifty-two municipalities, rich suburban and farming districts, in all containing nearly 6,000,000 thrifty, industrious people, all this makes OHIO one of the easiest selling propositions in the Union.

As a manufacturing state OHIO is actually FIRST in a long line of various products, and is in the front rank in a larger list of articles.

There is no more prolific territory anywhere than in OHIO. Everything necessary—people, money, transportation—everything is there, backing up an excellent list of daily newspapers.

This representative list will effectively cover the state and build up a responsive and profitable business for advertisers.

USE THIS LIST IN OHIO, FIRST

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Akron Beacon Journal.....(E)	37,155	.10	.10	*Lima Republican-Gazette(E&S)	10,610	.05	.05
*Akron Times.....(E)	22,782	.06	.06	Middletown Journal.....(E)	5,117	.025	.025
*Akron Sunday Times.....(S)	21,773	.07	.07	†Newark American-Tribune(E)	6,980	.025	.025
†Bellefontaine Examiner.....(E)	4,642	.02	.02	Piqua Call and Press Dispatch... (E)	6,073	.03	.03
†Cincinnati Enquirer.....(M&S)	73,098	.17-.35	.17-.35	†Portsmouth Sun and Times..(M&E)	17,545	.06	.06
†Columbus Dispatch.....(E)	86,427	.17	.16	†Portsmouth Sun-Times.....(S)	11,923	.04	.04
†Columbus Dispatch.....(S)	87,448	.17	.16	†Steubenville Gazette.....(E)	8,551	.03	.03
Columbus, Ohio State Journal.(M)	50,124	.12	.13	*Toledo Blade.....(E)	102,875	.27	.25
Columbus, Ohio State Journal.(S)	29,206	.12	.13	†Toronto Tribune.....(E)	1,108	.015	.015
†Conneaut News Herald.....(E)	3,040	.0225	.0225	*Youngstown Vindicator.....(E)	26,744	.07	.07
†Dover Daily Reporter.....(E)	4,683	.02	.02*	*Youngstown Vindicator.....(S)	26,020	.07	.07
†Ironton Irononian.....(M)	3,310	.0179	.0179				
Kenton Democrat.....(E)	2,400	.014	.014				
†Lima News and Times-Dem..(E&S)	16,928	.07	.05				

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

†Government Statement, April 1, 1923.

The Evening Mail Leads All Other Evening Papers in New York in Advertising Gains for August:

The New York Evening Mail led all other evening newspapers in the metropolitan territory in total net paid advertising gain for August.

The Evening Mail's gain of 191 columns was equivalent to 60 per cent of the combined total gains of all five of its competitors.

The accession to first place was the culmination of a sensational march that set in on June first, following the elimination from the field of The Globe. The advance of The Evening Mail has been the most significant factor in the New York newspaper market in recent years.

The Sun and The Globe, the second of the TWO important class mediums of the field, was second with 188 columns gain. Official figures for the other papers were: Telegram, 53 columns gain; Journal, 42 columns gain; Post 34 columns gain; Evening World, 112 columns loss.

The trend toward evening newspaper advertising was strikingly illustrated by a combined evening paper gain of 120,350 lines, against a gain of only 7,404 lines for all morning papers.

THE EVENING MAIL

NEW YORK, N. Y.

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