

OHIO STATE
THIS ISSUE: TWO SECTIONS: No World Peace Until U. S. Wills It, Says Burnham.
Space-Buyers' Charts and Survey of Virginia.



EDITOR & PUBLISHER



1884 The Oldest Publishers and Advertisers Journal in America 1923

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, JANUARY 20, 1923

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

SELL It to Sweeney!

(whose standards go up!)



WHAT a man earns is one way to gauge his value as a prospect; what he spends, is another; but the way he spends—his standards—is the best. The advertiser who reckons his prospects by income and aims at the Stuyvesants (upper circle folks who pay surtaxes) is short-sighted, mistaken.

In these United States, the Sweeneys (the average man, the average woman, the average family) have strange ways of spending money, greatly assorted standards that make them customers for goods their income tax returns do not seem to warrant.

These standards are the bases of buying habits that so often crop up to confound the serious student of statistics—why factory girls buy fur coats, for instance. These standards also make a newspaper of large circulation like The News a splendid medium for the advertising of all kinds of commodities.

* * *

IT IS standards that determine your customers, your prospects. For example, we knew a New York reporter who made seventy-five

dollars a week, wore twenty-five dollar suits, slept in a six-dollar-a-week hallroom and ate thirty-cent breakfasts; but after six P. M. he thought nothing of a three-dollar dinner followed by a Corona and a taxi out to where he slept. Standards!—that made a man a poor prospect for what he could afford, and a good customer for what he couldn't. Well, a while back, he met a pretty girl who made him a prospect for a five-room apartment, Hart Schaffner & Marx clothes, P. A. and a jimmy pipe, a corner grocery, a savings bank and the subway. Just a change of standards!

Another man we know buys only one suit of clothes a year, but would rather give up his right arm than the Sickly Six roadster he owns. Standards! A millionaire's two sons we knew at college came to class every day in a White sedan, but regarded a regulation Greek shoe shine at the pre-war price of

five cents as a cardinal extravagance; they used Shinola. Standards! A music house in Chicago advertises and sells five-thousand-dollar violins to foreign-born laborers and mechanics. Standards!

* * *

STANDARDS are made and changed by circumstances, salesmanship, and advertising (which the George Batten Company defines as "moulding public opinion"—not particular opinion, nor class opinion, but public, mass opinion).

Your advertising makes or supports or changes standards, makes people want other, more, or better than they have. Your advertising is trying to mould public opinion, isn't it? Then why not change as many standards and mould as much opinion as possible with it? Why not advertise to the Sweeneys whose standards are changeable by advertising?

* * *

TELL your story to Sweeney in The News—to more than a half million circulation at one time in one paper. The largest morning circulation in New York City is an immense field of prospects. The high attention value and visibility of the tabloid News page makes The News an efficient, economical medium.

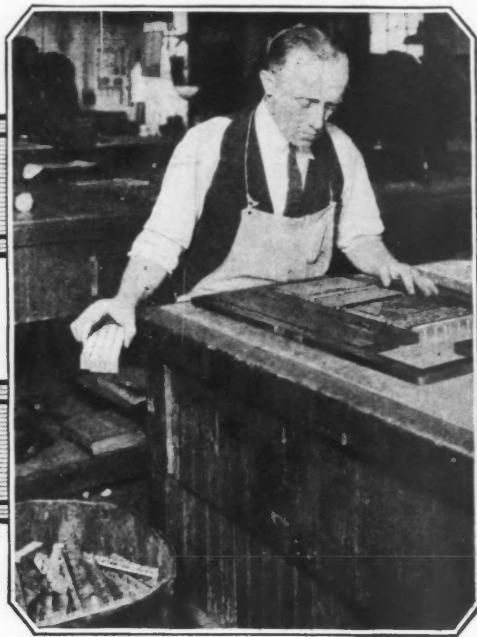
Tell it to Sweeney in 1923. And start now, in The News.



THE NEWS

New York's Picture Newspaper
Largest Morning Circulation in America

25 Park Place, New York
Tribune Bldg., Chicago



Are YOU profiting by
non-distribution?



Or paying for expensive
hand distribution?

Save Money with Display Intertypes

Glance through any issue of your newspaper, or any of your job work, and note how much display type is set in 36-point and smaller sizes.

Have you ever considered how much you could save by setting all that display composition—up to full width 36-point bold—on Intertypes?

Of course you would need a wide range of sizes and faces. **We have them.** And we also have machines so flexible that the operator changes from one face to another as quickly as a hand compositor can change from one type case to another.

Display composition on Intertype slugs is very profitable. It saves time. The slugs are easy to handle, easy to make up. **And there is no distribution.**

Incidentally, the Intertype is the **only** line composing machine which sets display and ordinary text composition on slugs up to 42 ems (7 inches) in width.

Let us go into this with you, without obligation on your part, and demonstrate what you could save by setting display on Intertype slugs.

Intertype Corporation

50 Court St., Brooklyn, N. Y.

Middle Western Branch, Rand-McNally Bldg., Chicago
Pacific Coast Branch, 560 Howard St., San Francisco
Southern Branch, 160 Madison Ave., Memphis

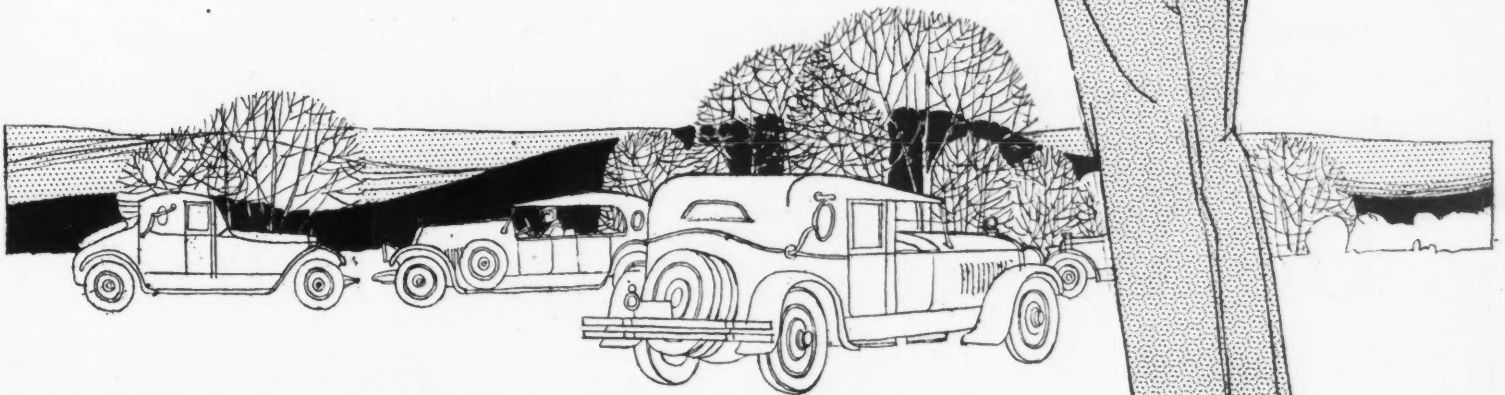
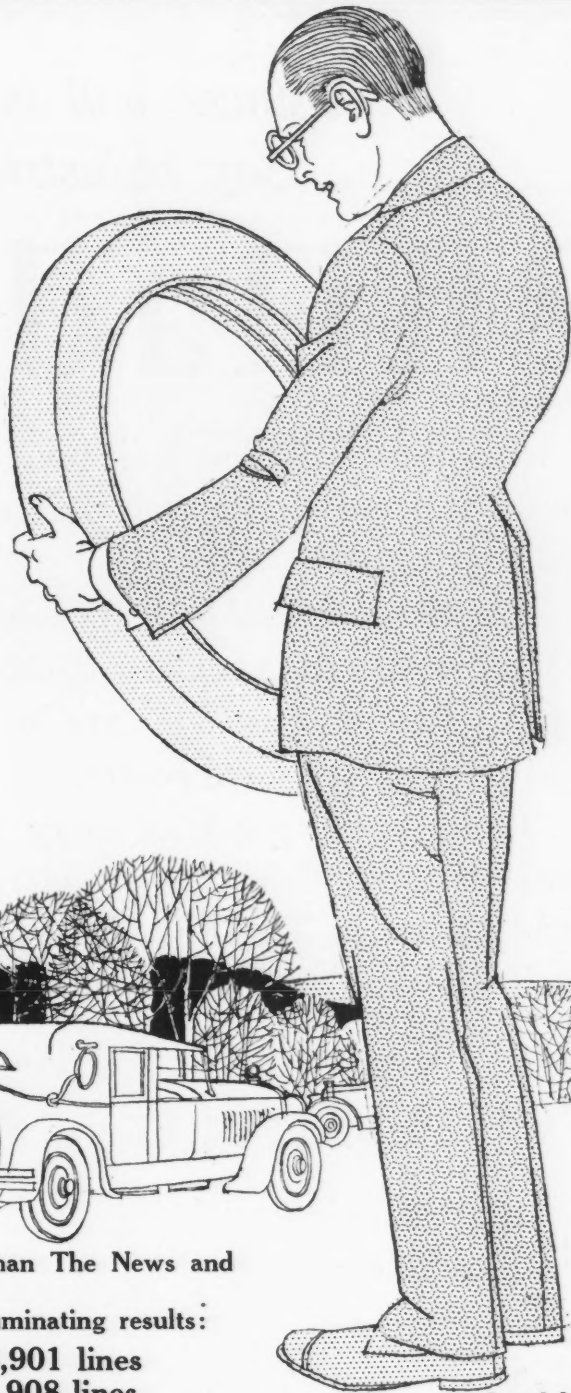
Canada: Toronto Type Foundry Co., Ltd.

England: Intertype Ltd., 15 Britannia St., London, W. C. 1

INTERTYPE

This advertisement was set throughout on an Intertype, including the 30-point display, in the Intertype Century Series.

**THE PRESS Carries More
Tire Advertising Than
The News and daily
Plain Dealer Combined**



THE PRESS carries more automobile tire advertising than The News and daily Plain Dealer combined.

Figures for the entire year of 1922 show the following illuminating results:

THE PRESS	118,901 lines
Plain Dealer	60,908 lines
The News	50,548 lines

These are daily figures only as THE PRESS does not publish a Sunday edition. During 1922 THE PRESS carried 1,645,952 more lines of advertising than the daily Plain Dealer and 3,473,260 more than the News respectively.

Local business is an infallible guide to the purchasing power of any newspaper. And THE PRESS carries more local business every week day than any other Cleveland daily newspaper.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York

St. Louis

Chicago

Atlanta

Cincinnati

Cleveland

San Francisco

Member Audit Bureau of Circulation

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

*Business will be good in 1923,
Say industrial leaders in*

Philadelphia

Business conditions which will surpass any enjoyed in Philadelphia since the war are forecast for 1923 by leaders in many different branches of industry.

Conditions sounder fundamentally than at any time in recent years—prospects that the year just starting will break all building records—and other encouraging signs are in evidence in Philadelphia, the third largest city in the United States.

Producers of goods of every kind—foodstuffs, clothing, furniture, automobiles and other things—can reach the buyers in this great market by advertising in *The Bulletin*—for *The Bulletin* enters nearly every home in and around Philadelphia.

Dominate Philadelphia

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



The Bulletin

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

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

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

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

SAN FRANCISCO

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

LONDON

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

PARIS

Ray A. Washburn
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, JANUARY 20, 1923

No. 34

NO WORLD PEACE UNTIL U. S. WILLS IT—BURNHAM

Head of London Daily Telegraph and of Four British Newspaper Organizations Sees No Hope of Settling European Turmoil Until America and Britain Stand Together

By ROSALIE ARMISTEAD HIGGINS

THE great trans-Atlantic liner Olympic has brought many notables to these shores during the past ten years but never a journalist from a foreign land whom his fellows in America are more glad to welcome and to extend the hand of international good will and comradeship than Viscount Burnham, proprietor of the London Daily Telegraph, who arrived in New York on January 17 on his way to the West Indies, to address the Imperial Press Conference, of which he is president, and visit the Bahama Islands. Viscount Burnham will spend six days here before continuing his trip.

Viscount Burnham began his brilliant career at the age of twenty-two as the youngest member of the House of Commons. Today at the age of sixty, he is proprietor of the London Daily Telegraph and president of four British newspaper organizations—The Empire Press Union, National Association of Newspaper Proprietors, Institute of Journalists, and the Imperial Press Conference. He has served twice as president of the International Conference, which is the Auxiliary of the League of Nations, and has often been described as the man who had refused more appointments at the hands of the British Government than any other.

Success, honors and a title have in no measure spoiled Lord Burnham. They have made him all the more democratic and when I chatted with him at the Plaza Hotel, where he is making his headquarters while in New York, found him so friendly, so human, so interesting that I felt he was a true example of the saying that the great people are the simple people. It seemed almost as if I had met him before as he gave me a hearty handshake, the kind that makes you feel as if one is really glad to see you.

Lord Burnham is squarely built, with ruddy complexion, and keen blue eyes that miss nothing. It was difficult to believe him sixty, for everything about him suggested youth and enthusiasm.

"I am so happy to be here once again," he said, "after an absence of twenty-nine years I find many changes in the remarkable growth in your city. Yesterday, as soon as I had registered at the Plaza I took a walk down Fifth avenue, stopping first at the Public Library, where I visited the index room. It is positively amazing. From there I went to the Grand Central Station, also built since my last visit here, and it is a wonderful building. I inspected it carefully, even to the stars, which twinkled overhead. Now today, I am going to see the Pennsylvania Station, and this afternoon I shall inspect the plant of the New York Times. There are so many things I want to do, and so many things that I would like to see, that I hardly know how I shall accomplish everything in the six days that I shall spend in New York, en route to Kingston, Jamaica, to fulfill a promise which I made two years ago, when I attended the Imperial Press Conference in Toronto. At Jamaica I am to address the Imperial Press Conference, and I will also visit the Bahama Islands. However, I shall stop in New York a few days on my return."

I naturally asked Lord Burnham to tell me something of his views and opinions of the troubled state of the world at the present time, for I know of no one better qualified to speak.

A greater co-operation and understanding between Great Britain and the United States, seemed the thing nearest Lord Burnham's heart, and speaking with great earnestness he said: "My wishes are for a thorough co-operation between the United States and Great Britain. If we can get a mutually satisfactory settlement on the financial side and get the debt matter disposed of, then it will be easier for us to work out other problems and help in the troubled situation that menaces the whole world."

Our viewpoint is much the same in the widest sense and we have been getting nearer one another every year. In Eng-

land we have a million and a half unemployed and you will perhaps be surprised when I tell you that in the past fifteen years, more than a million women have become industrialized. There was no immigration from England for four years and that is why there are more people in the country to be taken care of, despite the number that were killed or died during the war. England will improve and is improving, but it will be very slow and there is no use buoying ourselves up with any other idea.

In speaking of the conference at Lausanne, Lord Burnham said: "England is tremendously impoverished by the great war. We cannot bear the whole burden of the Near East alone, and there can be no progress unless the United States and Great Britain continue to stand together. If the conference

fails at Lausanne, and no agreement is reached, it will undoubtedly mean war between the little nations of the Balkans. The first to come in would be the Serbians with a well equipped army of 350,000. Roumania may be too much occupied with her northern frontier, where the Russian Bolsheviks are massed. The Turks, Greeks, Roumanians and Serbs are all well supplied with arms, and with it all, Tchitcherin, the Russian, has been a demon of discord, working at Lausanne, as if to bring about war. War in the Balkans would not be a matter of a few months. It would mean anarchy for a long time to come.

"Of course we feel and appreciate the moral support of the United States at Lausanne. Also we are conscious of the unusual extent of voluntary American contributions by way of charitable relief to the actual sufferers in the Near East. Never in the world's history have there been greater horrors than those of Asia Minor and Thrace."

Responding to my question regarding the French occupation of the Ruhr, Lord Burnham said: "In England, practically the entire nation is behind Bonar Law, including all sections. We are not in the least pro-German, but we think he has handled England's position in a common sense fashion."

Regarding my query as to a probable combination between Russia and Germany, Lord Burnham replied: "There is no doubt that the effectiveness of the Bolshevik army is due to training by German officers. And many of them were prisoners of war who never returned to Germany. Then you have the secret treaty they entered into, which was uncovered, and the equally undoubted fact that Bolshevik representatives at Lausanne are doing their best to prevent settlements. Tchitcherin, the Russian obstructionist there, was a secretary of the Russian Embassy in Berlin before the World War started. It is impossible for anybody to be cheerful under these circumstances, regarding the possibilities of the immediate future."

Lord Burnham said that as managing director of the Daily Telegraph, he was consulted by the Bonar Law Government and that he sometimes laid down policies for it. According to Lord Burnham, there is very little difference between the Bonar Law Government and either of the two Liberal wings of Parliament, the broad distinction being between all these and the Labor Party. He also stated that he was convinced there would be no great rush in the direction of a Labor government to supplant the present government, especially when the Laborites only had 140 members out of a total Parliament membership of approximately 600.

Lord Burnham spoke in enthusiastic praise of American newspapers and particularly of the New York newspapers and of their growth since he made his last visit.

"The thing I notice most is the large amount of foreign news you now publish. It is remarkable. Another thing which attracts my attention is the number of women newspaper writers. Of

(Continued on Page 27)



By Fotograms.

Hello America! Viscount Burnham, proprietor of the London Telegraph, and foremost British journalist, arrived in America this week on his first visit in twenty-nine years.

HUGHES DROPS SECRECY CLOAK ONLY TO SCOLD WELL-INFORMED PRESS

Quibble Over Meaning of "Plan" as Applied to Boyden's Activities Chief News of Week from State Department—London the Only Source of News on Debt Conference

By SAM BELL

Washington Correspondent of EDITOR & PUBLISHER

WASHINGTON, D. C., Jan. 18.—The persistent unwillingness of the American State Department to disclose its activities in the international situation, or a partial failure to effect a clear understanding with its representative abroad, again has been responsible for the rather blurred public impression of what the United States was doing or not doing in the reparations tangle. Again Secretary Hughes has been inclined to blame the press—"the wobbling stories in the newspapers," for difficulties of Washington reporters in coping with the studied secrecy of the State Department in the face of full and usually correct European reports of what America's representatives overseas were up to.

The Secretary of State has not changed his attitude since he held the press responsible for the speculation which preceded his New Haven speech and the announcement of the American proposal for the economic commission method of dealing with the problem of reparations. The State Department has acknowledged nothing nor backed down from denials of American participation in developments overseas until forced to do so by the persistence and verisimilitude of European dispatches.

The latest "scene" between the correspondents and the Secretary of State took place Tuesday morning, when confirmation was sought by members of the corps of explicit Paris dispatches stating that a "plan" on reparations, suggested by Roland W. Boyden, America's unofficial representative, had been placed on the agenda of the Reparations Commission. The State Department took some time in explaining that Mr. Boyden had submitted no "plan." It was acknowledged that Mr. Boyden may have privately and personally suggested some ideas to members of the Commission, but what he had suggested the State Department did not know, and whatever it was it was not a "plan."

Throughout, the denial, which was reiterated at the White House, smacked of a technicality, a quibble over the meaning of the word "plan," a word probably slovenly used by the reporters for want of a better one. It was made quite plain to the Department what the press was driving at. It was information the reporters sought and not an argument over the words used or whether, as it subsequently developed, Mr. Boyden had submitted a "memorandum" and not a "plan."

The State Department even declined to clear the air by saying that the information would be made known to the American public when it was obtained from Mr. Boyden, although it was acknowledged that the Department proposed to communicate immediately with Mr. Boyden. There were indications that both President Harding and Mr. Hughes were a bit panicky over the Paris dispatches, and were determined to say nothing until the full report from Mr. Boyden came through. This hesitancy might easily have been understood by the reporters, but the men who try to get the news at the State Department still are puzzled over the disposition of the Department to scout the Paris reports utterly, and virtually accuse the newspapers of downright "faking," when it was admitted in a formal statement of the Department issued at 11 o'clock Tuesday night, that the original Boyden memorandum had been in the State Department in Washington since the latter part of November.

Reporters in Washington are heartily sick of the procedure which virtually forces them to get the American governmental angle on the international situation by checking up on foreign reports

and prying their information from American public officials by hammer-and-tongs methods. Mr. Hughes' own story of the Boyden memorandum as contained in his statement of Tuesday night, and which earlier in the day officials sought to intimate did not exist, is:

"It appears that on November 13 Mr. Boyden had been requested by one or more members of the Reparations Commission to draft as a purely personal suggestion a proposed letter to be sent by the Reparations Commission to the German government on the lines he had informally indicated. . . . This memorandum was prepared and submitted by Mr. Boyden as a personal matter and without consultation with the Department. When its text was subsequently received by the Department, it was not regarded as a plan for the settlement of reparations or as requiring any action whatever on the part of the Department. . . . The Department heard nothing further of the submission of this memorandum until January 13, when it received a cable message, sent the day before, that this suggestion of Mr. Boyden was to be placed on the Commission's agenda, and the memorandum had been revised slightly in language but not in substance. At the same time, the Department was notified that the revised version had been sent by mail. This revised version has been received this evening by cable but the changes are only verbal and the nature of the memorandum as above described is not altered."

To show that the Department did not blame Mr. Boyden or was convinced that his activities had exceeded his instruction, Secretary Hughes later wrote a letter to Senator Lodge pronouncing Mr. Boyden able and worthy. The letter contained only an intimation that he might have been overzealous. The force of the disinheriting attitude assumed toward Mr. Boyden's memorandum or "plan" Tuesday morning fell, therefore, not on Mr. Boyden, but upon the press. There has never been a suggestion of lack of team work in State Department—only the press is blamed for insisting on knowing things that the government was not ready for the public to know, despite the fact that they were leaking out in European capitals through British or French sources.

The star-chamber joint conference of the American and British War Debt Funding Commissions which have been going on in Washington for a week also has been attacked in the Senate. Virtually nothing has been disclosed as the exact nature of the negotiations, and all that has been written on the general trend of the proceedings has been conjectural but in the main correct. The criticism of Senator McKellar, who took the American commissioners to task, was based on the fact that the British public apparently was being freely informed of the developments, if not by public announcement by members of the British Commission, at least in manner to give the publication in the London newspapers an official semblance.

"While our debt-funding commission continues to proceed without taking the American people into its confidence," said Senator McKellar, "I notice that the British Government is giving out information to the British people. It is quite remarkable that we have to obtain news as to what this commission is doing from London sources."

Senator McKellar quoted a London dispatch of yesterday's date in which Premier Bonar Law was cited as authority for the statement that Stanley Baldwin, Chancellor of the Exchequer, who is the head of the British Debt Funding Commission, has been instructed by the

British Government to insist upon a further reduction in the interest rate on the British debt to this country.

"I am glad," continued Senator McKellar, "to know that our British brethren are willing to take their people into their confidence to some extent at least, and I believe the American Commissioners would succeed better if they were to take the American people into their confidence and tell what is going on. Secrecy in the conduct of governmental affairs has never made for success."

"I want also to call attention to the fact that in the newspaper accounts of the negotiations between the two debt funding commissions that there is almost invariably a long explanation as to Great Britain's large loans to other countries, as to Great Britain's large tax rates, that Great Britain bought American goods with the money, and every conceivable argument which could aid Great Britain in obtaining an advantage in the parley. The American case is never stated."

NEW WAGE SCALES

I. T. U. Journal Reports Increased Wages in Several Cities

New wage agreements between newspapers and local typographical unions are reported in the current issue of the Typographical Journal as follows:

ROCHESTER, N. Y.—Contract effective from November 1, 1922, to October 31, 1924, with a day scale of \$44 and a night scale of \$48 for handmen and operators, on a 48-hour working week. This is an increase of \$3 a week. Typographia No. 5, local German union, has received a similar increase in its newspaper scale.

CHICAGO.—Jewish newspapers and job handmen and operators have received an increase of \$1 a week on contracts effective from September 20, 1922, to September 19, 1923. The scale for handmen and operators is \$60, day, for a 36-hour week; \$60, night, for a 30-hour week. Operators on English composition in Jewish offices work the 44-hour week days and the 40-hour week nights for \$60 a week.

NIAGARA FALLS, N. Y.—Contract effective from September 6, 1922, to September 6, 1923, with a day scale of \$40 and a night scale of \$43 for handmen and operators, on a 48-hour week. This is an increase of \$1. The scale is to maintain a differential of \$2 lower than the Buffalo scale.

LONGVIEW, Tex.—Newspaper and job handmen and operators have received an increase of \$3 a week on a contract effective from December 22, 1922, to December 22, 1923. The scale is \$40 for a 44-hour week.

RIVERSIDE, Cal.—Contract effective from November 4, 1922, to November 4, 1923, increasing the scale \$3 to \$42 day and \$45 night for a 48-hour week in newspaper offices and 44 hours in job shops.

KEWANEE, Ill.—Contract effective January 1, 1923, to December 31, 1924, with an increase of \$5 immediately and another increase of \$1 on January 1, 1924. The scale now effective is \$30 day and \$32 night.

OTTAWA, Ont.—Contract expiring September 30, 1923, establishes newspaper day scale at \$41 a week for 46½ hours and \$43.50 for a night week of 43½ hours. The old day scale was \$27.50 a week for 48 hours and \$29.50 night for 45 hours.

Albany Correspondents Elect

Harold P. Jarvis, of Buffalo, was elected president of the New York State Legislative Correspondents' Association at a meeting held in Albany January 17. The other officers elected were J. E. Watson, and George D. Morris both of New York, first and second vice-presidents respectively; H. J. Adamson, Albany, secretary; and Percy B. Scott, Albany, treasurer.

American Drops Picture Tabloid

The New York American discontinued its pictorial tabloid daily section January 15.

REFUSE EXTRA WAGES TO N. Y. PRESSMEN

Union Demands Increase for Three Offices on Basis of Increase to Times Men, After Pledge Not to Do So

Demands by President David Simons of New York Web Pressmen's Union No. 25 that pressmen on the World, Tribune and Daily News be granted extra pay over the scale because the Times' pressmen were receiving extra compensation under special circumstances, were refused last week by the Newspaper Owners' Committee of Eight. This committee pointed out to the union president that the increase had been granted for Times' men last October because shortage of presses compelled extra work, that the increase would terminate as soon as normal conditions were restored in the Times' plant, and that the newspaper owners granted the extra pay to the Times' crews on the explicit agreement by the joint standing committee of publishers and pressmen that it would not be made the basis of any demand for extra pay in other offices.

President Simons on Nov. 28 presented the demand of the World, Tribune and News forces to the joint standing committee, which declined to act, declaring that the matter was not a grievance or a violation of contract. In preferring his request to the Owners' Committee of Eight, he asked that it take up the question with a union committee and end the discontent in the three pressrooms.

After denying the request for the reasons given above, the Owners' Committee stated that it "did not consent to or authorize the extra payment in the Times case until the president of the union gave his word that the stipulation which the union representatives on the joint standing committee signed, would be enforced by the officers of the union. If excess payments already agreed upon are made the basis of continued demands in other offices, the publishers will be forced to consider discontinuance of all temporary excess payments. The newspaper owners are fulfilling in every respect on their part their contract with Web Pressmen's Union No. 25 and they require the union to fulfill its contract with the publishers. As that contract now has only a few months to run, the Owners' Committee requests that all agitation for changes in its terms cease."

False Information Law for Minnesota

A bill recently introduced in the Senate of the Minnesota Legislature would make it a misdemeanor for any person to furnish false information to any editor, reporter or other person for publication.

Tribune Cuts Subscription Rate

The Chicago Tribune, effective January 15, reduced its mail subscription rates to the following prices: one month, 50 cents; three months, \$1.25; six months, \$2.50; and one year \$5.00. The old rates for the class of subscriptions were: one month, \$1.00; three months, \$2.50; six months, \$3.75; and one year \$7.50.

Getting Practice Standard Ready

A new Canadian advertising standard of practice is practically completed. The advertising committee of the Canadian Daily Newspaper Association met in Toronto January 15 and completed the work. After it has been revised and printed this new standard of practice will be distributed to members of the association and advertising agencies.

Detroit Auto Show Jan. 20 to 27

The Detroit Automobile Show will be held January 20 to 27, in the recently completed Municipal Garage building. The building was completed January 12 and was immediately turned over to the exhibitors.

DOES IT PAY?—ONLY GUIDE IN ADVERTISER SERVICE

National Survey of Newspaper Merchandising Practices Shows Utter Lack of Standards—Successes Have Been Achieved in Completely Different Ways—Some Still Sell Goods.

By F. A. D. SEELYE

PRACTICALLY every large publisher in America realizes and appreciates the potential possibilities of a merchandising service department. It is fact patent that most of the big papers which have established service departments are the ones that have maintained a steady and consistent increase in foreign lineage. The reason is apparent and their success obvious.

The fundamental reason for the creation of such a department is to assist the foreign advertiser to secure a broader and keener perspective of the territory he is appealing to through the newspapers. That is where and when the department begins to function. It is small wonder that a paper having made an exhaustive study of its territory and trading associations should be given preference by the national advertiser. Everything else being equal business is given to those firms showing a sincere and genuine interest in the success of an advertising campaign.

The origin of the newspaper service department dates back to around 1910 when a western paper laid out and adopted a campaign designed purely to interest the national advertiser. Their departure from the customary and recognized channels of securing business caused wide-spread comment and elicited much favorable opinion on the part of many enterprising advertisers who sensed the possibilities of this daring innovation in the solicitation of business. The department consisted of one man and a \$12-a-week stenographer, crowded in an obscure place on one of the upper floors. Many of the advertising men who investigated the new idea scoffed at the thought of newspapers indulging in work foreign to the long-standing rule of selling so much circulation as a commodity at so much per line and giving nothing more. Out of this small department has grown the present extensive newspaper co-operation idea and which has been augmented each year to the extent that some metropolitan newspapers now receive more than \$100,000 a year to cover the expense of their service and co-operation—or merchandising departments.

One of the most efficient service departments is that conducted by the New York World. Its plans and scope can be summarized briefly as follows:

- (1) To study the local market, both consumer and dealer;
- (2) To investigate market possibilities for the prospective advertiser;
- (3) To educate the dealer to better merchandising methods and to a belief in the profits in advertised merchandise. This is the object of the well-known trade paper, The World Retailer;
- (4) To encourage adequate merchandising by supplying sectional maps and route lists, and an "Introduction to the Dealer" for the use of the salesman of the manufacturer who will sign a non-cancellable and adequate advertising contract.
- (5) To discourage requests for service that is clearly not within the province of the newspaper, such as selling goods or other canvassing, or the payment of bills for print and postage.

One of the greatest objections many publishers have entertained relative to the organizing of such a department has been the absence of any established rule of procedure. As it is, probably every far-seeing paper in the country uses such a department in one form or another.

In our study of the service departments of many newspapers, it has been found that the fundamental policies pertaining to the working of the department could be outlined as follows:

1. Analysis of market for advertisers, as to
 - a. Attitude of jobber towards product;
 - b. Attitude of small dealer;
 - c. Attitude of large dealer;
 - d. Attitude of consumer;
 - e. General conditions, and particular conditions that would effect sale of article.
2. Distribution Help:
 - a. Jobber and retailer routing;
 - b. Assistance in securing salesman;

- c. Furnishing portfolios of advertisements at cost.
3. Check up of analysis, as to whether or not
 - 1st—Demand created;
 - 2nd—Product repeating;
 - 3rd—Effect on competition;
 - 4th—Jobber and dealer attitude.

Such a merchandising department is able to place at the disposal of an advertiser a comprehensive knowledge of the paper's market, and knowledge gained from a careful and exhaustive survey.

Many newspapers are publishing trade papers appealing first to the retailer, job-

ber and jobbers salesmen. It is essentially a medium of conveying vital information pertaining to selling and merchandising to the retail merchant. It tells him what the national manufacturers are doing in the way of exploiting their own products, and what means they are using locally to promote the retailer's business. Such a paper naturally is handled by the merchandising and sales promotion department of a newspaper, and its value is in direct proportion to its merit.

Standard of Merchandising Practice for Newspapers

ADOPTED in 1921 by National Association of Newspaper Executives. Prepared by Standing Committee on Agency Relations, M. E. Foster, chairman, and Bert N. Garstin, George M. Burbach, A. G. Newmyer and Frank D. Webb, members

IT is the opinion of this committee that newspapers conducting service and merchandising departments should assist advertisers in every legitimate manner to make their campaign successful. The legitimate functions of a merchandising and service department are:

FIRST—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

SECOND—To furnish such information for prospective advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

THIRD—To endeavor to educate the dealer in better

merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitute.

FOURTH—To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

FIFTH—To decline requests for service that are clearly not within the province of newspaper, such as selling goods or other canvassing, or to payment of bills for printing, and postage of letters, broadsides, etc.

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one alone it would be discrimination. Also assure them that if newspapers spent as much on each advertiser as they expected, the advertising rates would be advanced proportionately. "Newspapers desiring to keep abreast with the times and in step with progress should be weighing the question of co-operation and rendering their individual assistance in an effort to establish a definite standard of service to be rendered by all newspapers."

"The constantly increasing demand for co-operation from advertisers and advertising agencies should be sufficient incentive to urge publishers to embrace the opportunity and endeavor to realize the maximum benefit and assist in the stabilizing of the work."

At recent canvass made to determine the scope of newspaper co-operation work at present, brought responses from more than 200 newspapers, including newspapers in the metropolitan cities as well as some of the small newspapers in rural communities. The figures furnish an interesting exhibit of the lack of standardization of service rendered by newspapers.

The greatest percentage of agreement on any of nine questions was 86%, that being "No" on the question: "Will you sell merchandise?"

It should have been 100% "No," for surely no newspaper in this enlightened age is still willing to sell merchandise to secure an advertising contract. The following summary on a percentage basis indicates the variance in service rendered by newspapers:

73% of the newspapers mail broadsides or letters to the trade for national advertisers. 27% refused to mail either broadsides or letters. 66% of the newspapers that mail broadsides or letters charge postage to the advertisers. 29% of the newspapers that mail broadsides or letters make a charge for stuffing, sealing and stamping. 14% of the newspapers will sell products to retailers for manufacturers who are advertising in their local columns. 86% refuse to sell goods.

81% of the newspapers will introduce salesmen to the trade. The great majority of these newspapers limit the introduction to jobbers and the leading retailers of their city.

82% of the newspapers make a market survey upon request, while 18% refuse to give this service.

There is a great variation among newspapers in the amount of time devoted to gathering necessary information pertaining to advertised products.

Each newspaper was requested to put what percentage of the drug stores and what percentage of grocery stores are interviewed by them in making a survey.

A summary of the statements shows that newspapers interview an average of 41% of the grocery stores in making a grocery survey and 58% of the drug stores in collecting information from druggists. Practically all of the newspapers in large cities limit their calls to about 5% to 10% of the total number of grocery stores and 10% to 20% of their total number of drug stores in their cities. These averages were materially increased by the newspapers in the small towns, where the percentages of the stores called upon ran from 75% to 100% of the stores in town, owing to the limited number of stores upon which to call.

Thirty-two per cent of the newspapers make surveys to get information by personal interviews. The remaining 68% either use the telephone exclusively or use both the telephone and personal calls in collecting data.

Here are some of the things newspapers are called on to do or furnish:

1. Insert free reading notices;
2. Check up billboards and see that they are lighted;
3. Sell the goods of the advertiser;
4. Report on distribution;
5. Assign representatives to call on trade with salesmen;
6. Solicit window displays;
7. Mail unlimited number of proofs;
8. Mail booster letters and pay postage;
9. Mail circulars;
10. Display goods in newspaper office and windows;
11. Prepare special route lists of wholesalers, retailers, manufacturers and jobbers in single and combination lists;
12. Prepare special data on population, wealth per capita, average wage, average rent, number of home-owners, mortgaged homes, percent of foreign-born; miles of paved streets, auto owners, list of leading industries, trade territory, crop reports, manufacturing and employment conditions;
13. Publish recipes;
14. Hire taxicabs for salesmen;
15. Secure letters of recommendation from governors, mayors, bishops, city and state officials, etc.;
16. Employ salesmen;
17. Route and direct salesmen;
18. Publish trade bulletins;
19. Get free space in street cars or on billboards.

A careful investigation shows that many newspapers have strayed far from the path of what can be considered legitimate newspaper co-operation, with the result that we now have a wide difference of opinion as to what is legitimate co-operation. Because of this difference of opinion, there has not been a fixed standard of service to guide newspapers, and as a result it has been a free-for-all with each newspaper offering whatever service it finds necessary to secure the business, unmindful of whether or not it is good practice.

One of the chief factors in a successful advertising campaign of a product is a proper distribution of the article to the retail dealers before the campaign in the newspapers start. In the past, the greater number of unsuccessful advertising campaigns were directly traceable to poor distribution and market conditions.

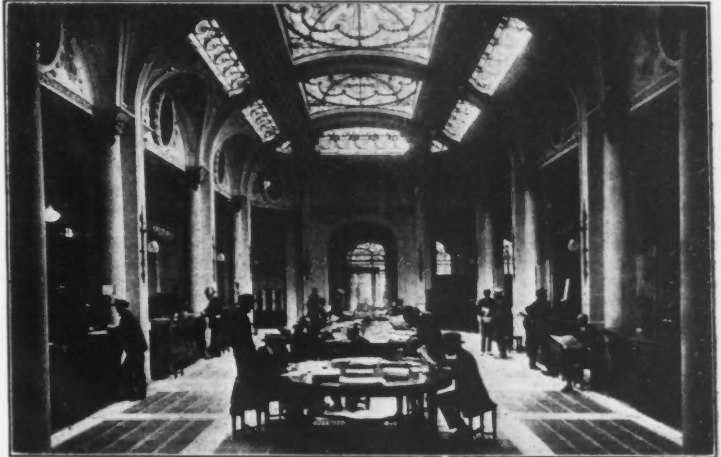
The reason for the poor distribution was mostly on account of the lack of information in regard to the number and location of the retail dealers to be called on by the sales force of the manufacturers of the product making the distribution. The lack of knowledge of the

(Continued on Page 24)

THEY ARE ALL IN THE DAY'S NEWS



By International.



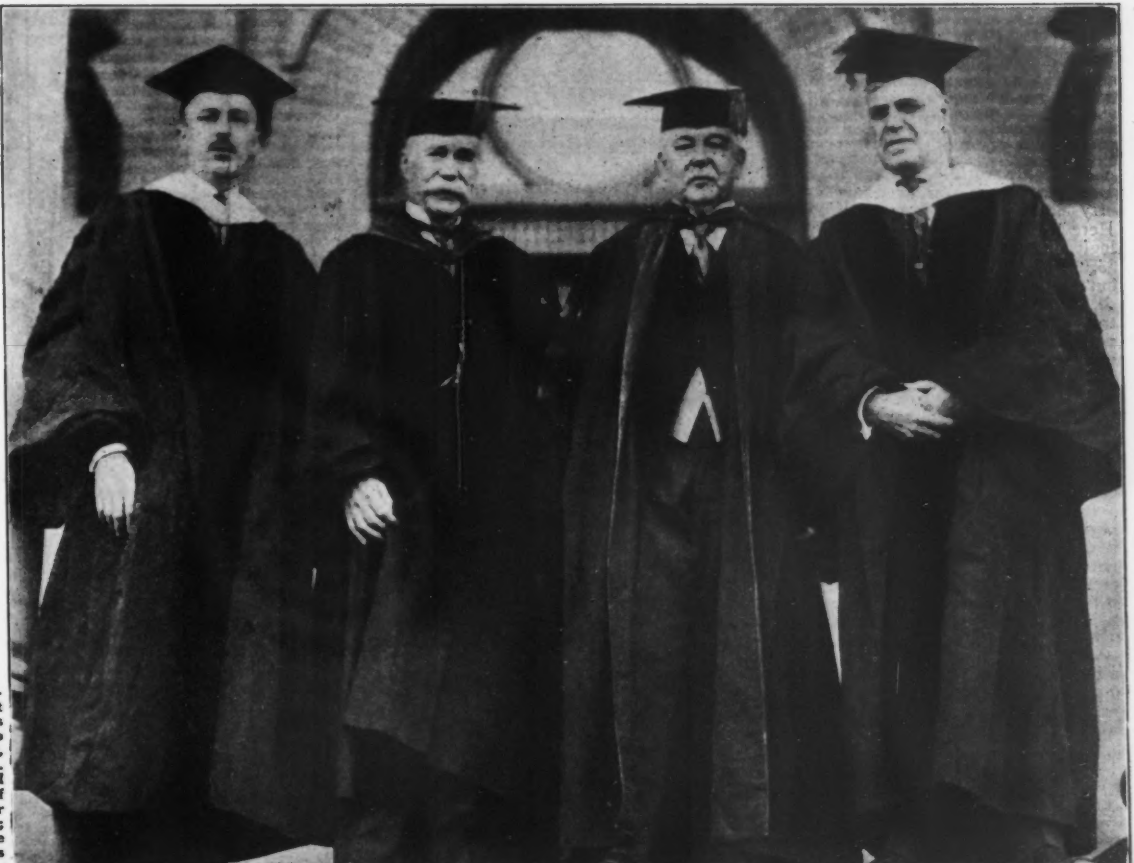
No, stranger to Paris, this is not a railway terminal or a public library, it's the main hallway and headquarters of the Havas Agency, the great French news and advertising organizations.



Here's one sporting editor who preaches what he practices! A. J. Schinnee (right), sporting editor of the Milwaukee Wisconsin News, is the national handball champion, which title he is preparing to defend in St. Paul in March. He is a member of the Wisconsin Boxing Commission and rumor says he is going to be the new chairman.

D. J. ...

It's a boy! And Nell Brinkley (above), famous newspaper artist, who in private life is the wife of Bruce McRae, Jr., newspaper man, is a happy mother. The name has already been selected. Meet Bruce Robert McRae, 3rd.



Four newspaper men appeared in the academic procession of educators at the recent inauguration of Dr. Charles Wesley Flint as chancellor of Syracuse University. Left to right they are: Jerome D. Barnum, publisher, Syracuse Post-Standard; Dr. Herbert L. Bridgman, Brooklyn Standard Union and president of the Publishers' Association of New York City; Dr. Chester S. Lord, for many years "Boss" of the old New York Sun; and Dr. W. P. Baker, editor of the Syracuse Post-Standard. The last three are members of the New York State Board of Regents.



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Beg Pardon, Toledo

THE Toledo Blade is to be congratulated on its fine circulation, as set forth in the advertisement reproduced on this page. But there IS a city the size of Toledo that can

131,119. Toledo's population is 243,164, nearly twice as large.

But The Sunday Register's net paid average circulation for December was

125,263!

The Sunday Register challenges the world to show another newspaper published in a city the size of Des Moines with so large a circulation as this.

The Sunday Register is read in practically every home in Des Moines. It is read by better than one out of every five families in all Iowa. In communities near Des Moines the ratio is frequently three out of every four families.

And The Sunday Register invites comparison with other Sunday newspapers anywhere. For Iowans it stands supreme.

And among the newspapers of Iowa it is supreme—more circulation than the leading Sunday newspapers of the next six cities of the State combined!

There Is Not Another City in the United States

With a population the size of Toledo that can boast of a newspaper with a circulation more than 100,000.

The Toledo Blade

In its report filed with the Post Office department shows the net paid circulation of The Blade for six months ending Sept. 30th, 1922, to have been

100,317 Copies Daily

This is more than fifty per cent larger than the circulation of any other Toledo newspaper.

Reproduction of full Page Advertisement of The Toledo Blade

boast of a newspaper with a circulation more than 100,000. Des Moines, Iowa, is that city and The Sunday Register is the newspaper.

Des Moines has a population of

The Des Moines Sunday Register

NEVINS' HISTORY OF N. Y. EVENING POST A RESUME OF POLITICAL HISTORY

An Admirable Supplement to Books on This Subject—
La Dépêche, Toulouse, with 15 Editions, More Typi-
cal of France than Parisian Dailies

By JAMES MELVIN LEE

Director, School of Journalism, New York University

AMONG the recent books relating to the American Press, The Evening Post—A Century of Journalism, by Allan Nevins (Boni & Liveright), is the most interesting to me personally. To its author I was very glad to lend my collection of letters written by William Coleman, the first editor of The Post. I followed very carefully those articles about The Post which appeared in that paper from time to time. After the first few I was continually hoping that they would be permanently preserved in book form. For fear that William Leggett, a later editor of The Post, whom I have always greatly admired, might not be given justice because he involved The Post in some financial difficulties, I became a special pleader for that editor in numerous chats with the author—but possibly this is getting too personal.

From the first issue on November 16, 1801, up to the present time, The Post has best been known as a paper of views rather than "a paper of news." This policy may be seen in a quotation from the first issue still carried at the top of the first column on the editorial page:

The design of this paper is to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals, and politics; and to cultivate a taste for sound literature.

Obviously, therefore, a history of the Post must be something more than a mere history of an individual paper. It is Mr. Nevins has compiled an excellent résumé of the origin and growth of party politics during the century and more that the newspaper, with which he is now connected, has been published. His book admirably supplements the best political histories of the United States.

In cultivating a taste for sound literature, The Post has been and is today a leader in this field. Within the last few weeks I have called attention in this department to a little book made up of the editorials and literary essays appearing on the first page of The Literary Review, which is a part of The Evening Post on Saturday. In a certain sense, the following chapters constitute an American literary history for the nineteenth century: Literature and Drama in the Early Evening Post, Literary Aspects of Bryant's Newspaper, 1830-1855, Two Rebel Literary Editors, and News, Literature, Music and Drama, 1880-1900. This part of the book is one of its chief contributions because other histories not only of journalism in general but also of specific newspapers in particular have overlooked this field.

By way of critical comment I might note that a careless slip in the first line of page 25, for example, confuses the reader. The chapter of John Bigelow as An Editor of The Evening Post does not give a faithful portrait of Bigelow as editor, through the omission to mention his later connection with The New York Times, and the blunder which was the immediate cause of his retirement from that newspaper. The details will be found in The Jubilee Number of The New York Times, issued on September 18, 1901. Honest doubt may exist as to whether E. L. Godkin is justly entitled to that extremely high place in American journalism given to him by Mr. Nevins.

In recent year there has been brought against The Post several charges which might well have been mentioned. Upton Sinclair in his study of American journalism says that Oswald Garrison Villard when owner of The Post gave an option on the paper to his associates with a pledge on their part that they would not take the paper to Wall Street and that three weeks later the paper was sold to Thomas W. Lamont, of the firm of J. P. Morgan & Company, and that

Mr. Villard was kept in ignorance of the name of the purchaser. In taking up the charges brought by Mr. Sinclair, I asked Mr. Villard about this matter. He replied that Mr. Sinclair had stated the matter correctly. When I so reported Mr. Villard's reply in an article I wrote for The New York Globe, exception was taken to the statement by one of the present owners of The Post. In view of this fact, Mr. Nevins had an excellent opportunity to give the side of the present owners in the controversy. Because of his connection with The Post his book will be looked upon as being somewhat official in character. There should be no "sacred cows" in the press pasture.

But Mr. Nevins has done such a conscientious piece of work for The Post during its nineteenth century history that omissions of delicate matters in recent years ought not to detract too much from his book. The jacket of the book contains several errors but for this we cannot hold Mr. Nevins responsible. The Post has had a history of which it may well be proud. It does not need to exaggerate its age by claiming, as the jacket asserts, to be "the oldest of the greater American dailies."

The Post is fortunate in its historian. Throughout the book there is abundant evidence of love for the work and loyalty to the paper on the part of Mr. Nevins. He has had no easy assignment to search newspaper files covering over a century and to read them so conscientiously. At the same time he has not neglected extramural sources of information. The results of his labors speak for themselves in "The Evening Post—A Century of Journalism."

LA DÉPÊCHE is the subject of an interesting chat in The Bookman for January by Allen Wilson Porterfield. He utters a word of warning against the acceptance of Parisian dailies as being typical of French journalism. La Dépêche, published 15 times a day at Toulouse, has its million and a quarter circulation.

Commenting on its editorials, Mr. Porterfield calls attention to the fact that one issue of La Dépêche—selected at random—has quotations from the editorial pages of 17 foreign papers. Passing from editorials to cartoons he finds much to praise—especially the illustration of Chamberlain, Balfour and Lloyd George at a meeting at Manchester where Lloyd George "sang his swan song and then laid down both text and score, con-

vinced in his own mind that the English people would at once recall him to his lofty place in the concert of nations."

In the opinion of Mr. Porterfield any number of La Dépêche is good—something that cannot be said of the leading dailies of Paris. Special mention is made of the feature entitled "Autumn Leaves," by Edouard Conte, in the issue for October 28. In this article Mr. Conte refers to two kinds of autumn leaves: "Those that fall gently from the trees and do no more harm than is caused by clattering up the sidewalks; and those that are published by authors who have nothing to say and which merely lend color to the hexagonal kiosks (of Paris) by reason of their gaudy illustrations."

Something similar has been frequently expressed but possibly not so forcibly expressed by critics of American periodical literature. In the opinion of Mr. Porterfield, La Dépêche is one of the greatest newspapers published in France and is too little known here in the United States.

MY comment about Journalism and International Politics by Raymond Recouly in Harper's Magazine for December had a follow-up story the same month in The Saturday Evening Post, "Your Mirrors of Europe," by a Foreign Correspondent. This article in The Post takes the back off the mirror, assays the quick silver and tests the glass for flaws. In other words, it explains why the Pope's death was announced the day before it occurred, why the press in New York was printing a denial of The New York Tribune story which The New York Tribune had never seen, how foreign correspondents are bribed by European governments, when codes are

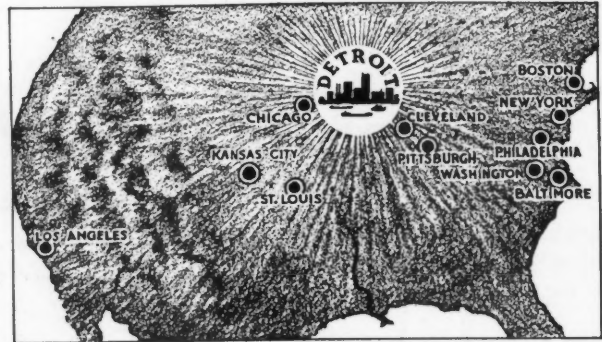
of no use in cable dispatches, who reads such correspondence without any official right, what action European governments take to punish correspondents not for sins but for alleged slights, etc. Especially important is the description of the use of ray filters to color international news. The employment of non-American correspondents by American newspapers is discussed somewhat in detail. Yet in his conclusion, this foreign correspondent points out that though there are flaws in the daily mirrors which reflect Europe, at least the United States has the mirrors—in which respect America differs from every continental European country.

THE Mechanics of Advertising; by F. Aumueller (The Cramer-Kras-selt Company, Milwaukee), is a good desk companion for any advertising man, as it pays special attention to those operations which transfer the advertising idea from the intangible to the concrete. Among the topics treated in this booklet are Paper Stock, Uses of Type, Computing Type Spaces, Proof Reading, The Use of Wood Cuts—about everything that helps one to transfer advertising copy in an artistic way to paper. One of its chief advantages is that its language is as free from technicalities as possible in order that it may be easily read by those without previous knowledge of the processes involved.

A LONG article entitled "What One Maine Town Has Done," recounting the long list of prominent men in all walks of life who obtained their start in Norway, Me., by Don C. Seitz, of the New York Evening World, was published in the Boston Herald, December 29.

Most Consistent Record Of Advertising Lead

Is Held by Detroit, Where The News Has Been at or Close to the Top
for Eight Years.



THE DETROIT NEWS has the unique distinction of being either first, second or third in advertising in America for eight consecutive years. The News has been FIRST three times, SECOND four times and THIRD once.

This notable achievement is due to two factors largely—the singular prosperity of Detroit and the remarkably thorough coverage of The News.

In 1922, The News increased the amount of space devoted to news matter, curtailing many columns of space, otherwise The News would have again occupied first or second position.

The value of The News to advertisers wishing to cover the whole Detroit field with one paper can easily be ascertained from this record of eight years of leadership—an achievement unrivaled by any other paper in this country.

The Detroit News

Greatest Circulation, Weekday and Sunday, in Michigan

"Always in the Lead"

1923

Promises Well For Baltimore

Breaking its record in volume of new building for each of the past four years, Baltimore stands alone among cities of the first class in consistently forging ahead with an increased amount of new construction since 1919. And everything points to the attainment of another record in 1923.

Such growth—such prosperity—such assurance for the future indicate the profitableness of this great market for the advertiser. And remember—

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

The Boston Post

Is the Star Performer in Display Advertising Among Boston Papers for the Year 1922

The year's figures, presented in statistical form, show the Boston Post's supremacy as the **ONE** outstanding leader in Display Advertising.

The totals on National Advertising include ALL "general" advertising invariably determined to be National in character. Financial is classified separately as it contains a large proportion of lineage that is distinctly local business.

Stars mark the leader in each group—count the POST stars.

Display Advertising in Agate Lines

Figures taken from compilation for year 1922 made by Boston Newspapers' Statistical Bureau

	BOSTON POST	BOSTON HERALD	BOSTON GLOBE
Local	★6,196,333	4,964,092	5,737,632
National (Week-day only)	★2,523,008	2,458,220	1,518,656
National (Sunday only)	★1,233,216	882,835	586,095
National (Week-day and Sunday combined)	★3,756,224	3,341,055	2,104,751
Automobile	★ 705,667	693,075	493,412
Amusements	★ 406,260	304,857	300,876
Boots and Shoes	★ 244,932	190,083	159,408
Building Materials	★ 169,811	132,794	33,709
Departmental Store	★4,216,578	3,016,592	4,186,164
<small>(Including Department Store and Men's and Women's Specialties Sold in Retail Stores)</small>			
Financial	305,024	★772,473	235,027
Food Products	★ 782,550	660,902	492,127
Home Furnishings	★ 932,147	725,051	737,778
Jewelry	★ 226,808	149,960	110,050
Men's Clothing Stores	★ 688,945	491,921	362,186
Phonographs, Records and Musical Instruments	★ 200,325	196,608	183,404
Proprietary and Toilet Articles	★ 765,606	480,789	429,142
Publications	109,318	★278,002	102,025
Tobacco Products	★ 205,572	166,704	112,292

In Total Display Advertising for 1922 the Boston Post Carried

10,666,807 Lines

—a Lead of 1,283,684 Lines Over Second Boston Paper
—a Lead of 2,287,823 Lines Over Third Boston Paper

PROPER PHONE ROOM EQUIPMENT HELPS REDUCE CLASSIFIED ERRORS

**Chicago Tribune and Herald & Examiner Consulted Acoustical Engineers—Noise Reduction Now Commercially Possible—
One Paper Eliminated 60% of Mistakes in Phoned Ads**

By C. L. PERKINS

Executive Secretary, National Association Newspaper Classified Managers

"IS this the Press? Well, please take this Want-ad and charge it to Miss Carrie Drown, 1051 East 25th street."

And the ad-taker charges it to Mrs. Harry Brown, 1061 East 21st street.

Another advertiser phones in a want-ad containing the sentence "Fur coat for sale," and the ad-taker understands it as "goat" and not "coat."

In the first case the collection department is unable to get any money for the advertisement because it is unable to find a Mrs. Harry Brown at 1061 East 21st street, and in the second case the advertiser is indignant because inquirers want to buy a goat when she wants to sell a coat. So of course she refuses to pay for her advertisement.

Every newspaper receiving want-ads over the telephone has to contend with cases similar to the above. And they prove not only expensive in lost revenue but in loss of good will among advertisers.

These errors can be greatly reduced by properly equipping the telephone room where the want-ads are received. Many newspapers have designed telephone booths and tables for the purpose of eliminating the great cause of these errors—the confusion of several people talking at one time. This has helped. Other papers have gone farther and employed acoustical engineer to install sound-proofing to eliminate the error-creating noise. The Chicago Herald and Examiner and the Chicago Tribune are two of the newspapers which have had their telephone rooms made quiet in this manner.

Mr. F. H. Early, an acoustical engineer, is discussing sound quieting treatment for telephone rooms, said:

"The acoustical correction of telephone rooms, or, in other words, the sound quieting of the rooms itself has only recently been put on a commercial basis where the cost of installation and upkeep has made it possible to show a return on the initial investment.

"Acoustical correction has been a known commercial possibility for a period of about fifteen years, originating in the treatment of theaters and churches where it was found necessary to eliminate an echo or reduce a reverberation that interfered with the audibility of music or speaking.

"The enlargement of this field has recently been attempted with the result that this treatment in a somewhat simplified form is now adapted to various uses—the most extensive of which is perhaps the quieting of large general office rooms where the noise of various activities has a deteriorating effect on the employee.

"As a result of practical experiments

with the large office, it has been found practicable to install an intensified form of sound quieting treatment in the small office as may be best illustrated by a telephone room where ads are received for the average newspaper. Rooms of this character have been treated in various large cities where the papers have a considerable volume of advertising taken in during certain rush periods on the telephone.

"The demand for this treatment in rooms of this nature is due to not only the elimination of error through a condition approaching absolute quiet, but because of the inability structurally to insulate by means of individual compartments without impairing the ventilation or the lighting requirements.

"The treatment consists of highly sound-absorbent felt attached usually to the ceiling surface, and in some cases also to the wall, and so applied as to permit the use of any one of several methods of concealment, the most usual of which is a decorator's canvas tightly stretched on furring strips or framework and so finished as to simulate the appearance of plaster. The felt, before application, is treated chemically to insure absolute purity, and is also put through a fire-proofing process which renders it highly effective as a fire retardant. By a special process the decorator's canvas may be tinted in almost any desired color without impairing the efficiency of the felt behind it.

"A telephone room thus treated in one of the largest newspaper offices in the country eliminated 60 per cent of all errors in receiving ads and it was found possible to operate over sixty girls in the room at one time without booths or compartments and without the slightest interference due to conflicting conversation.

"There is no doubt but what further strides will be made in accomplishing the next to impossible in the elimination of sound; and even now where it is possible to secure the co-operation of the architect at the time the building is erected, rooms of this nature may be so designed as to be practically sound proof. With the ceiling treatment alone it is usually found that the voice will not carry over a distance of twenty feet if an ordinary conversational tone is used. If, in addition, the room is correctly proportioned and the treatment also installed on the walls, it is possible to so deaden the sound that one may walk down an aisle between two rows of operators, all of whom are talking in an ordinary tone, and except for a slight hum which cannot be distinguished as speech, there will be no sound of any kind detected.

"A number of new newspaper offices, notably the building now being erected by

the Detroit Press, are being so designed from an architectural standpoint that the above results can be obtained, and as much attention is being given to the sound quieting in the various departments as to the heating, lighting or ventilation of the rooms. This does not mean that old offices may not be reconstructed so as to give very satisfactory results, as a large amount of this work has been installed in old offices and has proven very satisfactory."

* * *

THE Fort Worth (Tex.) Star-Telegram, conforming with the ideas expressed by most of the members of the Association of Newspaper Classified Advertising Managers, has recently established a ruling that will eliminate from the help wanted columns all correspondence schools and other advertising in which the advertiser makes use of those columns for purposes other than securing help. It has also decided not to publish any promotion or stock selling propositions advertising in the classified columns until it has been thoroughly investigated.

* * *

H. J. HARRISON, who for the past four years has been connected with the Oakland (Cal.) Enquirer, is now classified advertising manager of the San Francisco Daily News.

Sphinx Dinner Postponed

The Sphinx Club dinner which was to have been held January 16, was postponed because George Harvey, United

States Ambassador to England, who was to have been the speaker of the occasion, was forced to cancel his engagement on account of international complications. A new program is being arranged and the dinner will be held at a future date yet to be announced.

Stephens Car Shown at N. Y. Exhibit

Through a typographical error in the listing of cars taking part in the New York Automobile Show, published in EDITOR & PUBLISHER, last week, the name of the Stephens was inadvertently omitted. The Stephens was easily one of the outstanding features of the exhibit, R. S. Cole, president of the Stephens New York Motor Company, incidentally informs EDITOR & PUBLISHER that \$10,000 was spent for advertising in newspapers during the week and the Stephens had one of the most successful sales campaigns of any car participating in the show.

Church Ad Luncheon Jan. 25

A special luncheon conference on church advertising, fostered by the Advertising Club of New York and other organizations will be held January 25 at the White Rose Restaurant, 981 8th avenue, Ivy L. Lee acting as chairman. The better use of better publicity and advertising mediums in "Marketing the Master's Message," will be discussed by Reverend Clinton Wunder, pastor, the Baptist Temple, Rochester, N. Y., and Reverend Christian F. Reisner, pastor, Chelsea M. E. Church, New York.



The Star is Literally Uncle Sam's Home Paper

Practically everybody in the Nation's Capital city reads the Washington Star—Daily and Sunday—REGULARLY.

The local merchants give it their unabridged copy—so that it frequently happens The Star carries MORE ADVERTISING THAN ALL THE OTHER PAPERS COMBINED. Same is true of CLASSIFIED ADVERTISING.

All of which can lead to but one conclusion:

That the Star is the ONE and ONLY medium necessary to cover Washington—completely—thoroughly—and influentially.

If there are some intimate things about Washington, and your product you want to know our Statistical Department will be glad to furnish the information.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

Regular FELLERS

By Gene BYRNE'S

The Durham (N. C.) Herald is
the new paper this week.

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

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

For Immediate Release

A SERIES OF TEN WEEKLY ARTICLES ABOUT 2,500 WORDS EACH

BY

A. Maude Royden

THE FAMOUS ENGLISH WOMAN PREACHER

Assistant Pastor from 1917 to 1920 at the City Temple, London

ON

THE SPIRITUAL PROBLEMS OF AMERICA

As they impress Miss Royden in her nine week tour of this Country, during which she has seventy speaking engagements

Miss Royden, within a few days of landing, was the preacher at the 11 o'clock service at St. George's Church, New York City, one of the largest and most influential Episcopal churches in New York. Not only was sitting and standing room packed but the crowds were permitted to sit on the chancel steps and occupy vacant seats among the choir. In the evening she preached at the Brick Presbyterian Church.

The City Temple, London, is one of the most distinguished churches in that city, filled to overflowing at each service, and particularly favored by American visitors. Its pulpit has always been filled by world-famous speakers.

MISS ROYDEN IS THE ONLY WOMAN WHO HAS EVER OCCUPIED THE PULPIT OF THE CITY TEMPLE.

The articles which Miss Royden is writing specially for newspaper publication will not be sermons in the ordinary sense of the word, nor will they be articles that would apply at any time or from any place. They will deal specifically with her experiences in America and with what impress her as the spiritual problems of America as she travels from city to city. She is a popular author of many books, published in England and America. She knows how to write clearly and concisely for a general audience. Her experience in judging human problems, her natural sympathy and the spiritual insight she will bring to bear on her subject will make these articles of inestimable value.

Every New York Paper Has Had News Items About Miss Royden Since She Landed Last Week. The New York World Reported her Sermon in St. George's Church Last Sunday. She Will Receive Similar Publicity Throughout the Country.

WIRE YOUR ORDER

For Miss Royden's First Publication Series of Ten Articles

McClure Newspaper Syndicate 373 Fourth Avenue, New York

N. C. EDITORS WON'T LET SHERRILL QUIT

Had Tendered Resignation When Elected to Legislature—Midwinter Meeting Held at High Point—Oppose Commissions to Advertisers

The Midwinter meeting of the North Carolina Press Association, held at High Point, N. C., January 11 and 12, refused to accept the resignation of John B. Sherrill, publisher of the Concord (N. C.) Journal, as president of the association. Mr. Sherrill was in Raleigh attending the North Carolina General Assembly as a representative from his county. At the time of his election to the legislature Mr. Sherrill tendered his resignation to the press association. When he was notified that the association would not accept his resignation and was expected to come at once Mr. Sherrill took the first train and arrived in time to preside at the banquet served at the Sheraton Hotel by the High Point Chamber of Commerce at the close of the convention.

The convention was largely attended by editors from all points of the state and most of the time was devoted to discussions of shop craft troubles. A feature was an address by Josiah William Bailey of Raleigh, a former editor and more recently prominent in the public life of the state. He appealed to the editors to help stem the tide against lawlessness, declaring that their mission as crusaders is no less important than that of a minister's. H. Galt Braxton of the Kinston Free Press, reported that he had taken up with congressmen and senators the question of securing a wider distribution of advertising by federal departments. He called attention to recent advertisements by the Treasury Department on postal savings which went only to the larger dailies. The association went on record as favoring Braxton's position.

Mark L. Feber, of the Firestone Tire Company, was given four minutes to explain his plan for breaking up advertising agencies. W. C. Dowd, publisher of Charlotte News, said such a policy would be suicidal.

The association went on record unanimously against allowing commission to any advertisers directly.

Charles A. Webb, former United States marshal and now one of the publishers of the Asheville Citizen, urged an advertising campaign by the daily and weekly papers to increase circulation. A committee was named to put Mr. Webb's ideas into operation. George Stephens of Asheville was made chairman.



JOHN B. SHERRILL.

The association voted to hold its summer meeting in June at Blowingrock, a summer resort in the mountain country. The editors will then help to dedicate a brand new hotel. One of the features of the convention was a luncheon given at the Baptist Orphanage at Thomasville, seven miles south of High Point. They were cordially welcomed by Dr. Archibald Johnson, editor of Charity and Children, the weekly paper published at the orphanage who is the dean of North Carolina journalism.

NEW ADVERTISERS STARTING

New England Considers It One of Best Signs in 1923

"A short time ago it was said that 'good times are just around the corner.' They have arrived in Boston and the business outlook in the Hub and conditions throughout New England are very encouraging," declares A. H. Marchant, publicity director of the Boston Post. "Not because I say so, but because all the facts and figures point that way.

"In Boston all records for new building construction were broken in 1922 and the boom will continue to even a greater degree in 1923. The big department and women's specialty stores just closed their banner year and Boston shows a larger per cent of increase in this class of business than the other large population centers of the country. This is a very accurate indication of the upward swing in trade. Savings deposits in Massachusetts banks also show a marked increase, which is a sure barometer of returning prosperity.

"Every newspaper in Boston showed gains in advertising for 1922. There are more advance contracts for this year's business in our office than ever before at this time of the year and a goodly number of these are from advertisers who have been out of the newspapers for several years, but are now returning with sizable business. That's a good sign, unless I am away off on signs.

"We also have contracts from a number of new advertisers who are going into the newspapers for the first time, which I take as being another very healthy indication. There is a notable demand for advertising in our color and magazine sections which also indicates that publicity is coming into its own again, and strongly so.

"As advertising creates business and stimulates trade in every line, this situation speaks for a bumper year in 1923."

Starbuck and Somers Sell Out

The Waltham (Mass.) Free Press-Tribune has been sold by Alexander Starbuck and Robert B. Somers to John McCarthy, of New York.

Canadian Newsprint Exports

Canadian newsprint paper exports in December, 1922, totaled 171,010,000 pounds, valued at \$6,127,921. Exports in December 1921, were 145,319,500, valued at \$5,708,178.

MORNING NEWSPAPERS PERFECT NEW BODY

A. Schaefer, Ft. Wayne Journal-Gazette, Elected President at Chicago Meeting—National in Scope, It Plans Aggressive Campaign

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Jan. 17.—Publishers or accredited representatives from nine states completed organization of a Morning Newspaper Publishers' Association of America, at a meeting in the Morrison Hotel, Chicago, on Tuesday of last week. They came from Kentucky, Missouri, Iowa, Minnesota, Wisconsin, Michigan, Illinois, Indiana and Ohio.

Officers were elected as follows: President, A. Schaefer, Fort Wayne (Ind.) Journal-Gazette; vice-president, C. C. Callahan, Illinois State Journal, Springfield; secretary-treasurer, E. J. Treflinger, Richmond (Ind.) Item.

The president was authorized to appoint an executive committee composed of one publisher and accredited representative from each state.

In connection with the new body's platform. The committee is to meet subject to the call of the president.

Chief among the plans outlined is one for a national advertising campaign putting forth the great benefits of advertising in morning newspapers of the country. It is planned to conduct the campaign in trade journals and their own newspapers. The states will be organized into units except where there are only a few morning newspapers. In this event the unit will comprise two or three states

to balance the number of publications.

The executive committee will hold a meeting on or before February 10. This is the first permanent organization of morning papers in good-sized towns, speakers pointed out, wherein the members are pledged to promote the interests of morning newspapers along constructive lines. The passed resolutions in support of that platform. The first permanent committee is composed of A. B. Cargill, business manager of the Milwaukee Sentinel; John F. D. Aue, Publisher of the Burlington Hawk-Eye; and E. J. Fehn, business manager of the Evansville (Ind.) Courier.

HAGERSTOWN DEAL EFFECTED

No Radical Changes Contemplated—Transfer Made January 17

The new Herald-Mail Company took charge of the Hagerstown (Md.) Morning Herald and the Daily Mail, January 17. The directors of the new company contemplate no radical changes in the conduct of the papers.

The Morning Herald will be continued as a Republican paper and The Mail as a Democratic paper, as before. There is no change in the personnel, C. E. Whipple being employed as general manager and treasurer, C. Neill Baylor as editor of the Herald, J. Albert Hawken as editor of the Mail, and J. Garvin Hager as associate editor of the Mail.

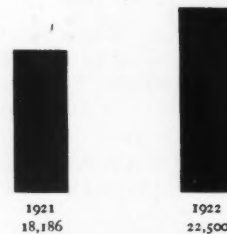
The officers of the new company are: William P. Lane, Jr., president; Maj. Joseph W. Byron, vice-president; J. V. Jamison, Jr., secretary, and C. E. Whipple, treasurer.

Evening Dispatch Now Reaches 22,500 Families

Richmond (Va) Newspaper Finds News Features Have Increased Circulation 23%

By WALTER H. STORY

THE NEWSPAPER SITUATION in Richmond is undergoing a drastic change. With a guaranteed net paid circulation of 22,500, the *Evening Dispatch* has enlarged its scope and influence to a great extent.



In one year's time the circulation of the *Evening Dispatch* has increased 23%.

This is particularly interesting to advertisers because this new circulation figure represents a 23% increase in one year. Of equal interest is the fact that this remarkable growth is based on the sound business policy of building a better newspaper. Exclusive features and a wider range of more complete news have proved able circulation builders.

Naturally, this 23% increase in circulation means 23% increase in the confidence and interest of the people of Richmond, which in turn means that the effectiveness of the advertising carried in the *Evening Dispatch* has increased 23%.

Any advertiser who enters the Richmond territory will find it necessary to use the *Evening Dispatch* in order to reach the Richmond buyers on an efficient basis.

5:30 Edition Proves Popular with Business Men

In response to a very evident need, the *Evening Dispatch* has given Richmond a 5:30 Green Special Edition, which gives the latest financial and sporting news. Complete market reports and the news of the sporting world have found instant favor with Richmond men. This is one of the reasons that the *Evening Dispatch* is growing by leaps and bounds in the estimation of business men.

Dispatch Paper Service Department Appreciated by Advertisers

The broad policy of co-operation which is well established with the *Dispatch* papers is a practical selling assistance to advertisers who are anxious to make their advertising expenditure a more potent selling weapon. Surveys of the Richmond market and reliable information regarding any line of business will be furnished gladly.

The Times-Dispatch and Evening Dispatch at a Combination Rate

Space in the *Evening Dispatch* may be bought at a flat rate of 11c. in combination with the *Times-Dispatch* daily edition or individually for 7c. on a contract for 3,000 lines. This combination provides a circulation of 45,870—*Evening Dispatch* 22,500, *Times-Dispatch* 23,370.

This is One of a Series of Advertisements

which will appear in this publication giving calm, cold facts about the changes which are taking place in the newspaper situation in Richmond, Va.

Dispatch Papers are Members of A. B. C.

STORY, BROOKS AND FINLEY, Special Representatives
NEW YORK - PHILADELPHIA - CHICAGO

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago
643 McCormick Bldg.

Pittsburgh
1117 Farmers Bank Bldg.

LEADERSHIP ¹⁹²² for ten consecutive years

42349
columns

It means something to be the leader anywhere. It means much more for a newspaper to maintain leadership in Paid Display Advertising for *ten years* in a field of such representative papers as are the evening papers of New York City.

The NEW YORK EVENING JOURNAL every year, for ten years, has published more Paid Display Advertising than any other New York evening paper.

Since 1913 its volume has increased from 24,920 columns to 42,349 for 1922—a gain of more than 70%.

That record breaking volume of 42,349 columns for 1922 represented a *gain of 3,206 columns* over 1921—and 1921 had been the greatest previous year in the whole advertising history of the NEW YORK EVENING JOURNAL.

This leadership of the NEW YORK EVENING JOURNAL has never even been closely approached. In 1922, for example, the EVENING JOURNAL'S total of 42,349 columns of Paid Display Advertising was 11,792 columns more than its nearest competitor.

All during this long period of assured leadership in advertising, the EVENING JOURNAL'S leadership in circulation has been equally marked. Today its vast circulation of 622,749 copies represents 40% of all the people who buy any New York evening paper and exceeds the combined circulations of the Evening World, Sun and Globe.

Such leadership indicates one thing clearly: That for ten years advertisers with goods to sell in New York have found that the NEW YORK EVENING JOURNAL, with the largest daily circulation in America, is the most profitable advertising medium to use in the New York evening field.

24920
cols.

1913

NEW YORK JOURNAL

Largest daily circulation in America—and at 3 cents a copy.

PRIZE WINNING PAPERS SHOWN IN SYRACUSE

Weekly Press Legislative Lobby in Albany Need to Get What the People Want, Not Handouts, Says Blossom

Prize winning country weekly newspapers of New York State, as picked by the students in the Department of Journalism, Syracuse University, were exhibited at the quarterly meeting of the Central New York Press Association at Syracuse University, Syracuse, January 13.

More than 300 weeklies were considered in the country weekly class under the supervision of Prof. J. O. Simmons. The results are under eleven points in which it is considered a country weekly should be judged as follows:

Department	First	Second	Third
Front Page	Liberty Register	Stamford Mirror-Record	Walton Reporter
Local News	Lyons Republican	Boonville Herald	Endicott News D
Personals	Palmyra Courier	Seneca County Press	Wayne County Journal
Editorials	Rhinebeck Gazette	Oneida Post	Massena Observer
Foreign News	Fulton County Republican	South New Berlin Bee	Batavia Times
Correspondence	De Ruyter Gleaner	Cobleskill Times	Stamford Mirror
Agricultural News	Oscego Farmer	Seneca County News	Cazenova Republican
Features	Seneca County News	Rockland Messenger	Boonville Herald
Advertising	Granville Sentinel	Catskill Record	Fulton Patriot
Community Service	Rhinebeck Gazette	Steuben Courier	Earlville Stand
Department News	Endicott News-Disp.	Palmyra Courier	Oscego Farmer

For general excellence in a number of different departments the following four weeklies were selected: Palmyra Courier, Lyons Republican, Stamford Mirror-Record and Boonville Herald. The Rhinebeck Gazette, only paper rated first place in two departments, was considered particularly enterprising in editorials and community service. By a process of elimination the contest was narrowed down in each department to about ten leading papers. These were studied and compared by the class as a whole.

About 40 editors were so well entertained by the committee, representing nearly 90 students, that they decided to hold the next quarterly meeting in the same place on April 14. Home economics students served the luncheon.

The program consisted of a number of five-minute talks on getting advertising, the legislative program, and the project of employing a field secretary for all weeklies in the State, further action on the latter being deferred until the next meeting. Prof. John O. Simmons, of the journalism faculty, Syracuse University, gave an address on "Good News for the Modern Newspaper."

"Is it not the all-pervading, transitory, shallow period that's to blame after all?" said Prof. Simmons. "Are not the newspaper editors trying their best to keep up the pace and give sound, safe advice whenever they can? Would the people find the time to sit down long enough and read all the arguments pro and con to that new lighting proposition; the educator's project urging the governor to appoint a commission to study the extension of state aid to higher education; the proposition to conserve the state's water power for the public good, and similar problems vital to the interests of everyone?"

"If there is criticism of the newspaper in this speed-torn age it is, probably, that, in trying to give the public what it wants, the editor is making a mistake. Competition to print the high lights of everything may drive out thoroughness and breed inaccuracy. A western editor writing a three-column article in the

New York Times maintains the changes for the worse in our national life are to blame, due to the demands of an amusement-mad generation seeking the flashy and the superficial, instead of the serious and substantial."

M. V. Atwood, editor of the Groton (N. Y.) Journal-Courier, and president of the association, presided. Following the remarks of Dean Charles L. Raper of the College of Business Administration, Syracuse University, Prof. George C. Wilson, head of the Department of Journalism, Syracuse University, delivered the welcome. J. C. Peck, editor of the Cazenovia Republican, responded for the association. Resolutions were read and accepted pledging the co-operation of the association for the building of the proposed journalism building in Philadelphia in 1926.

President Blossom, of the New York State Press Association, in his remarks, emphasized the importance of having a State field secretary to represent all

papers in the State, with headquarters in Albany. He said that one of the things that might be done would be to get up a legislative program, the same as field secretaries do in Nebraska, Oregon, Michigan, Colorado and two or three other States.

"We need a lobby in Albany every session of the legislature," said Mr. Blossom, "for the weekly press of the State of New York. We are not going there for a handout, but to get the things the people want."

Among those who made five-minute speeches were: Fay C. Parsons, Cortland Democrat; T. E. Mowry, of Marcellus, N. Y.; W. C. Wheeler, Tully Times; H. B. Sykes, Clinton Courier; G. L. Stafford, Oxford Review, and E. A. Blair, of Mexico, N. Y.

N. Y. STATE DAILIES TO MEET

Question Box for Albany Gatherings Already Sent Out

The New York Associated Dailies will hold their annual meeting at the Hotel Ten Eyck, Albany, N. Y., January 23. Alfred E. Smith will be the guest of honor at the luncheon. The State Publishers Association will meet at the same place January 24. An editorial division will be organized.

The following question box has been sent out to members of the Associated Dailies, who are asked to send the replies to H. M. Hall, secretary, Jamestown, N. Y.

ADVERTISING

1—Have you recently changed or are you contemplating change in advertising rates? If so, what change; why?

2—What is best way to increase reader response to advertising?

3—What is best way to increase advertising appropriation from local merchants?

4—What do you think of the Association of National Advertisers' campaign for abolishing agency commissions?

5—The "co-operation" asked and given advertisers. Shouldn't papers restrict this?

6—Did you get the Literary Digest request for "co-operation" and what did you do?

7—What is your policy with respect to permitting advertisers to donate space to other enterprises, notably for benefits, charities or semi-charitable movements?

8—Local stores are bringing in newspaper advertising for national advertisers to be charged on their local contracts with understandings as to reimbursement. If accepted this is extending local rates to national advertisers by subterfuge. What are you doing to prevent it?

CIRCULATION

9—If your solicitors get enough subscriptions to pay salary and expenses, do you consider them profitable?

10—Have you used a contest or premium with satisfactory results in building circulation? If so, please describe it.

LABOR

11—What changes have you recently made in wage scales and what are in process of adjustment; with tendencies? What are your present typ., press and stereotype scales?

COSTS AND ACCOUNTING

12—What is the proportionate cost of the various departments of your paper? That is, on basis of 100 what is percentage of cost of (1) mechanical, (2) circulation, (3) business, and (4) editorial or news departments?

13—Does it pay to have an expert ac-

countant make a monthly audit of books on a yearly contract?

FEATURES

14—What value do you attach to features for small city dailies? Are they good circulation builders and holders and worth while? What features have been used with success?

15—What methods do you use to get items for your personal column?

16—Is a rotogravure section profitable?

17—Does the interest or advertising returns justify continued publication of radio programs?

LEGISLATION

18—What is status of second class postage rate legislation and what should we do about it?

MISCELLANEOUS

19—What do you think of the State Press Association's plan to employ an executive secretary? If it does, should we combine our various state associations?

Elects Directors and Officers

The United Publishing Company, publishers of the Ennis (Tex.) Daily News, Ennis Weekly News, Palmer Rustler, Bardwell Herald and Rice Rustler, has elected the following directors: G. G. Dunkerley, John M. Weekley, C. A. Nowlin, Joe Hawkins and W. H. Whitley. Officers elected are: G. G. Dunkerley, president and general manager; John M. Weekley, vice-president; W. H. Whitley, secretary, and C. A. Nowlin, treasurer.

News Without Type

THE Polish Daily American, Detroit, is now on the all-slug basis, "printing newspapers without any type." The company operates two linotypes but until recently have had to wrestle with the age-old problems of worn types for display, shortage in the cases, hunting for sorts and daily distribution of used forms.

New Record First Week

Their fixed type supply limited their capacity like a straight-jacket. They had to take account of their type supply every time a special issue was in prospect. Now they have started a program of expansion. Their regular issue has been from 6 to 8 pages, but they are going to 16 at one bound.

On a Friday, our installation man arrived at their plant. The equipment had not been uncrated, nor any

(An impossibility under any other system.)

THE LUDLOW

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

"All the type I want, when I want it; new type all the time, and no loss of time in distributing, make me a strong believer in the Ludlow."—A. L. PRES-TON, DEMOCRAT-NEWS, MAR-SHALL, MO.

"Our display news headings of two columns or over are set on the Ludlow. We are making excellent use of our Ludlows, setting practically all of the larger lines in our display advertisements on this machine."—BLOOM-INGTON (ILL.) PANTAGRAPH.



The Pittsburg Dispatch

Is pleased to announce the appointment of
THE S. C. BECKWITH SPECIAL AGENCY

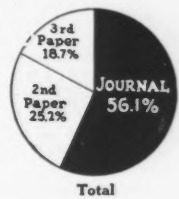
Sole and exclusive National Advertising Representatives, effective January 1, 1923. All matters pertaining to advertising outside of Pittsburg, Pa., should in future be addressed to that agency.

The Milwaukee JOURNAL FIRST - by Merit

FIRST In Total Advertising

1922 Total Advertising

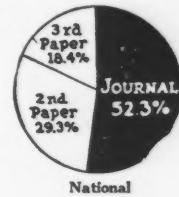
	Lines
Journal	16,266,970
Other two Milwaukee papers combined	12,751,416
The Journal leads the other two papers by	3,515,554



FIRST In National Advertising

1922 National Advertising

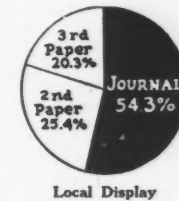
Journal	3,051,885
Other two Milwaukee papers combined	2,793,543
The Journal leads the other two papers by	1,258,342



FIRST In Local Display Advertising

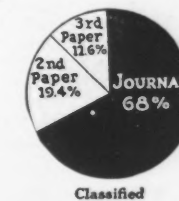
1922 Local Display Advertising

Journal	10,069,652
Other two Milwaukee papers combined	8,479,936
The Journal leads the other two papers by	1,589,716



1922 Classified Advertising

Journal	3,145,433
Other two Milwaukee papers combined	1,477,937
The Journal leads the other papers by	1,667,496



Proved Again!

NATION CELEBRATED FRANKLIN'S BIRTHDAY

**Philadelphia Poor Richard Club Staged
\$65,000 Banquet and Entertain-
ment in Honor of Its Patron
Saint—Other Services**

To an extent never approached before, the 217th anniversary of the birth of Benjamin Franklin was celebrated throughout the United States—and other parts of the world—on January 17. The advertising, printing and publishing industries—of which Franklin is patron saint—were foremost in paying tribute to his memory. Franklin messages, in truth, filled the air throughout Wednesday and Wednesday night, for wherever honors were paid the proceedings were broadcast by radio to the world as far as the magic power of electricity, which Franklin discovered, could transmit it.

In New York City, public ceremonies centered around the famous statue of Franklin on old Newspaper Row, at Spruce street and Park Row. Here, starting in the early morning a seemingly never ending procession of business, educational and patriotic organization representatives arrived at the specially constructed stand, in almost zero weather, to pay homage in the form of floral decorations and addresses. When evening came the big statue was covered with floral wreaths from top to bottom. The ceremonies were held under auspices of the Daughters of the American Revolution. Prominent among those participating were officials of the National Editorial Association, the Associated Advertising Clubs of the World, the National Publishers' Association, printing bodies and several scores of societies. The Junior Advertising Club held a special service at which Edwin S. Friendly, business manager of the New York Herald, was the speaker of the occasion. Many other advertising men and women went to Philadelphia to participate in the celebration held by their fellows in that city.

The city and advertising fraternity of Philadelphia made the occasion especially a gala one, as the day marked the 200th anniversary of the arrival of Franklin in that city.

Ceremonies were held at the Franklin Statue and at Franklin's grave under the auspices of the Poor Richard Club of Philadelphia and delegations from the New York Advertising Club and Masonic Lodge No. 1000, composed entirely of New York advertising men. At luncheon in the Poor Richard Club Jarvis A. Wood, of N. W. Ayer & Son, the principal speaker, started what he called the Franklin Limited to take part in the ceremonies next year. "They should be limited to those who feel they have gained something by the works of Franklin," said Mr. Wood. "Through his efforts we have the presses, public hospitals, trolley cars, electric lights and anything else that uses electricity. We owe our University of Pennsylvania and our circulating libraries to his efforts. Next year we

should pause at noon to pay our tribute to the man who made such things possible."

In the evening the Poor Richard Club, at the Bellevue-Stratford Hotel, staged, in honor of Franklin, a banquet which probably has never been equalled in the annals of the advertising fraternity's social activities. Estimates of the cost of the entertainment ran, unofficially, as high as \$65,000. Decorations transformed the vast ballroom into a typical Florida palm grove and seashore resort, in which 1,400 persons revelled from early evening until the wee hours of the next morning. Each guest received on entering an "exertion ticket," coupons from which entitled the holder to special prizes. The last one was for a suitcase full of real merchandise valued at \$51, consisting of miniatures of nationally advertised products representative of the entire country.

Addresses were made by United States Senator George Wharton Pepper and Josiah A. Penniman, provost of the University of Pennsylvania. Others at the speakers table were J. Hartley Merrick, vice-provost of the university; Paul Patterson, president of the American Newspaper Publishers' Association; H. H. Charles, vice-president of the Associated Advertising Clubs of the World, and E. T. Stotesbury.

Senator Pepper paid glowing tribute to Benjamin Franklin, characterizing him as a super-salesman. He voiced a plea for those present to emulate his life as much as possible and rededicate themselves to the principles for which he stood. He declared that such men as Franklin were badly needed in the world today and, recalling the words of Franklin when he said that Europe should not look to the guns of the United States when settling its internal problems, said it would be truly fine if the nation had a man of such clear mind and sanity to send to Europe now to sit in on peace conferences.

Performers from the various theatres rounded out the evening. The Strawbridge & Clothier radio station, WFI, broadcast the features of the entertainment. At midnight the members stood for a minute to pay their respects to the memory of the club members who had died within the last year as follows: Richard A. Foley, Theodore F. Pohlig, Walter G. Eells, Oscar Rosier, John Wanamaker, Charles H. Marshall, John E. Wick and H. I. Ireland.

The Philadelphia Record made a hit with its distribution of a special banquet extra carrying a photograph of the gathering captioned: "Exactly as You Appeared Half an Hour or So Ago" with pertinent notes and comments about the banquet happenings and those participating.

The committee in charge of the "exertion" was composed of Karl Bloomingdale, director; Henry L. Appleton, manager; George C. Beckenbaugh, Clarence Cranmer, J. Thomas Dale, Bartley J. Doyle, J. M. Fogelsanger, Frank C. Goldner, Joseph Green, Henry Hass, Harry T. Jordan, Harry C. Kahn, H. H. Kynett, Edwin L. Lewis, George E. Loane, Jack Lutz, Fred G. Nixon-Nirdlinger, Charles Morris Price, Lester Ro-

gasner, Joseph Simpson, P. C. Staples, Rowe Stewart, Charles Stinson, Howard C. Story, Samuel Taubman and I. Bill Tolins.

Boston, Newark, N. J., Washington, Chicago and many other cities celebrated also.

Members of the faculty and students of the Empire State School of Printing at Ithaca, N. Y., celebrated with a dinner in that city at the Elks' Club. The principal speaker was Professor Charles H. Hull of Cornell University, who gave the members of the school family and their guests many interesting facts about Dr. Franklin who is known as "The Patron Saint of American Printing." John W. Baker, vice-president and general manager of the Ithaca Journal-News, who is chairman of the committee on education of the New York State Publishers' Association, spoke on "Our Aim." Professor Millard V. Atwood of Cornell University, proprietor of the Groton Journal, and who is president of the Central New York Press Association, told the students at the school what the publisher expects of graduates, emphasizing the need of well-rounded printer machinist operators and not simply operators.

Franklin's birthday also ushered in National Thrift Week.

Ad Golfers at Pinehurst

PINEHURST, N. C., Jan. 18.—T. Russell Brown of Lake Champlain, medalist in the Advertisers' Winter Golf League championship tournament, won by 3 and 2 against R. Murray Purves, league champion, in the semi-final round played here today and will be opposed in tomorrow's final round by George C. Dutton, the

Woodland veteran and oft-times holder of the league title. Dutton came through with a 3 and 2 victory over B. V. Covert of Buffalo. In the semi-final round of the women's championship played under handicap Mrs. Charles Ronalds (14), Montreal, defeated Mrs. H. B. C. Tyrrel (16), Brooklyn, one up; Mrs. J. H. Wright (10), St. Albany, defeated Mrs. Roy Durstine (30), Scarsdale, 4 and 3.

ELROD MACHINE ENJOINED

Langston Monotype Company Wins Suit Over Patent Rights

The Langston Monotype Company has been awarded an injunction in the United States Court of Appeals for the Third Judicial District sitting in Wilmington, Del., in its action brought against the Pittsburgh Type Founders Company for infringements on patents held by the Langston Company which it claimed were infringed upon by the Elrod rule and slug casting machine.

This injunction addressed to the Pittsburgh Type Founders Company, which for a while were sales agents for the Elrod machine which now uses some of them as part of its mechanical equipment permanently forbids this company "from the further manufacture, use or sale, directly or indirectly, in any way, of any device, devices, apparatus or mechanism containing or embodying or employing the inventions set forth in either or both of the said claims numbered 1 and 2 of letters of Patent No. 1,222,415, and from the further use or practice of the process, either directly or indirectly, in any way, of said claims 4 and 6 of Patent Letters, or either of them."

Forward Graphic Art Section

Beginning Sunday, February 4, 1923, the Jewish Daily Forward will publish a Graphic Art Section as a supplement to its regular Sunday Edition.

The Forward, as the leading Jewish daily in the country, is the first Jewish newspaper to show this aggressiveness in introducing a special Graphic Art feature. The graphic section will appear in all editions simultaneously, and from present indications, the Forward will command on those days a circulation of 225,000, which is the largest Sunday circulation in its history.

To advertisers of national scope, who are interested in the vast Jewish market of more than 3,600,000 population, The Forward Graphic Art Section presents an unusual opportunity by which to reach the greatest portion of the Yiddish reading public throughout the United States, at a low lineage cost, unparalleled in the domain of graphic space rates.

In addition, the Forward offers to the national advertiser a merchandising service in any one or in all of eleven principal cities where the Forward dominates, even to the exclusion of the local media.

See latest A. B. C. Report

Jewish Daily Forward

America's Dominant Jewish Daily

Eastern Plant
175 East Broadway
New York

Western Plant
1128 Blue Island Ave.
Chicago

Highly Satisfied

—the following INDIANA Papers have renewed their contracts with us:

FORT WAYNE JOURNAL GAZETTE
EVANSVILLE PRESS
TERRE HAUTE TRIBUNE
SOUTH BEND NEWS-TIMES

Hickey Mitchell Company

(Builds and Holds Circulation)

U. S. Mgrs. National Casualty Co. Newspaper Policy Dept.

PIERCE BLDG.

ST. LOUIS

Largest in the World

LOS ANGELES
EVENING HERALD
★ AN INDEPENDENT NEWSPAPER ★

Made the Largest Advertising Gain in the World, 1922 over 1921

3,493,854 Lines

All other Los Angeles Evening Papers made large losses

*Covers Los Angeles
Completely*

*155 out of every 200
homes in Los Angeles
and vicinity get **THE
EVENING HERALD.***

*The highest point of
Saturation reached by
any daily newspaper
in Western America*

**LARGEST
DAILY CIRCULATION
IN THE
ENTIRE WEST**

Representatives:

H. W. MOLONEY, 604 Times Bldg.,
NEW YORK, N. Y.

G. LOGAN PAYNE CO.,
401 Tower Bldg., 6 N. Michigan Ave., Chicago.

A. J. NORRIS HILL, 710 Hearst Bldg.,
SAN FRANCISCO, CALIF.

FUNDS FOR MAIL PROBE IN SENATE BILL

Retiring Congressmen May Qualify as
Test Inspectors for Whose Pay \$500,-
000 Is Appropriated—\$75,000
for Weighing Tests

WASHINGTON, D. C., January 18.—Determination of opponents of proposed reductions in war-time second class postal rates, to insist upon the elaborate and expensive mail weight test program of the Joint Postal Commission is apparent in two items totaling \$575,000, slipped into the Post Office Appropriation bill before it left the Senate.

One appropriation calls for \$75,000 for the tests to be made in the fiscal year of 1924, and was advocated by Senator McKellar of Tennessee. The other item of \$500,000 provides for "additional clerk hire and 50 extra inspectors" to be used by the Post Office Department for tests. A provision also was put in the bill increasing the traveling expenses of the Post Office Department.

Publishers who have been following the course of the Post Office bill with a single eye to the effort being made in Congress to prolong the life of the Joint Postal Committee, regard the \$575,000 as nothing more than an attempt to continue the farce of the Commission, which already has wasted considerable funds without approaching a scientific ascertainment of the cost of carrying second class mail. Figures submitted recently by the Joint Postal Commission, which is composed of the five ranking members of the Senate and House Post Office committees, showed that the Commission estimated \$963,000 would be needed to conduct the investigation in the cost of handling various classes of mail matter.

If the item of \$500,000 for 50 additional postal inspectors is approved in the Senate and House conference on Post Office Appropriation bill, it is not unlikely that politics will play important part in the naming of the inspectors. Rep. Halvar Steenerson, of Minnesota, present chairman of the House Post Office Committee, who retires from Congress on March 4, is said to qualify as a postal expert. Mr. Steenerson's opposition to the abolition of the war tax rates imposed on second class mail matter is well known. He is outspoken against the relief demanded by the publishing interest and has asserted that the postal deficit is traceable to the cost of carrying second class mail.

Friendly Talks on Franklin

Edwin S. Friendly, business manager of the New York Herald and the Sun, addressed the junior members of the New York Advertising Club at luncheon January 16 at the Advertising Club, 47 East 25th street. Being an admirer of Benjamin Franklin, he pointed out that the high lights of Franklin's career

for advertising men to study were the craft of his salesmanship and his effectiveness in persuasion. He further pointed out that in 1785 Benjamin Franklin invented the Franklin stove and by a widely distributed pamphlet described its fuel economies and other advantages. In 1753 he had already sold the American public the lightning rod through advertising methods.

LINEAGE DRIFT TO A. M. PAPERS IN NEW YORK, 1922

(Continued from Page 8)

Local display advertising in morning and Sunday newspapers totalled 46,003,098 lines, a gain of 4.1 per cent over 1921. Its proportion to the 1922 volume in these papers was 57.5 per cent, while in 1921 it totalled 59 per cent of the business.

In evening and Sunday papers, local display in 1922 amounted to 53,317,988 lines, a gain of 2.8 per cent over 1921. Its proportion to the whole volume of evening and Sunday business in 1922 was 68 per cent, and in 1921 it was 66.6 per cent.

Sunday newspapers carried 26,033,012 lines of local display advertising, 774,058 lines more than in 1921 or a gain of 3 per cent. The Sunday local display in 1922 was 64 per cent of the total Sunday lineage, against 66.9 per cent in 1921.

Undisplay advertising, which includes wants and other classified business, in morning and Sunday papers, totalled in 1922, 16,627,448 lines, a gain of 12.4 per cent over 1921. It was 20.8 per cent of the total volume, against 19.9 per cent the year before.

This class of business in evening papers totalled 13,326,616 lines, a gain of two-tenths of one per cent over the 1921 figure. It was 16.5 per cent of the entire volume and 17.1 per cent in 1921.

Sunday undisplay advertising totalled 7,011,938 lines, a gain of 942,328 lines or 15.5 per cent over 1921. It was 17.2 per cent of the total volume, against 16.1 per cent in 1921.

December figures for the years 1922 and 1921 are also shown in the accompanying tables which supplement the general totals for each newspaper carried in last week's EDITOR & PUBLISHER.

OHIO DAILIES MEET JAN. 30-31

Press Day at Ohio State University Precedes Columbus Convention

The Associated Ohio Dailies will hold their midwinter meeting at the Hotel Deshler, Columbus, January 30 and 31 and the day previous there will be an exhibit of community papers to be judged for farm news, make-up, and editorial content at Ohio State University, Columbus. This program has been arranged by journalism and agricultural departments in conjunction with the Associated Ohio Dailies and Buckeye Press Association.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

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

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

FEATURE SERVICES:

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

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

On this day there will be a dinner meeting in Ohio Union presided over by A. D. Robinson, president of the Buckeye association and editor of the Ravenna Republican.

Among the speakers for that afternoon and evening will be J. E. McClintock, editor, agricultural publication, Ohio State University; Russell, Lord, assistant editor of the same publication; Bristow Adams, New York State College of Agriculture; H. A. Pauly, Troy Miami Union; L. C. Getzloe, Ohio State University; Lucas J. Beecher, Toledo Blade; E. L. Way, Sandusky Register; A. K. Chenoweth, Madison Press; Ralph W. Peters, Defiance Crescent News; W. R. Palmer, Barnesville Enterprise; and R. W. Gifford, Westerville Public Opinion.

Those who are announced as the speakers for the Associated Ohio Dailies meeting are:

Karl A. Bickel, United Press Associations; R. C. Snyder, Norwalk Reflector-Herald and president of the association; Carlisle N. Greig, Cleveland Plain Dealer; Bristow Adams; Melville E. Stone, Associated Press; William B. Colver, Scripps-Howard newspapers; United States Attorney-General Daugherty; M. Koenigberg, King Feature Service; Richard Lee, Lord & Thomas, Inc., and Grove Patterson, Toledo Blade.

A. B. C. Directors Meet

The Audit Bureau of Circulation directors' meeting which was to have been held in Chicago January 12 was held January 19.

HEAR FREIGHT RATE PROTEST

I. C. C. Examiner in Omaha on Complaints of Newsprint Consumers

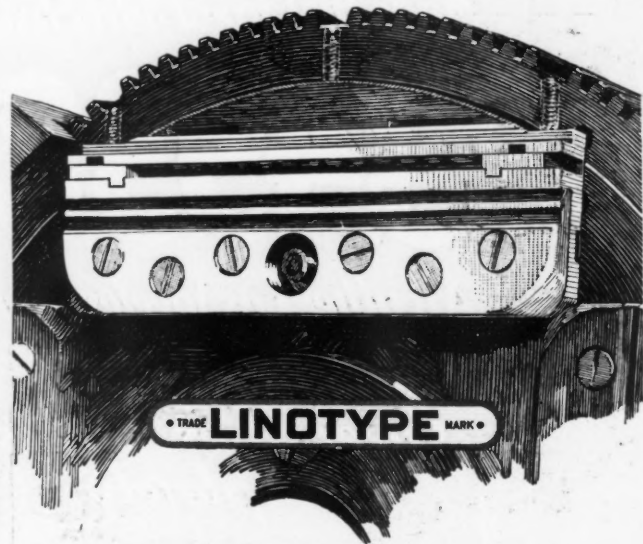
(By Telegraph to EDITOR & PUBLISHER)

OMAHA, Neb., January 18.—Investigation into alleged excessive freight rates on newsprint and other paper shipped from Eastern cities to Omaha and other midwestern towns was started here January 16 before Interstate Commerce Commission Examiner P. J. McGrath, with H. D. Bergen, manager of the Omaha Chamber of Commerce, acting as counsel for the Western Newspaper Union of Omaha, joined by the Omaha Bee, World-Herald, Daily News, Carpenter Paper Company, and other users of paper. The case is based on a decision handed down by the Interstate Commerce Commission last spring. Special rates are quoted for the period between June, 1920, and July, 1922. A refund of the excessive charges is asked.

If the case is won over \$100,000 will be refunded to users of paper. Users from Kansas, Iowa, Oklahoma, Texas, and other States are interested. The case has been in progress two days, but nothing of importance has been finished.

Excessive rates are from points in Michigan, Massachusetts, Pennsylvania, Maine, Wisconsin, and Minnesota.

THE BIG SCHEME OF SIMPLE OPERATION



THE LINOTYPE MOLD

A Type Foundry That Equips the Printer for Every Job

THE Linotype will produce everything that a printer needs just when he needs it; type-matter from 5 to 36 point, already composed and justified; border decorations in infinite variety; space and base material cast to his order.

Linotype Typography matrices and matrix slides give the printer every typographical resource he will ever need. And the water-cooled mold disk permits him to cast up unlimited quantities of material without danger of overheating.

Other exclusive Linotype features are the quick changeability of liners, without removing the mold cap, and the three-point support for the mold which prevents warping.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

NEW YORK

THE EMPIRE STATE

The total resources of the Savings Banks in the State amount to

\$3,091,661,545

Amount deposited during year ending June 30, 1922, was

\$893,781,897

The dividends paid by these institutions during the year was

\$101,464,151

In addition to this the total resources of State Banks and Trust Companies in the State was

\$4,960,013,955

New York State is the wealthiest community in the world. It presents advantages for national advertisers who have learned how to advertise at a minimum expense for a maximum return. National advertising in local daily newspapers is the best bet for the hustler who is looking for real results.

The newspapers appearing on this page will localize your appeal and intensify your coverage of each market center.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press.....(M)	33,394	.09	.09	†The New York Herald.....(M)	178,886	.40	.45
***Albany Knickerbocker Press.....(S)	47,496	.11	.11	†The New York Herald.....(S)	178,886	.40	.45
†Auburn Citizen.....(E)	6,433	.04	.035	The Sun, New York.....(E)	199,442	.45	.45
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20	New York Times.....(M)	354,671	.85	.8365
*Brooklyn Daily Eagle.....(S)	75,546	.20	.20	New York Times.....(S)	354,671	.75	.7275
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18	*New York Tribune.....(M)	137,011	.40	.38
*Buffalo Courier.....(S)	128,554	.27	.22	*New York Tribune.....(S)	141,973	.40	.38
*Buffalo Evening News.....(E)	104,958	.21	.21	**New York World.....(M)	351,260	.595	.58
*Buffalo Evening Times.....(E)	85,096	.15	.15	**New York World.....(S)	576,778	.595	.58
*Buffalo Sunday Times.....(E)	182,899	.15	.15	**New York World.....(E)	272,479	.595	.58
Corning Evening Leader.....(E)	7,290	.04	.04	***Niagara Falls Gazette.....(E)	14,614	.06	.05
***Elmira Star-Gazette.....(E)	23,754	.09	.07	***Olean Times.....(E)	6,423	.03	.03
Geneva Daily Times.....(E)	6,415	.04	.04	***Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
***Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union.....(E)	95,240	.20	.18
***Gloversville Leader Republican.....(E)	6,247	.03	.03	Saratoga Springs Saratogian.....(E)	8,224	.04	.04
Gloversville Morning Herald.....(M)	5,717	.035	.035	***Staten Island Daily Advance.....(E)	10,168	.05	.05
*Ithaca Journal-News.....(E)	7,454	.04	.04	Syracuse Journal.....(E)	45,014	.10	.10
*Jamestown Morning Post.....(M)	9,525	.05	.03	†Troy Record.....(M&E)	22,406	.05	.05
***Middletown Times-Press.....(E)	6,335	.03	.03				
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04				
***Newburgh Daily News.....(E)	10,283	.05	.05				
†New York Globe.....(E)	166,196	.36	.34				
†New York Evening Mail.....(E)	161,215	.41	.40				

Government Statements, April 1, 1922.

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

†Government Statement, October 1, 1922.

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

***A. B. C. Annual Audit, Sept. 30, 1922.

DOES IT PAY?—ONLY GUIDE IN RENDERING ADVERTISER SERVICE

(Continued from Page 7)

market conditions for the product was another big drawback to the success of the campaign.

Somebody has said that efficiency is the elimination of hindrances. The Merchandising Service Department of a progressive newspaper was created to eliminate these hindrances. The duties of the department is to co-operate with the manufacturer, the advertising agent handling the account, and the sales manager in charge of the distribution in making the advertising campaign a success.

In this connection it is interesting to learn how the merchandising department of the Chicago Daily News is conducted.

In the way of co-operation and to obtain information that would be of value to the advertiser, the News made an investigation of the city of Chicago to ascertain the conditions existing in the different households in each of the 33 telephone districts.

This investigation was made with questionnaires presented to the householders in Chicago. The names of the householders were obtained by picking one name and address from the top of each page of the Chicago city directory. As there were 2,000 pages there were 2,000 names selected. Specially trained sociology investigators were used, most of them college graduates or students. They were carefully coached in the manner of obtaining the information desired and instructed to refrain from suggesting answers that were not purely voluntary on the part of the householder interviewed.

Each interview lasted from one to two hours and an attempt was made to secure as complete a set of answers to the questionnaires as possible. It should be remembered that the subject of investigation was not the individual but the householder which is the real buying unit and determining factor. Inasmuch as these 2,000 names were selected purely at random and were distributed throughout the city, according to density of population, the character of these 2,000 households reflected to a great extent the character of the entire city. The investigation naturally divided itself into two parts—

First, the investigation proper, namely securing of information and filling out of the questionnaire.

Second, the tabulation of the answers obtained to the questionnaire. The investigation proper lasted about five months until the entire 2,000 households were covered. The information secured from each interview is contained in one questionnaire. The information on the main questionnaire desired was:

- (1) The nationality of householder or family;
- (2) Occupation of head of household;
- (3) Buying habits. Where does the housewife buy the various items of purchase (groceries, food, clothing, shoes, furniture, dry goods, etc.), downtown, at the neighborhood store or at some outside the loop business center;
- (4) Income of household;
- (5) Expenditures for rent, fuel, light, clothing, food, sundries;
- (6) Savings of household;
- (7) Newspapers read;
- (8) Whether influenced by advertising or not influenced.

The information secured on incomes, expenditures, savings and newspaper circulation was assembled in the form of tables, charts and maps on the various subjects.

A map was prepared on a scale of eight inches to the mile, which shows the different blocks of the city, with the rentals in each block, the incomes and the people influenced and not influenced by advertising in the 33 districts.

The Daily News merchandising service department, before the advertising campaign is laid out, makes an investigation among the retail dealers in the different sections of the city to obtain information in regard to market conditions for the product that will aid the advertising

agency preparing the copy.

When the sales manager arrives in the city with his sales force to make the distribution of the article to be advertised he is furnished by the News merchandising Service department, with maps of each of the 48 postal districts, showing all the street numbers. He is also furnished with a list of the retail dealers in each of these districts routed as to the most convenient way to reach them. A list of all the wholesale dealers who handle the product is also on file for his convenience. A member of the merchandising department staff calls with the sales manager to make introductions with the larger retailers when it is deemed necessary.

The News has divided the city into 48 districts. Maps of each of these districts, on the scale of four inches to the mile, are furnished to the salesmen covering the district. The stores in each district are then arranged in routes—about twenty dealers to each route. This is considered a good day's work for a salesman. Each route begins where he leaves transportation and ends at a car line to return to the loop.

The plan of routing is for localities rather than by the dealer's names. That is, by following these routes in any district every dealer in that district is covered, whether his name appears or does not appear on the route lists. The salesman will pass the door of every dealer in Chicago if he follows this routing. It has been demonstrated that by this plan a force of salesmen can cover Chicago in weeks less time than by any other plan.

These routes cover the dealers in all lines of business, not only dealers in Chicago, but in a number of surrounding cities and towns of Chicago.

By this plan, the sales manager in charge of the crew is enabled, with the aid of the News plan map, to tell at a glance how his salesmen are progressing in each district of the city and in just what spot his distribution is strong or weak.

A letter, to be carried, is furnished the salesman announcing that a contract has been made to start on a certain date. The salesmen are furnished with a portfolio containing proofs of advertisements to be run during the campaign.

The News then assigns one of its service department men to help route the salesmen.

The Washington (D. C.) Times devotes most of its analysis to studies of the merchandising possibilities of articles to be sold in department, grocery, and drug stores.

"However, we will make an analysis for any line of business," says the business manager. "It would probably be more difficult to submit facts concerning automobiles, as each dealer handles but one or two makes of cars, but we would be willing to undertake any survey that any motor car manufacturer desires. "We assist the manufacturer in securing distribution. While we will furnish portfolios of the advertisements, it has been our experience that much better results are obtained if the newspaper first gets out a full-page co-operative circular and mails it to the dealers under the name of the Washington Times and at the expense of this newspaper. The manufacturer's own salesmen should then follow up this circularizing work, having with them copies of the circular. All of this work is done in advance of the advertising breaking in our columns. The solicitor then talks directly from his product as to its merits and why the merchant should stock up, and directly from the circular as to the advertising campaign and what that will do to promote sales."

One of the best examples of what a service department can accomplish for a newspaper is indicated vividly in the Indianapolis News, the foreign advertising increase of which is due in no small

part to its merchandising department. Don Bridge, merchandising manager, explains the working of the department as follows:

"The merchandising department of the Indianapolis News analyzes Indianapolis sales conditions very thoroughly. Questionnaires covering the information desired are multiplied and all information is collected by personal interviews. These interviews are later summarized in a report.

"We do not cover the surrounding territory thoroughly in compiling the average report. Of course, we have a vast amount of information in regard to the towns and cities in our trading radius that very frequently is useful to the advertiser. When we make a survey of the comparative sales of competing products this survey is given as an investigation among Indianapolis stores only. Of course, Indianapolis is the greater part of our market.

"We do not sell goods for a manufacturer. We introduce salesmen to leading buyers if desired, providing a non-cancellable contract for advertising has been secured. We insist upon this non-cancellable contract because the introduction automatically guarantees the insertion of the copy. We also send letters or broadsides to the trade, when requested, but the actual cost of postage, printing, multigraphing, etc., is charged to the advertiser.

"We furnish portfolios of advertising to salesmen, providing a non-cancellable contract has been received by the News. This portfolio contains a letter acknowledging receipt of the contract and is really a guarantee from the News that the advertising will run. These portfolios enjoy the confidence of Indianapolis retailers. These portfolios are given to advertisers without charge.

"We very frequently make an investigation after the advertising has appeared, to determine the results obtained. These investigations are made without charge.

"Broadly speaking, the merchandising department of the News is informative in character. We believe that our principal function is to give accurate trade information, in regard to this market, that will assist in making a campaign profitable. We believe that no campaign is profitable to us unless it is also profitable to the advertiser. We are just as much interested in repeat business as is the retailer of any other product.

"I am quite certain that it is safe to say that the merchandise department of the News has been a financial success. At least the publishers of this newspaper have seen fit to allow the expansion of the department. Our gain in national advertising in a few years has been more than 101%. Possibly the merchandising work of the News has been one of several factors in contributing to this increased business."

It is noticeable that every large newspaper says the merchandising department, conducted along the proper lines and through the right channels, is pregnant of prolific returns, the results depending much upon local conditions.

The publisher, however, should first see that a careful survey is made of his territory. Moreover, a policy should be determined upon, once and for all, as to what it will and will not do. Then complete information should be obtained about retailers, including drugs, groceries, shoes, dry goods, chinaware, hardware, produce and dairy products.

Names of each of these wholesalers, with number of traveling salesmen of

each house, and the limit of territory covered by each house, comprise information of real value.

In making this survey, it should be ascertained of each wholesaler:

1. Whether or not he handles and pushes private label brands;
2. Whether or not he pushes particular manufacturers' brands;
3. Whether or not he will make a real effort to introduce new products in your market if sufficient recompense is allowed him;
4. Discounts on which he is accustomed to operate.

It is not necessary to carry an investigation of the retailers to the extent a newspaper may have to carry it for the wholesalers. It is necessary, however, to know the number of retailers in your city and in each of the principal towns and smaller cities in your radius in the different lines. These lines should include department stores, general stores, grocery stores, drug stores, cigar stores, hardware stores.

This information should be tabulated along with information as to the size of each town, the total amount of the circulation of your paper in that town and information as to the railroad connections to that town from your city.

As this information is gathered the investigator should frankly inform the wholesalers and retailers that the newspaper is endeavoring to carry on co-operative work along systematic lines. It should be pointed out that this service will result in more advertising for the paper, but at the same time would mean a stimulation of general business to the profit of all. The good will of the wholesalers and retailers should be sought because it is upon their co-operation that a great part of your merchandising service will rest.

It is essential, of course, to secure so far as possible, a complete and authoritative list of buyers of drug stores, grocery stores, etc., in your retail district.

Many advertisers are not acquainted intimately with the different territories which made it mandatory on the part of the publisher that maintains an up-to-date department, in making it an intensive and far-reaching analysis of his respective territory.

Is it a manufacturing or an agricultural territory or is it both? Dig out the facts so you can back up your statements.

Find out all you can about your manufacturing facilities, articles manufactured, etc., as:

- How many factories are there;
- How many men employed;
- Estimated total annual production;
- Estimated total annual wage;
- What the principal products are;

Of agriculture find out:

- What is the annual crop estimate;
- What are the principal crops;
- Is yours a stock raising country?

(Continued on Page 26)

Boston Globe First

The Boston Globe printed **12,807,632 lines of paid advertising during 1922**, leading the second Boston paper by more than 1,100,000 lines. (No special pages or editions printed by Boston Globe.)

Write Advertising Manager, Boston Globe, for information about the Boston territory.

The Globe Should Be First on Your Boston List

THE IMPORTANCE OF THE SOUTH

The South is the Nation's greatest undeveloped asset. Its resources in oil, timber, natural gas, coal and iron ore, and other mineral deposits gives this section a combination of advantages unequaled in any like area on earth.

The South produces nearly 60% of the world's supply of cotton. It has one-quarter of the country's coal reserve, over half of the country's forested area, one-third of the country's iron ore deposits, half of our natural gas and petroleum, one-third of the mining and quarrying capital of the country.

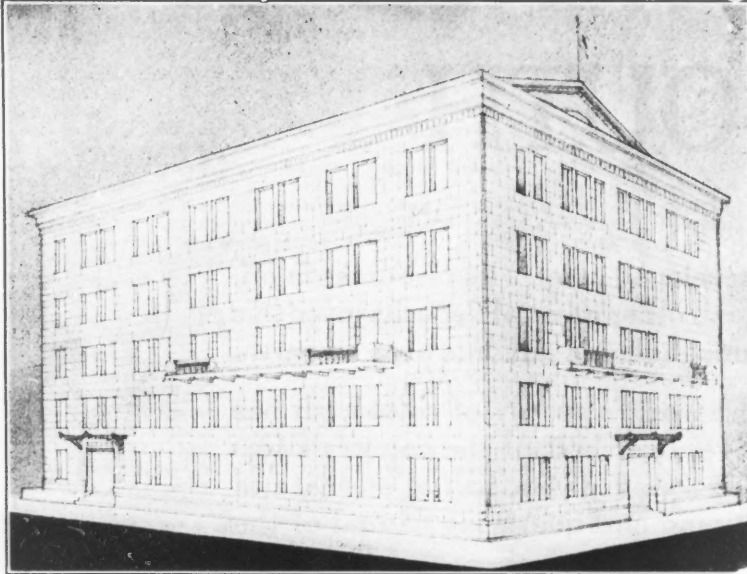
The value of Southern farm products last year in these eight states was nearly three billion dollars.

The South is rich in merchandising possibilities and no broad visioned national advertiser who will investigate and study the facts can but know the ever increasing demand for all kinds of supplies.

Use these dailies and reach the buyers in their respective communities.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA.				NORTH CAROLINA			
†Birmingham News(E)	65,658	.15	.15	**Greensboro Daily News.....(S)	27,250	.06	.06
†Birmingham News(S)	71,800	.15	.15	**Raleigh News and Observer.....(M)	24,593	.06	.06
*Mobile News-Item(E)	10,362	.05	.05	**Raleigh News and Observer.....(S)	29,338	.06	.06
**Mobile Register(M)	21,284	.07	.07	**Raleigh Times(E)	8,275	.04	.03
**Mobile Register(S)	32,715	.065	.066	SOUTH CAROLINA.			
FLORIDA.				*Columbia State(M)	22,897	.06	.06
†Jacksonville Journal(E)	18,000	.07	.07	*Columbia State(S)	21,700	.06	.06
**Florida Times-Union, Jacksonville (M&S)	36,172	.06(9cS)	.06(9cS)	**Greenville News(M)	13,938	.055	.05
*Pensacola News(E)	4,795	.03	.03	*Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Pensacola News(S)	5,291	.03	.03	*Spartanburg Journal(E)	4,105	.04	.04
†St. Petersburg Independent.....(E)	4,631	.025	.0228	*Spartanburg Herald(M&S)	5,511	.04	.04
GEORGIA.				TENNESSEE.			
**Augusta Chronicle(M)	10,001	.045	.045	**Chattanooga News(E)	22,814	.06	.06
**Augusta Chronicle(S)	11,979	.045	.045	**Chattanooga Times(M)	23,967	.07	.07
**Augusta Herald(E)	12,277	.05	.05	**Chattanooga Times(S)	23,594	.07	.07
**Augusta Herald(S)	12,121	.05	.05	†Memphis Commercial Appeal.....(M)	84,962	.16	.15
*Columbus Ledger(E&S)	8,789	.04	.04	†Memphis Commercial Appeal.....(S)	111,176	.19	.18
**Macon Telegraph(M)	23,917	.08	.08	*Nashville Banner(E)	41,709	.07	.07
**Macon Telegraph(S)	24,395	.08	.08	*Nashville Banner(S)	42,931	.08	.08
*Savannah Morning News(M&S)	20,675	.065	.06	VIRGINIA.			
KENTUCKY.				†Bristol Herald Courier.....(M&S)	8,582	.04	.04
*Lexington Leader(E)	10,700	.05	.05	†Danville Register and Bee(M&E)	12,832	.045	.045
*Lexington Leader(S)	16,663	.05	.05	Newport News Times-Herald.....(E)	9,941	.05	.05
†Louisville Herald(M)	44,303	.09	.09	Newport News Daily Press.....(S&M)	6,951	.05	.05
†Louisville Herald(S)	54,150	.09	.09	*Roanoke Times & World-News.(M&E)	21,429	.07	.06
NORTH CAROLINA				*Roanoke Times(S)	14,500	.07	.06
*Asheville Times(E)	6,683	.04	.04	Government Statement, April 1, 1922.			
**Asheville Citizen(M)	12,093	.045	.045	*A. B. C. Publishers' Statement, April 1, 1922.			
**Asheville Citizen(S)	11,665	.045	.045	**A. B. C. Publishers' Statement, Oct. 1, 1922.			
*Durham Herald(M)	7,083	.04	.04	†Includes Bristol, Tenn.			
**Greensboro Daily News.....(M)	19,267	.05	.05	†Government Statement, October 1, 1922.			

報知新聞



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates

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

The Hochi Shimbun
TOKYO, JAPAN

DOES IT PAY?—ONLY GUIDE IN ADVERTISER SERVICE

(Continued from Page 24)

Each territory has some distinctive feature around which a sales story can be built by a newspaper to convince the national advertiser that it is a territory that must be cultivated. It's "The World's Greatest Market," "The Most Easily Cultivated Market," "The City of Homes," or something else.

An investigation of the buying tendencies of people can be made easily and will reveal some surprises and some valuable data. In a city of 60,000 homes a census of a thousand homes is sufficient to indicate tendencies.

Questions such as the following can be answered:

What per cent of groceries, drugs, clothing and hardware are bought in outlying neighborhood stores?

What per cent are purchased in the stores of the retail business district?

What per cent of the population goes to moving picture shows each evening? (This for morning paper.)

What per cent are usually away from home most of Sunday? (This for the six-day paper.)

What per cent own their own homes?

What per cent have savings account?

Your population should be analyzed as to nationality—

What per cent are American born?

What per cent are colored?

What per cent are foreign?

A rent survey of your city of particular value in showing the parts of the city which should be avoided by manufacturers' salesmen for different products. For instance, you may have a very large negro population or foreign-born population concentrated in one section of your city. This section is absolutely barren territory for a high-priced product in most instances. You may have a very high-class section of the city which makes all of its purchases in your retail section. These different conditions, of course, vary with each market. This is the particular reason why you should have this information. You can get this information easily from a real estate man.

The real estate men have at their fingers' tips information as to the rent paid in the different localities. You could build a colored map giving different colors to the different kinds of sections. As a suggestion, you should divide your rent survey up into the following classifications:

Middle class section rent \$15 to \$45;

Better class section rent \$25 to \$45;

Bon-ton section rent \$45 to \$200;

Negro section rent \$5 to \$12;

Labor section rent \$8 to \$15.

Then the business section, of course, should be included.

Another class of information that is highly important is the tendency of trade in different lines. For instance, you should know what the average purchases per family from local groceries amounts to each year. You should know whether your grocers buy through their local wholesalers or whether they purchase largely from wholesalers in other cities. You should also know whether there is considerable direct buying from manufacturers or not. Be thoroughly informed as to the wholesalers' attitude toward the manufacturers who sell direct. You should make a study of price cutting or price maintenance in your market.

This same line of information should be obtained from drug stores. Do cut-rate chain stores control your market? Do the department stores control the toilet goods sales? Do your down town stores insist on buying direct from the manufacturer? What is the attitude of your drug jobbers towards manufacturers who sell direct to downtown stores?

This should be done also in women's clothing, men's clothing, dry goods, tobacco, hardware and other such lines. This probably is as vital information which you must have to discuss intelligently local conditions with manufacturer's salesmen.

Such information should be worked up into promotion matter to be sent broad-side to agencies and general advertisers.

Instead of following the old method of attempting to influence manufacturers to come into your paper because you have carried so many more lines than the other paper last year, you should sell your market on facts. You sell the use of your medium instead of merely your medium.

The Houston Press has one of the most efficient service departments of the South. Its management early sensed the possibilities of such a department and its success is well shown by the record it established in the carrying of advertising. The service department is given much credit for this record.

The Press helps the manufacturer get distribution in introducing the manufacturer's salesmen to the trade or assists him in securing the proper dealer. It doesn't, however, sell goods for the manufacturer, nor does it recommend to the dealer that he take goods on what might be considered a dealer campaign. If the advertiser is to run a consumer campaign, then the Press will recommend that the dealer put in a small stock and be ready to take care of the demand.

In fact, the Press has spent a great deal of time in educating the dealers to a fuller appreciation of natural advertising, to the importance of link ups with the national advertising and the proper displaying of nationally advertised goods in his store. This has been done by a series of editorials sent out with short letters, and by personal calls. In Houston, for instance, the leading dealers in most lines are within a radius of ten blocks, which enables the service department to keep in touch with these dealers. Almost every week one of their men make the outlying territory with some of the salesmen to keep in touch with the suburban stores. In their rounds, with the salesmen, they ask about the products that are being advertised in the paper at that particular time and frequently make reports to the advertiser on their sales conditions in Houston.

In other words, the Press plan of co-operation is to educate the dealer to a fuller appreciation of national advertising and to keep in close touch with him, see that the goods are displayed, etc., and to find out the manufacturer's problem in Houston and help him solve it. It has found that each manufacturer really has a different problem and try to help him solve that particular problem.

Frank D. Webb, advertising manager of the Baltimore News, says:

"It is difficult to say whether our merchandising department is a financial success or not, on its own bottom. I am inclined to think that if we kept a set of books on it we would show a loss. But its general value, its general aspects, etc., make it a worth-while investment and we plan to increase our efforts rather than reduce them."

Mr. Webb's opinion concerning the workings of the News' merchandising department are both interesting and instructive. It assists the manufacturer in securing distribution, by co-operating with the local selling force, by introducing them to the principal outlets, by making 20 to 30 calls with them if necessary upon the pivotal points, by helping them get window displays; by sending letters, etc., if paid for by the manufacturer; and, in general, do pretty much all that is asked provided the advertiser pay the flat cost of work which, like letters, fall in the class of advertising itself, and the expense of which should of course be defrayed by the manufacturer or advertiser precisely the same as he defrays the cost of space. It furnishes portfolios of advertisements to the salesman calling on the trade without charge. If portfolios are desirable for the retail trade as a whole and will, accordingly, require considerable duplication, mailing expense, etc., the advertiser is asked to pay the cost of preparation, printing, mailing, etc.

The Cincinnati Post has worked out a broad and comprehensive policy in the matter of research and co-operation. It is as follows:

1. A study of each of the larger industries, its extent within its territory, and its relation to the industry at large; together with the number of persons engaged in and dependent upon it.
2. Compilation of "Route Lists" in many branches of retail trade.
3. Establishment of such relations with dis-

tributors and retailers as will facilitate the gathering of the information desired, and, in turn, establish among them a receptivity toward the paper's suggestions and recommendations.

4. It assists manufacturers to an extent depending upon the nature of their offerings and their own efforts to advance their own interests. It does not, however, render extensive service, according to suggestions, without definite understanding as to the extent and the duration of the advertising, not because it undertakes to fit the service to the amount of money the advertiser is willing to spend, but because it is unwilling to pose as sponsor for the success of a campaign which may fall because the advertiser's part in it only introduces his wares to the retailer, but does not "move them."

5. It expects the advertising agent to be as candid with the newspaper as he and his client expects them to be in the Post's reports upon local conditions. The Post furnishes few "surveys" to agencies on the indefinite information that a campaign is contemplated.

6. Neither does the Post, free or for a price, furnish advertisers with portfolios, though it does write letters stating that it has made certain advertising contracts.

7. It does not follow any one campaign with the idea of checking up what demand there is for ONE product, though it does make studies of certain lines and report on them, but this information is regarded as confidential and given out only at discretion.

Supplementing this service, the Cincinnati Post uses an exhaustive booklet on the territory covered by Cincinnati papers. It is called the Post Annual, and contains interesting and vital statistics concerning the merchandising possibilities of Cincinnati and contiguous territory. Such booklets, of which the Post Annual is a striking example, contain essential merchandising information to all kinds of manufacturers who aspire to secure intensive distribution of their products.

It is apparent from an exhaustive study of merchandising bureaus that the papers meeting with the greatest success and securing the most business from their merchandising departments more or less follow the same kind of policy. In other words, they follow closely the dictates of good business practice, which in the last analysis is the only course to pursue.

NO WORLD PEACE UNTIL U. S. WILLS IT—BURNHAM

(Continued from Page 5)

course we use women on our English newspapers, but they do features, society, fashions or some other line of writing pertinent to the women's field. I do not know of a single woman reporter, such as you have over here. I notice also that in the United States, women do much of the interviewing. That also is an unexplored field for them in my country. We are using women more and more all the time, but I think it will be years, perhaps, before they are used to the extent they are in America."

Lord Burnham expressed hearty disapproval of "circulation dodges," as he phrased them, particularly of the insurance coupon system, which is now being practiced by a number of newspapers in England and particularly London. "In some families," said Lord Burnham, "there will be as many as four or five daily newspapers, one for each member of the family, so each will have an insurance coupon. In many instances, some of the newspapers are not even glanced at. When the coupon has been clipped, it has served its purpose. I maintain that the proper way to secure circulation is to make a good newspaper, and, while by means of these insurance coupons I know of instances where the circulation has been greatly increased (in one instance that I recall an increase of half a million), I think it fundamentally wrong."

A matter in which I am deeply interested is some sort of Anglo-American conference for journalists. I deeply regret that the London Newspaper Proprietors' Association, of which I am president, could not accept the kind invitation extended us by the American Newspaper Publishers' Association to attend its annual meeting in New York next April. A pressure of business prevented, as April, May and June are our three busiest months, but I do think a

joint gathering of American and British publishers would prove invaluable."

Lord Burnham's deep interest in every movement that will forge the bond of union between the United States and Great Britain was particularly evidenced, it will be remembered in his inspired activity in connection with the preservation of Sulgrave Manor, the historic home of the Washington in Northamptonshire England. In 1919, the London Daily Telegraph issued an appeal for funds for this purpose. Several columns of the paper were devoted to it daily, and it was due to the work of the newspaper that the matter was carried to a successful conclusion.

The warmth and cordiality of his welcome to New York pleased Lord Burnham greatly, and when I suggested to him that he was being shown as many attentions as a debutante, he gave a hearty laugh, saying, "Oh, I think you are 'kidding' me; you mean I am in my second childhood."

Last night Lord Burnham was the guest at a dinner of the Foreign Correspondents Association, held at the Hotel Brevoort, New York.

Today Lord Burnham will be the guest of honor at a luncheon given by the English-Speaking Union at the Hotel Astor. On Monday the executive committee of the Press Congress of the World will entertain at a luncheon in his honor at the Hardware Club, New York, and the same evening Frederick Roy Martin, general manager of the Associated Press will entertain for him at a dinner at the University Club. On Tuesday Lord Burnham will again be honored with a luncheon at the Bankers Club, given by the Pilgrims.

Wednesday Lord Burnham will sail for the West Indies.

Lady Burnham, who was to have accompanied her husband on his American trip, was unable to come because of influenza, which she developed a few days before the date for sailing.

H. E. Turner, secretary of the Empire Press Union, of which Lord Burnham is president, is accompanying him.

NOTES OF THE AD AGENCIES

ALEX F. OSBORN, of Barton, Durstine and Osborn, Inc., and Henry Oliver Smith, of the E. P. Remington Agency, Buffalo, were recently elected directors of the Citizen Trust Company, Buffalo, N. Y.

Thaddeus S. Dayton, for five years publicity manager of the Guaranty Trust Company, New York, and for nearly a year since then, New York staff representative of the Philadelphia Public Ledger business news section, has joined the organization of Edwin Bird Wilson, Inc., advertising agents, New York.

Norman F. Taylor, formerly sales manager for the William N. Albee Company, of Detroit, has joined the staff of Brooke, Smith & French, Inc., Detroit advertising agency.

James Lawrence Murphy, formerly president of the Buchan-Murphy Manufacturing Company, has become a member of the staff of James F. Newcomb & Co., Inc., New York.

The James P. Simpson Company, Inc., of Dallas, Tex., has filed an amendment to its charter changing the name to the Pickering Theater Advertising Company.

The Owen-Kenny Advertising Company, of Cherokee, Okla., has been organized with a capital stock of \$30,000. Incorporators are: H. R. Owen, Cherokee; E. W. Flynn, Oklahoma City, and J. J. Kenny, Anthony, Kan.

Ira C. Moser, employed with the Globe Publishing Company, Hagerstown, Md., formerly of Myersville, Md., has organized the Moser Advertising Service, with offices at 26 North Potomac street, Hagerstown, and will conduct a general advertising service business after March 1.

The E. T. Howard Company, New York advertising agency, has moved to 33 West 42nd street.

H. L. Harris, formerly of Frank Seaman, Inc., New York advertising agency, has joined the Greenleaf Company, Boston advertising agency, as vice-president, in charge of production.

For the information of Monotype Representatives. This notice will appear in trade papers for January and will also be mailed to all customers and a large list of printers.

Use and Sale of Elrod Machines Enjoined by United States Court

The users, as well as sellers, of the Elrod machine are infringers under the final decree and injunction recently issued by the United States Court at Wilmington, Delaware, in the case of Lanston Monotype Machine Company against Pittsburgh Type Founders Company. The defendant both sold machines and used them in its business for the making of slugs and rules. The Court found that claims of the Monotype Company patents for both the machine itself and for the process which is practiced in the use of the machine in making slugs and rules were valid and infringed. The injunction was issued pursuant to the Mandate of the United States Court of Appeals for the Third Circuit, in the following language:

"NOW, THEREFORE, KNOW YE, that you the said Pittsburgh Type Founders Company, your officers, agents servants, workmen, and every person acting by and on behalf of said defendant, and each and every of you, are hereby strictly enjoined and restrained, permanently and forever, under the pains and penalties that may fall upon you in case of disobedience, from the further manufacture, use or sale, directly or indirectly, in any way, of any device, devices, apparatus or mechanism containing, embodying or employing the inventions set forth in either or both of the said claims numbered 1 and 2 of Letters Patent No. 1,222,415, and from the further use or practicing of the process, either directly or indirectly, in any way, of said claims 4 and 6 of Letters Patent No. 1,237,058, or either of them."

The claims of the patents referred to are as follows:

PATENT No. 1,222,415:

"1. An apparatus for casting type metal elements for printing forms, embodying means for confining molten metal, in contact with a surface of a previously congealed portion of the element being cast whereby the two portions are caused to unite by fusion, means for intermittently advancing the element with relation to the confining means as succeeding increments congeal, and means for forcibly injecting molten metal within the confining means to form succeeding increments of the element."

"2. An apparatus for casting type metal

elements for printing forms embodying means for confining a body of molten metal in contact with a surface of a previously congealed portion of the element being cast, whereby the two portions are caused to unite by fusion, means for intermittently advancing the element as succeeding increments congeal, means for intermittently injecting molten metal within the confining means, and means for directing the incoming metal along the face of the previously congealed portion of the element."

PATENT No. 1,237,058:

"4. The method of forming a distinctive finished strip of material for use in a form of printing type which consists in intermittently forcing increments of molten metal into a mold cavity the exit to which is closed by the congealed metal forming the strip, intermittently feeding the metal forwardly through the exit of the mold cavity and in causing the molten metal to congeal in the mold cavity during the intervals between feed movements."

"6. The method of forming a distinctive finished continuous strip of metal for use in a form of printing type, which consists in intermittently forcing molten type metal into a mold cavity the exit to which is closed by the congealed metal of a previous increment, causing the succeeding increments to unite by fusion, intermittently feeding the metal forwardly through the exit of the mold cavity and in causing the molten metal to congeal in the mold cavity during the intervals between feed movements."

To avoid further liability, owners and users of Elrod machines will have to stop using the Elrod; but the Monotype Company is in position and ready to supply its machines, so that the trade may readily obtain machines (or material) manufactured and sold under proper and legal authority from the Lanston Monotype Machine Company, owner of the patents.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

ILLINOIS

Country's Mineral Center

When we think of Illinois it is seldom or never in respect to coal mining—but it is nevertheless a source of great wealth to Illinois.

Bituminous coal underlies more than half the area of the state. Illinois stands third among all the states in mineral output. The production of bituminous coal is valued at \$240,000,000.

Illinois is also a large producer of petroleum and natural gas. The latest statistics on oil production cite a figure of 15,776,860 barrels for the year.

Illinois is one of our wealthiest states. It ranks third in production of field crops from agriculture, third in manufactures, third in population and third in mining. As a railroad state it has the heaviest tonnage in the United States.

Illinois daily newspapers are among the best in the country in influence and pulling power. Concentrate your efforts in this territory and it will produce maximum results.

Get your share of the business with these dailies.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News (E)	15,249	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
Chicago Herald-Examiner (M)	395,861	.55	.55
Chicago Herald-Examiner (S)	729,735	.85	.85
Chicago Daily Journal (E)	117,483	.26	.24
†Chicago Tribune (M)	517,184	.70	.70
†Chicago Tribune (S)	790,552	1.00	1.00
**Moline Dispatch (E)	9,391	.04	.04
†Peoria Journal-Transcript (M&E)	33,182	.10	.09
Peoria Star (E)	24,580	.075	.06
**Rock Island Argus (E)	10,704	.04	.04
†Sterling Gazette (E)	5,149	.03	.03

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

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

ERVIN WARDMAN DIES IN HIS 58TH YEAR

Vice-President of Herald and Sun Had
Been 34 Years in Newspaper
Work—Closely Associated
with F. A. Munsey

Ervin Wardman, vice-president of the New York Herald, the Sun Printing & Publishing Association, and the Sun-Herald Corporation, died January 13 at his New York residence. He was taken ill with influenza December 27 and pneumonia later developed. Mr. Wardman was 57 years old and had spent his entire business life in the editorial and executive branches of newspaper work.

On graduation from Harvard in 1888 Mr. Wardman went to the New York Tribune as a reporter. In 1895 he became the managing editor of the New

York Press, of which paper he was the editor from 1896 to 1912, and had much to do with making the Press a voice of liberal Republicanism.

pointed chairman of the labor committee and a member of the arbitration committee of the American Newspaper Publishers' Association. In this capacity he conducted many negotiations with the printing crafts.

Since the retirement of Edward P. Mitchell from the Herald editorial page Mr. Wardman has, in association with Mr. Munsey, been responsible for this page of the newspaper. Ervin Wardman was a scholar, a deep student of affairs, a man of very sound judgment, and, withal, true to his hardy Maine race, he was an intense worker. In addition to his exceptional ability as a writer he was a sound, clear-headed, able business man, a thoroughly rounded out newspaper man.



Photo Copyrighted by EDITOR & PUBLISHER.
ERVIN WARDMAN

York Press, of which paper he was the editor from 1896 to 1912, and had much to do with making the Press a voice of liberal Republicanism.

In 1905 his aggressiveness caused him to be summoned before the New York State Senate. The Senate wanted to know the source of information on which was based a series of articles which he had published relating to Justice Warren B. Hooker and an alleged attempt to bribe members of the legislature. It asked him if he really believed that bribery had been attempted.

"I am bound to say I do," Mr. Wardman answered. But he would not tell who had given the information to his newspaper. He said that this would be a violation of the ethics of his profession and that he could not be compelled to answer. It was the Senate that backed down, not Mr. Wardman. In another case the position he then took has since been approved by the Supreme Court of the United States.

In 1912 Frank Munsey bought the New York Press, and Mr. Wardman continued his connection with the paper as editor-in-chief. In 1916 when Mr. Munsey acquired the Sun, merging the two morning newspapers, Mr. Wardman assumed general editorial supervision over the whole. He continued in that capacity when the Herald was bought by Mr. Munsey in 1920.

There was no department of a newspaper from the editorial and city rooms to the press or mailing room that Mr. Wardman did not thoroughly understand. Mr. Wardman's intimate knowledge of labor conditions caused him to be ap-

Mr. Wardman was born on December 25, 1865. He was the son of George and Mary Ervin Wardman. He married Miss Violet Boyer, of Barrie, Ont. His home for the greater part of the year was at New Rochelle. He also had a country place at Sherbrooke, Quebec, Canada. He was a member of the Harvard University, Pelham Country and Huguenot Yacht clubs.

A funeral service was held at St. Stephen's Episcopal Church, New York, January 15. The honorary pallbearers included Melville E. Stone, the Associated Press; Henry L. Stoddard, publisher, the New York Mail; Bradford Merrill, general manager, the New York American; Louis Wiley, business manager, the New York Times; Don C. Seitz, the New York World; Charles H. Boynton, the Associated Press; Harold Anderson, the New York Herald; Erman J. Ridgway, the New York Herald; Thomas Lamont, the banker, and Samuel Koenig, chairman of the New York County Republican Committee. Illness prevented the attendance of Mr. Munsey.

The newspaper editors and publishers of New York in a special memorial meeting held at noon January 17, passed the following resolution:

"The Newspaper Editors and Publishers of New York, in special memorial meeting, express their deep personal grief, and their sense of the irreparable loss to the profession of journalism, in the sudden death of Ervin Wardman of the New York Herald, on January 13, 1923.

His natural talents fitted him for positions of highest trust and responsibility and his native gifts were infinitely improved and developed by his habits of unflagging industry, by patience

under difficulties, by tenacity and cultivated cheerfulness, and by a knightly courage and courtesy at all times and places.

Mr. Wardman's character would have adorned any high calling. In the conduct of newspapers, during twenty-eight years of active, vigorous work, he gave a shining example of truth, honor, independence, and integrity that are at the foundation of good journalism.

Uncompromising and absolutely fearless in matters of principle, his modest mien, his kindness of heart, his gentle humor and his invariable sincerity made him as much beloved as he was universally trusted.

His bereaved associates hereby express their deep sympathy with his family in their overwhelming loss.

Addresses were made at this meeting by Louis Wiley, New York Times; Bradford Merrill, New York American; Victor Ridder, New York Staats Zeitung; Lester L. Jones, New York Publishers' Association, and Herbert Bridgman, Brooklyn Standard Union.

Obituary

JOHN H. HUBBEL, aged 86, father-in-law of Wallace Odell, publisher of the Tarrytown (N. Y.) Daily News, died January 11 after an illness of less than two weeks.

WALTER JENKINS, a brother-in-law of Charles M. Drury, city editor of the Haverhill (Mass.) Herald, was killed recently when the street railway snow plow he was operating overturned.

ALEX J. SANDERGARD, aged 55, a retired Texas newspaper man, died at his home in Fort Worth last week. He had been connected in various capacities with newspapers in Fort Worth and Galveston, and during his career had been publisher of several newspapers.

MRS. DONELLA BOYNTON, aged 54, wife of George H. Boynton, for 30 years editor and publisher of the Hamilton (Tex.) Herald and later publisher of a newspaper at Comanche, Tex., died recently.

HENRY W. JOHNSON, aged 62, pioneer Texas newspaper man, died at his home in Apalachicola, Fla., recently, where he was editor and publisher of the Apalachicola Times. He was a brother of Col. R. M. Johnston, former editor of the Houston Post.

CLARENCE M. ALVORD, aged 69, editor and proprietor of the Livonia (N. Y.) Gazette, died recently in a Rochester hospital following an operation. He had been publisher of the Gazette since 1878.

GEORGE F. CRUTCHLEY, aged 66, publisher of the Norborne (Mo.) Democrat, and former Collector of Internal Revenue for western Missouri, died December 11.

J. M. NORRIS, aged 81, a veteran Missouri editor, died recently. He edited papers at Boonville, Buncheon, Tipton, Sarcoxie and Ash Grove, Mo.

MISS FRANCES MATTHEWS, aged 68, a former newspaper writer and editor, was found dead in the snow near her home on Friday of last week, after she had been missing for three days. Miss Matthews was formerly editor of Montour Falls (N. Y.) Havana Journal, but her health broke down and she was forced to retire a number of years ago. Investigation following the finding of her body indicated that she had suffered a violent fit of insanity, and after nearly wrecking the interior of her home had wandered out into a storm and frozen to death.

J. CLARKE KIEFFER, telegraph editor of the Baltimore Evening Sun, died suddenly January 13, at noon, in a Baltimore hospital. He was at one time editor of the old Hagerstown (Md.) News and later went to Frederick, Md., as city editor of the Frederick News. Later Mr. Kieffer started the Frederick Morning Post, the first morning newspaper there.

DR. EMIL G. HIRSCH, editor of the Milwaukee Zeitgeist from 1880 to 1887, editor of the New York Reformer 1886, and editor of the Chicago Reform Advocate continuously since 1894, died in Chicago on January 7.

ANDREW S. MCSWIGAN, aged 58, a well-known newspaper man of Pittsburgh, Pa., died on January 12 of pneumonia, which followed a surgical opera-

tion which was performed a week earlier.

MRS. ELLEN MOORE BARNES, aged 86, widow of C. M. Barnes, founder of the C. M. Barnes Publishing Company, Chicago, died this past week at the home of a daughter in Seattle, Wash.

WALTER A. REED, employed as a printer on Plymouth (Mass.) newspaper, was found dead in his room recently. Death was due to heart disease.

BOYD S. LEEDOM, aged 65, pioneer Nebraska journalist, died at Gordon, Neb., January 6.

DAVID B. GIVLER, aged 61, for many years editor of the Naperville (Ill.) Clarion, died suddenly January 6, following a stroke of paralysis.

LUCIEN E. BRETON, aged 30, cartoonist and artist on the San Francisco Bulletin, died January 7, after an operation for appendicitis.

ALEX A. VENNEY, aged 52, founder of the Temple (Tex.) Tribune, now the Daily Telegram, died in Dallas, January 3.

ANTON H. CLASSEN, editor and publisher of one of the first Oklahoma newspapers, died recently.

ROLAND B. GRIFFITH, aged 41, a member of the editorial staff of the Fort Worth (Tex.) Star-Telegram, died recently. He had been connected with newspapers in Texas, Missouri, Illinois, Kansas and other states. His father was editor and publisher of a Greenfield (Mo.) paper.

WILLIAM CAMPBELL, aged 72, for 21 years editor of the Southern Messenger, the official organ of the Catholic Church in Texas, died at the Santa Rosa Infirmary in San Antonio, recently.

NESTOR MONTOYA, founder of La Voz Del Pueblo Las Vegas, Las Vegas, N. M., and for many years publisher of La Bandera Americana, Albuquerque, both Spanish language papers and member of Congress from New Mexico, died suddenly in Washington, D. C. January 13.

P. O. GREENWELL, aged 63, formerly Cleveland correspondent for the Associated Press, died in Cleveland January 14.

FREDERICK HARRISON, aged 92, famous British publicist and author, died in London January 14. Although over 80 years old, in 1915 he went through the war zone and served as a correspondent.

LEVI K. ALDEN, aged 80, probably the oldest printer in Wisconsin, and the first carrier of the Janesville Gazette now 77 years old, died at the Soldiers Home at Waupaca, Wis., January 12.

JOHN T. WATTERS, aged 68, father of John T. Watters, Jr., general manager of the Springfield (Ohio) Morning Sun, died suddenly of heart disease January 16.

Acquires Metropolitan Magazine

Bernarr MacFadden, publisher of the MacFadden group of magazines, announced January 14 that the MacFadden Publications, Inc., of which he is president, has acquired ownership of the Metropolitan Magazine, recently published by H. J. Whigham, and formerly owned by Harry Payne Whitney. Other magazines in the MacFadden group are Physical Culture, True Story, Brain Power, Beautiful Womanhood, Movie Weekly and Midnight Mystery Stories.

Memorial Service for G. H. Dearborn

A memorial service for the late George H. Dearborn, for 21 years publisher of the Melrose (Mass.) Free Press, was held recently in the Unitarian church at Melrose. Dr. John B. Dike presided and there were addresses by Rev. Edward A. Horton, chaplain of the Massachusetts Senate; Rev. Harold Marshall and many others.

Ad Man Starts Two-Year Sentence

T. S. Drexel, head of the Drexel Advertising Agency, Hagerstown, Md., convicted in the Washington County Circuit Court on a charge of obtaining money under false pretenses, was recently sentenced by Judge Wagaman to two years in the Maryland Penitentiary and has begun to serve his term.

WEST VIRGINIA

40th in Area

27th in Population

2nd in Mineral Wealth

1st in Output of Natural Gas

Mining is the leading industry, the State ranking second in the production of coal. It ranks eighth in petroleum production.

The total value of products from its coal, petroleum and natural gas industries is over 95% of the total value of products of the State.

The other industries are relatively small but both limestone and sandstone quarrying industries in West Virginia are important in that they furnish a large share of the country's supply used in manufacturing.

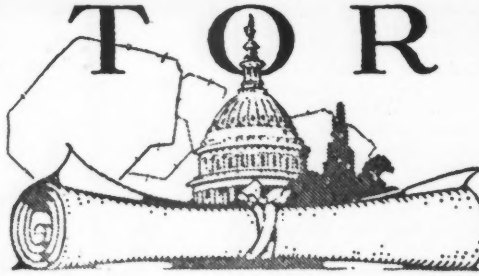
Manufacturers are prosperous and there is vast unused water power and excellent transportation.

West Virginia is a hustling State and the people of that State respond readily to the right merchandising appeal.

These West Virginia newspapers will help you.

		Rate for Circu- 5,000 lation lines			Rate for Circu- 5,000 lation lines
Bluefield				Martinsburg	
†††Telegraph(M)	10,112	.04		**Journal(E)	3,992 .03
Charleston				Parkersburg	
**Gazette(M)	19,920	.06		†News(M)	5,568 .025
**Gazette(S)	23,580	.07		†News(S)	6,366 .025
				**Sentinel(E)	6,654 .027
Clarksburg				Wheeling	
**Exponent ... (M&S)	8,205	.035		**Intelligencer ..(M)	12,797 .0325
**Telegraph(E)	7,807	.035		**News(E)	13,117 .05
**Telegram(S)	9,792	.035		**News(S)	18,395 .07
Huntington					
†††Advertiser(E)	12,250	.035		†Government Statement, April 1, 1922.	
**Herald-Dispatch	(M)	13,484 .035		††Publishers' Statement.	
**Herald-Dispatch	(S)	12,753 .035		†††Government Statement, Oct. 1, 1922.	
				**A. B. C. Report, Oct. 1, 1922.	

EDITORIAL



FIAT LUX

WHHEAT will ripen only in the sunlight; continuous darkness brings only hunger, and after that comes fear and hate. Open diplomacy is the ripening of international intercourse into understanding; secret diplomacy is the smothering of understanding under doubt and fear.

Nothing has ever come from secret government but hatred, taxes, war and oppression.

The foundation stones of Americanism are laid upon the bedrock of open dealing that lends itself to argument so that all men—not a few—may reason and understand not alone their problems but the problems of their fellow men, and reach an understanding that will bring the greatest justice to all.

America doesn't want to be tied today in international tangles that are carefully hidden in "confidential files." Tomorrow they will not be worth the paper they are written on. The people of America are crying for the right to beat out their destiny on the anvil of free speech and that, first of all, calls for knowledge that is being denied by the United States Department of State.

America's most important business is with the other nations of the world—it is not the private business of one man, a dozen men, any political party—it is the religious duty of those who live and the mothers of today and tomorrow of millions unborn.

Nevertheless, we have in Washington a "high authority" who believes that the "existing endeavors to adjust the reparations problem on a permanent basis will be seriously hampered by too much discussion and speculation by the American press."

This belief has led Secretary Hughes to deny the Boyden "Plan" and then a few hours later acknowledge it as the Boyden Memorandum; it has forced the American people to wait for the foreign poisoned and propaganda-ridden statements of nations overseas for our first official fact news of our present part in the affairs of Europe.

There is only one way to settle any problem and that is by open discussion that leads to decision built upon facts that burn white with truth.

There is only one way to reach the heart of America nationally and that is through the American press. It is the one agency through which national opinion and ideals can be tempered and proven true. It is the binding link that holds more than a hundred million people true to the highest traditions of mankind. When its right to function to the fullest is denied, then the greatest force in the higher ideals of government as represented in ours is broken down.

Secretary Hughes has denied this right; he has turned his back on the press of America—the principal contact between the people and their government; he has denied the right of discussion on matters that directly affect the well-being of the people today and millions to be born.

No national issues are involved, because America's plans are not known to the American people and it is time that the press of the land called a halt, that the people of this nation may never become pawns in a diplomacy of secrecy that has to its credit nothing but hatred and greed.

OUR NEXT ISSUE

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER, which is accepted as the most authoritative reference work in the newspaper and advertising world, will appear next week.

The listing of newspapers with their circulation, advertising rates and executive personnel, has been greatly simplified in the coming issue and it is believed, will be of increasing usefulness and value to all those who have come to depend on it in their daily work.

Of interest to all is a new feature—a comparison of newspaper and magazine circulations and rates by states and territorial groups. This is the first compilation of this data that has been possible since the beginning of 1919 and possesses food for many hours' study by thinking newspaper executives.

Distribution of this important number is naturally restricted to regular subscribers. For the convenience of those whose employment of it is an hour-to-hour matter, there is a limited edition bound in cloth.

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER
Vicksburg (Miss.) Herald

AND the disciples came, and said unto Him, *Why speakest Thou unto them in parables? He answered and said unto them, Because it is given unto you to know the mysteries of the Kingdom of Heaven, but to them it is not given. For whosoever hath, to him shall be given, and he shall have more abundance: but whosoever hath not, from him shall be taken away even that he hath. Therefore speak I to them in parables: because they seeing see not; and hearing they hear not, neither do they understand. And in them is fulfilled the prophecy of Esias, which saith, By hearing ye shall hear, and shall not understand; and seeing ye shall see, and shall not perceive: For this people's heart is waxed gross, and their ears are dull of hearing, and their eyes they have closed; lest at any time they should see with their eyes, and hear with their ears, and should understand with their heart, and should be converted, and I should heal them. But blessed are your eyes, for they shall see: and your ears, for they hear.—(Mat. xiii:10-16).*

MAIL RATES AND FAT PORK

FOOTPRINTS of the patronage porker are seen clearly as the Senate approves an appropriation of \$500,000 for hiring clerks and "inspectors" for tests to be conducted on the cost of handling second-class mail. For the tests themselves, the Senate considered \$75,000 sufficient. That is about the ratio of interest of the national legislature in the subjects of jobs and that of relieving the nation's publishers from onerous postal rate burdens imposed while the country was willingly accepting tremendous taxes as necessary to win the war.

The job's the thing. March 4 is drawing very close and Congress expects to do its duty by finding a good job for every deserving member whose constituents declined to keep him in Congress. Several of the ten members of Congress who are also members of the Joint Postal Commission to investigate second-class costs, methods and charges, will cease to be members of Congress in a few weeks. But they don't want to sever their associations with the postal investigation, which can be continued indefinitely, with any number of "experts" signing the payroll at regular periods.

Possibly some of them have speculative eyes on the \$500,000 that the Senate would appropriate for clerk and inspector forces. No doubt several of them could qualify as postal inspectors under the flimsy examination that Congress imposes on retiring members who need plenty of fat Federal pork for their sustenance. And no doubt, some of them will be listed as Post Office inspectors if the Senate appropriation clears the hurdles of the House, the joint conference and a Presidential veto.

If they do, the newspaper and periodical publishers can resign themselves to two years more of outrageous postal rates. They can expect no relief from the present Congress, which holds defeat at the polls sufficient ground for breaking promises. The next Congress, however, has a different complexion. Possibly if it is taken in hand early enough and educated in the truth, the press will again be able to mention its "influence" above a whisper and to work under postal rates in keeping with the traditions and functions of the Post Office as an agency for the nation-wide dissemination of knowledge. Just now it is continuing to revenge the Kitchin-Burleson ensemble for the torments the newspapers justly inflicted on them seven years ago.

THE MORNING NEWSPAPER

FAVORABLE auspices attend the formation this week of the Morning Newspaper Publishers' Association of America. Like many others of the newspaper bodies which the past decade has seen come into being, its purpose is the bending of the efforts of all its members for the good of each. In this case, the object sought is the banishment from the minds of advertisers and their agencies the idea that morning newspapers cannot be successfully used to sell goods and services to the public.

Probably advertisers have come to doubt the truth of this prejudice, even before the Middle Western publishers who formed the new organization came into the field. Analysis of the lineage carried in 1922 by the Greater New York newspapers discloses a slight, though decided, preference for morning papers in that city by national advertisers. Unfortunately, this analysis cannot be extended to other localities, for the reason that statistics are not kept for more than one or two of the larger cities. But if it be true that national advertisers are using morning papers in the crowded industrial metropolitan district of New York to a greater extent than ever before, it is logical to believe that they will find of even greater value morning papers in cities which serve large outlying rural populations—an unsurpassed field for the morning paper.

If that be true, the task of the new association is so much the easier. It can devote its efforts in larger measure to selling the advantages of the morning newspaper medium and to selling the newspaper idea generally to advertisers who still need argument on that point. Success should attend the new movement if its members can secure the full support of their fellow morning newspaper publishers throughout the country, if they decide on what they want to sell and how they want to sell it, shun selfish and short-sighted "knocking" and sell their group. They can win if they keep their idea and their well-chosen arguments everlastingly before the people and organizations whose attention they desire. **EDITOR & PUBLISHER** wishes them every success in their effort.

ERVIN WARDMAN

NEW YORK journalism is a crowded field to which new men are added while others drop out every day; it is only infrequently that real vacancies occur—that the absence of the missing is felt. That is true of Ervin Wardman.

He won a high place in the profession which he chose as his own more than thirty years ago by zealous labor and devotion to high ideals. Being honest of mind, he was at all times true to his beliefs.

At the time of his death Mr. Wardman was vice-president of the Sun-Herald Corporation, but it was as a fearless writer he will be best remembered and as a believer in the ethics of the profession he honored by his presence. The loss suffered by his going at the age of 58 years will be mourned wherever his steadfast adherence to high principles was known.

WELCOME, BURNHAM

IT is to be hoped that great good will result from the present visit of Viscount Burnham to the United States.

He will find it a much changed country from that he visited more than a quarter of a century ago; a people willing to listen and eager to understand the people from whom it is hoped he will bring a hopeful message.

Viscount Burnham is today the dominant figure in British journalism. We believe his visit will bind the ties between the newspaper men of both nations.

THE Committee of One Hundred on Foreign Relations of the National Civic Federation, which has just commended Secretary Hughes for his "tactful efforts" for peace in Europe, announces that it is going to investigate propaganda of foreign Governments in the United States. They should make a complete job of it and find out why the people of the United States have to depend on foreign sources of propaganda for news of this nation's activities in Europe.

PERSONAL

FRIEND W. RICHARDSON, owner of the Berkeley (Cal.) Gazette and president of the California Press Association, was the guest of honor at a reception and banquet of the association attended by more than 200 members, January 9, the day he took the oath of office as Governor of California.

Sir Robert H. H. Baird, managing director of the Belfast (Ireland) Telegraph and allied newspapers was recently elected grand registrar of the Grand Masonic Lodge of Ireland.

L. V. Ashbaugh, publisher of the St. Paul News, who has been in ill health for the last few months but at no time critically ill, is reported to be well on the road to recovery.

C. K. Blandin, president of the St. Paul Dispatch-Pioneer Press, gave his annual dinner January 10 for departmental heads and subordinates, editorial and mechanical, January 10. The speakers were: H. Z. Mitchell, Bemidji (Minn.) Sentinel; A. J. McFaul, business and advertising manager, the Dispatch-Pioneer Press, and Mr. Blandin.

Fremont W. Spicer, vice-president of Fourth Estate, is at the 5th Avenue Hospital, New York, recovering from an operation for appendicitis which he underwent during the past week.

Irving Brant, editor of the editorial page of the St. Louis Star, and Mrs. Brant are the parents of a second child, a daughter, born this week. Mrs. Brant was until recently literary editor of the Star.

B. F. Pelz, publisher of the Clinton (Ill.) Journal, is among the northern newspaper men wintering in Florida. He has been at Miami for some time.

Otto Paul Schwarz, contributing editor of the Basler (Switzerland) Nachrichten, is now visiting this country on a mission for the Swiss government. He left Sioux City January 15 for California, from where he will sail for China and the Orient. Mr. Schwarz is making a tour of the world for his government and this trip is also sponsored by the Press Association of Switzerland.

George H. Dearborn, dean of Boston suburban newspaper men and formerly of the Boston Journal, is seriously ill at his home in Nashua, N. H. He recently retired as editor of the Melrose Free Press.

William C. Davidson, editor and publisher of Calgary Albertan, has been elected member of the Alberta Legislature, succeeding the late Robert C. Edwards, editor of the Calgary Eye-Opener. Mr. Davidson sat in the Legislature from 1917 to 1921, but retired in the latter year.

Charles S. Parker, now in his eighty-fourth year, recently celebrated the fifty-first anniversary of the Arlington (Mass.) Advocate and Lexington Minute Men, two papers which he founded in 1872, and which he has owned and edited continuously since then.

R. S. Coll, formerly news editor of the Pittsburgh Dispatch, is now editor of the Honolulu Daily Advertiser. His son, Raymond C. Coll, also a Dispatch man, is also associated with the Advertiser.

Mrs. Charles Bennett Smith, whose husband was a former editor of the Buffalo Courier, has been elected president of the New York State civil service commission. Mrs. Smith was appointed a civil service commissioner in 1919 by Gov. Smith.

F. A. Miller, editor of the South Bend Tribune, is the originator of and head of a citizens' movement to secure an additional appropriation for increased post-office facilities in South Bend.

IN THE EDITORIAL ROOMS

EDWARD B. GOODRICH, an editorial writer on the Boston Post, was recently the guest of honor at a dinner

of the Boston Post Editorial Association upon his 80th birthday.

William H. Hardy has resigned as managing editor of the Boston Telegram. No successor has been appointed, and it is understood that Frederick W. Enright publisher of the Telegram, will associate himself more closely with the editorial department of the paper.

Miss Rose G. Mellon, of the staff of the Atlantic City (N. J.) Daily Press, and Edward A. League have announced their engagement.

Joseph Duggan, of the Chicago City News Bureau, is going to join the Chicago Evening Post staff.

Ed Anderson, formerly with the Bradford County (Fla.) Telegraph, is now managing editor of the Daytona (Fla.) Morning Journal.

Talbot Patrick, of the Chicago Evening Post staff, has left for Southern Europe, where he will spend several months. He will send a weekly news letter to the Post.

Oscar M. Johnson, managing editor of the Tampa Tribune, and Mrs. Johnson are the parents of a daughter born January 11.

Miss Henriette Weber, at one time music critic on the Chicago Herald & Examiner and the Chicago Journal of Commerce, is now doing musical advertising.

Frederick A. Spencer, for the past three years a reporter on the Worcester (Mass.) Evening Post, has resigned to become editor of the monthly house organ of the National Life Insurance Company, Montpelier, Vt.

Miss Jane Miller, feature writer on the Atlantic City Mirror, a weekly publication and the Ventnor (N. J.) News, has resigned.

Mrs. Mary Shropshire, formerly society editor of the Atlantic City (N. J.) Gazette-Review, is now in charge of the society department of the Atlantic City Evening Union.

Norville Sharpe, who was formerly on the St. Louis Globe-Democrat and several other newspapers in the Middle West, is now a member of the news staff of the Atlantic City (N. J.) Gazette-Review.

Norman MacLeod, of the news staff of Wilmington (Del.) Every Evening, and Mrs. MacLeod are the parents of a daughter, born recently.

George W. Aldrich, son of the late George W. Aldrich, political leader of Rochester, N. Y., has been appointed Albany correspondent for the Rochester Journal.

Hal Foust, formerly on the El Paso Herald, has returned to the staff of the Chicago Tribune.

Fred Mayer is a new member of the Chicago Journal's reporting staff. He came from the Chicago Journal of Commerce.

Guy C. Housley has been made assistant city editor of the Chicago Journal in the absence of E. C. Norlander, who is on a leave of absence because of illness.

Paul T. Watkins, city editor of the Evanston News-Index, has taken a seat on the Chicago Daily News' copy desk for a few months to get practical knowledge of the system in an afternoon newspaper office.

Robert C. Harper, sports editor on the Richmond (Va.) News Leader for several years, has joined the staff of the Washington Times-Herald.

Dave Heenan, formerly a reporter on the Larned (Kan.) Tiller & Toiler, is now a reporter on the Honolulu Star.

Hiram Simons, formerly of the editorial staff of the Chicago Evening Post, was appointed city editor of the Chicago Journal of Commerce.

Genevieve Harris, movie editor of the Chicago Post, is doing American reviews in French for the Le Courier, a Paris movie journal.

Beatrice Barrett, writing under the name of the Observer on the Chicago Herald & Examiner, has been appointed movie critic of that paper.

William Frary, formerly on a Boston newspaper, has signed a contract with

FOLKS WORTH KNOWING

ROBERT E. DUNDON, who became sports editor of the Louisville (Ky.) Herald January 14, has been writing politics and sports in Kentucky for the past 16 years. He succeeded Bruce Dudley as sports editor of the Herald, for which paper Mr. Dundon has been handling political news since July, 1922. In the field of sports, Mr. Dundon reported the Willard-Johnson and the Dempsey-Carpenter bouts as well as covering the world series baseball games for eight years. It was Mr. Dundon who wrote the Perry-Bryson boxing law of Kentucky under which bouts were legalized within the state. As a political reporter Mr. Dundon reported four sessions of the state legislature.



ROBERT E. DUNDON

the Famous Players-Lasky Corporation for motion pictures.

Harvey B. Gaul, editor of the music page of the Pittsburgh Post, sailed January 20 on the Homeric for a cruise to the Mediterranean. He will write a series of travel stories for the Post.

A. Nevin Dietrich, the new state superintendent of printing of Pennsylvania is a Chambersburg (Pa.) newspaper man.

John B. Chester, of the staff of the South Bend Tribune staff, is recovering from a recent operation for appendicitis.

A. F. Henning, financial writer for the Dallas (Tex.) Morning News, has taken charge of the Austin bureau of the Belo papers and will take charge of the bureau during the legislative session, which opened January 9.

Fred Roache, formerly with the city room of the Boston Post, has joined the publicity department of the Gordon chain of theatres.

Charles H. McTigue, formerly managing editor of the Albany (N. Y.) Knickerbocker Press, and now Capitol reporter for the Times-Union, has been appointed clerk to the civil service committee of the Senate.

Maj. James H. M. Dade, for 22 years with the Boston Transcript, has been

appointed deputy master of the Deer Island (Mass.) House of Correction. At his withdrawal from the Transcript he was presented with a gold purse.

Thomas G. Michelmore has been appointed assistant city editor of the St. Paul Daily News, being promoted from the re-write desk to succeed Dale Wilson.

Mrs. Frances H. Whitehead, woman's club editor of the Portland Telegram, has been appointed bill clerk of the Oregon State Senate.

C. F. Drake, former newspaper man of Dallas, Tex., has been re-elected secretary of the Rockdale (Tex.) Chamber of Commerce, after a rest of several months.

Charles Levy is a new reporter on the Frederick (Md.) Daily News.

Miss Merle Crow and Frank Sinclair, sports editor of the Janesville (Wis.) Gazette, have announced their engagement.

Sidney Jenkins, police and city hall reporter on the Bellingham (Wash.) Herald, has resigned to take a desk job on the Walla Walla (Wash.) Union.

Walter Virlnelson, reporter on the Richmond (Va.) Times-Dispatch, is a grandfather, a baby daughter having been born in Norfolk last week to Mr. and Mrs. Hunter Virlnelson, his son and daughter-in-law.

Ross Keane has resigned as managing editor of Stratford (Ont.) Herald, to go with the James Fisher Advertising Agency, Toronto. A gold watch and chain from the Herald staff and purse from the Herald company were presented on his departure.

Frank C. Teck has become county court house reporter on the Bellingham (Wash.) Evening American.

Donald Q. Burleigh has resigned the city editorship of the Kennebec (Me.) Journal and with an uncle, Allen Quimby, has formed the Allen Quimby Clothespin Company, of which he is treasurer. Mr. Burleigh has been succeeded by James E. McMahon, formerly of the Waterville (Me.) Sentinel and late-

(Continued on Page 32)

VISITORS TO NEW YORK

Luther T. Long—Huntington (W. Va.) Advertiser.

James M. Linton—Hartford Times.

E. H. Woodman—Boston Post.

W. O. Taylor—Boston Globe.

Charles H. Hasbrook—Richmond (Va.) Times Dispatch.

Edward Gans—Fall River (Mass.) Herald.

The Haskin Service receives more mail than any concern in Washington except the Government itself.

ly of the Augusta office of the Portland Press-Herald.

Ralph H. Graves, Sunday editor of the New York Times has resigned, effective February 1, to become head of the syndicate department of Doubleday Page & Co., magazine and book publishers. He has also resigned from the faculty of the Pulitzer School of Journalism, Columbia University. His successor has not been announced by the Times.

Mrs. Louise E. Prichard, newspaper and advertising woman, resigned recently as publicity director of the Town Hall, New York.

Carlton Anderson, formerly on the Sacramento (Cal.) Bee is now with the local staff of the San Francisco Chronicle.

J. James Floyd of the news staff of the New London (Conn.) Day, passed the state bar examinations in December was formerly admitted to the practice of law during the past week.

George L. Edmunds, of the editorial staff of the New York Telegram, has been convalescing at the Kew Gardens Inn, Kew Gardens, N. Y., after a serious illness in a New York hospital.

IN THE BUSINESS OFFICE

WILLIAM F. ROGERS, advertising manager of the Boston Transcript, has been re-elected president of the Boston Appalachian Mountain Club at its recent 48th annual meeting.

Theodore Boeckelman has been appointed advertising manager of the Atlantic City Gazette-Review and the Sunday Gazette.

J. T. Cargile, treasurer of the Tulsa (Okla.) Tribune, has been made general auditor of the Perry-Jones newspapers.

B. G. Brinkley, who for the last three years has been auditor to the El Paso Times, has resigned to become the auditor of the Alameda (Tex.) Times-Star.

C. H. Powell, who has been, during the last three years, chief accountant and cost man to the El Paso Times, has joined the Hollywood Citizen as assistant business manager and auditor.

Robert Newsham, at one time advertising manager of the Atlantic City (N. J.) Gazette-Review and the Sunday Gazette, has taken over the editorship of the Sea Isle (N. J.) Cape May County Times.

Lawrence B. Hert, editor and business manager of the California (Mo.) Democrat, has taken charge of the Sedalia (Mo.) Morning Capital as editor. Walter J. Brill will continue as business manager of the Capital.

Boyd M. Oglesby, advertising manager of the Harrisburg (Pa.) Telegraph, was given a bon voyage dinner on January 12 at the Penn Harris Hotel by his associates in the advertising department on the eve of his departure for a cruise to the West Indies. He was presented with an identification card case and wallet.

A. J. Judd has joined the promotion department of the Wichita (Kans.) Eagle.

Jacob F. Rentz, advertising manager of the New Castle (Pa.) News, has been elected a director of the New Castle Advertising Club.

Floyd Snow, advertising manager of the Greenville (Mich.) Independent, has resigned his position and will go into business at Detroit. His place on the Independent has been filled by the appointment of Leslie Harop, formerly with the Lorain (Ohio) Journal.

Dorothy Andrews, of the Springfield (Ohio) Daily News business office, has just recovered from an attack of influenza.

Thomas Doyle has resigned from the Wichita (Kan.) Beacon advertising department to go to the Wichita Eagle advertising staff.

Clarence W. Mason, head desk clerk in the business office of the Boston Transcript for the last five years, has been transferred to the advertising department.

H. E. Williams, formerly with the Eastern Advertising Company, and at one time promotion manager of the Worcester (Mass.) Telegram, has be-

come merchandising manager of the Syracuse Herald.

Theodore Dodane has resigned from the South Bend Tribune advertising department and has taken a position with the Perfection Biscuit Company, Fort Wayne, Ind. E. L. Peacock has joined the Tribune advertising staff since Mr. Dodane's resignation.

Oscar Chenoweth, until recently with the advertising department of the Wichita (Kan.) Eagle, has moved to Kansas City, Mo. to join the advertising force of Southwest Miller.

MARRIED

CLEMENT O'NEILL, in charge of automobile display advertising of the St. Paul Dispatch-Pioneer Press, and Miss Dorothy Wilson were married January 2.

William Barnes, president of the Albany (N. Y.) Journal, and Mrs. Maud Fiero Battershall were married at Greenwich, Conn., January 17.

John F. Moran, formerly on the News Staff of the Bridgeport (Conn.) Times, and Miss Helen Roberts were married recently.

Miss Frances Lucia Barry, a member of the Boston Post staff, and Fred P. Perkins, for three years on the Post staff, were married January 1.

John I. Wineke, of the Standard Advertising Company, Chicago, and Miss Gladys Hight were married recently.

Miss Mary Hefner, Texas, newspaper writer, and Maxwell S. Barker, Jr., were married in Louisville, Ky., recently.

Samuel Beeman Fisher, Texas newspaper man, and Miss Pauline Urselle Tooney were married in Dallas Tex., recently. Mr. Fisher was formerly with the Associated Press and is now advertising manager for the Texas Power & Light Company, Dallas, Tex.

NOTES OF THE NEWS SERVICE AND SYNDICATES

M. B. ALEXANDER, recently of the division office of the Associated Press in Atlanta, has been transferred to the Columbia (S. C.) bureau to file the night State wire. The day State wire is at Atlanta, being filed by the chief of the bureau, J. H. Jenkins, lately of the Frankfort (Ky.) bureau.

Dudley Siddall has been made business manager of the United Feature Syndicate. Mr. Siddall until last Fall was



DUDLEY SIDBALL

with the N. E. A. Service in Cleveland. Then he was transferred to the New York office of the N. E. A. Service. He has had 14 years of newspaper experience in the editorial, advertising and circulation branches, and in the course of it has worked on the Cleveland Plain Dealer, as country circulation manager; the old New York Morning Sun, where he was also country circulation manager. Mr. Siddall began newspaper work in Michigan, and was reporter, telegraph editor, city editor and managing editor on papers in Grand Rapids and other cities in the state.

R. W. Simpson has resigned from the Washington staff of the Associated Press to become managing editor of the Norfolk Virginian Pilot.

James A. Mills, of the London staff of the Associated Press, has been spending a month in the Holy Land.

WITH THE AD FOLKS

O. M. GINGRICH, formerly in the promotion department of the Purina Company and a past grand president of Alpha Delta Sigma, fraternity of advertising men organized at the University

of Missouri in 1913, resigned recently to become head of the service department of the St. Louis Post Dispatch.

Charles Henry Mackintosh has become associated with the American Multigraph Sales Company, Cleveland, in the formation of the Multigraph-Mackintosh Direct-Mail Service. He recently opened an office as advertising counselor at Chicago, and before that had been sales and advertising counselor of the LaSalle Extension University of that city. Mr. Mackintosh is a former president of the Associated Advertising Clubs of the World.

Hugh L. Woods, formerly advertising manager of the Hess & Culbertson Jewelry Company, St. Louis, has been appointed advertising manager of John T. Milliken & Co., manufacturing chemists, St. Louis.

Blake D. Applewhite, who was appointed advertising and sales manager in 1921, of the Atlantic Chemical Supply Company, Wilmington, N. C., has bought a controlling interest in the firm, which has been renamed the Blake D. Applewhite Company. Direct-mail advertising will be used as in the past.

H. J. Lilleston has been appointed advertising manager of the Paraffine Companies, Inc., San Francisco. He was formerly manager of the Pabcolin floor covering department of that company.

WITH THE SPECIALS

JOSEPH FELIX, for some years with the financial department of the New York Times and now with the Magazine of Wall Street, is now

connected with Verree & Conklin, Inc., newspaper representatives, representing their list of papers in the New York financial district.

The S. C. Beckwith Special Agency has been appointed national advertising representative of the Pittsburgh Dispatch, succeeding Wallace G. Brooke, New York, in the East, and the Ford-Parsons Company, Chicago, in the West. The Eastern representation of the Dispatch had been in charge of Mr. Brooke for the past twenty-six years.

E. R. Tomsett, manager of the Chicago office of E. R. Crowe & Co., Inc., publishers' service, New York, has been elected vice-president of that organization.

The Allentown (Pa.) Chronicle and News has appointed Benjamin & Kentnor, publishers' representatives, New York, as national advertising representatives.

The Sharon (Pa.) Telegraph has appointed Ralph R. Mulligan, publishers' representative, New York, as its Eastern representative, and the C. J. Anderson Special Agency, Chicago, as its Western representative.

The Reading (Pa.) Tribune, which will begin publication late in January and the Santa Maria (Cal.) Times, have appointed Stevens & Baumann, Inc., New York and Chicago, as their national representatives.

The Birmingham (Ala.) Age-Herald and the Hutchinson (Kan.) Gazette have appointed the John M. Branham Company, publishers' representatives, New York and Chicago, as Eastern and Western representative.

We're Trying To Change 'em

A keen newspaper man in Washington, D. C., writes the Church Advertising Department:

I note that church ads in many cities, notably in Washington are merely "cards" containing church hours and sermon subjects perhaps, but carrying no particular appeal to non-church goers. To my mind, these "cards" merely advertise the church wares to people who are already customers of the churches; they carry no message to bring new customers surging to their doors. A department store—or any big business—that advertised in this manner would go bust.

We are providing newspaper publishers with church copy written to appeal to "new customers." The price is 30 cents a week to most papers.

Papers use these ads in donated space, in space sold to one church, to a group of churches, to one merchant or a group of merchants—a variety of ways.

Get the churches started on more intelligent advertising and results will follow—and space increase.

Like to see proofs? Write Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. of W.

Editor & Publisher donates this space. Get a merchant to donate for all the churches space in your paper for constructive go-to-church ads.

NEWS OF ASSOCIATIONS AND CLUBS

PUBLISHING

THE Northern New York Press Association is holding its annual meeting at the Woodruff House, Watertown, N. Y., January 19 and 20. Don C. Seitz, the New York World; P. A. Blossom, president, the New York State Press Association; Ross W. Kellogg, director, New York State School of Printing, and M. V. Atwood, Cornell University, are the speakers.

The annual meeting of the Northwest Nebraska Press Association will be held at Norfolk, Neb., Saturday, January 26 and 27. Among the principal speakers will be Edgar Howard, Congressman-elect and editor of the Columbus (Neb.) Daily Telegraph, and Prof. J. A. Wright, Department of Journalism, University of South Dakota.

The Northern Minnesota Editorial Association will hold its convention at Red Lake Falls, January 26 and 27.

The American Agricultural Editors' Association will hold its annual meeting in Washington February 26. Sir Horace Plunkett, leader of the Irish agricultural co-operative movement, and President Harding will be among the speakers.

The Rochester (N. Y.) Press Club, having recently acquired rooms in the downtown section of the city as quarters, has installed a new regulation size pool and billiard table. The rooms have been attractively furnished and work is now under way to provide a suitable library.

The Delmarvia Press Association and Maryland Press Association will meet jointly in annual session in Wilmington January 27.

The mid-winter business session of the Texas Press Association will be held in Austin February 8, and the annual business session of the Nebraska Press Association will be held in Lincoln February 22, 23 and 24. This session will be devoted entirely to business. The only entertainment will be the banquet at the Chamber of Commerce February 22.

The Michael J. Dowling Memorial Committee of the Minnesota Editorial Association has raised \$37,000 of the \$100,000 needed to afford crippled children proper treatment by means of an annex to the Phalen Hospital in St. Paul. A determined effort is being made to raise the balance, E. K. Whiting, of the Owatonna Journal-Chronicle, directing the work.

The Iowa Editorial Association and the Greater Des Moines Association will hold a joint convention in Des Moines February 9 and 10.

The British Columbia Press Association has issued an invitation to the Canadian Daily Newspaper Association to hold its 1923 convention in Vancouver. F. J. Burd, business manager of the Vancouver Province, is president of the Canadian Daily Newspaper Association which is now canvassing its members to find out how many would make the trip to the Pacific Coast and when would be the most suitable time.

The Pennsylvania Editorial Association will hold its dinner February 13 at Harrisburg.

The Old-Time Printers' Association, Chicago, holds its 38th annual banquet tonight at the Hotel La Salle in commemoration of Franklin's birthday.

The Boston Story Club, made up of men from all departments of newspaper work, will hold its third annual dinner February 24.

The Newspaper Representatives Association of Chicago met January 15 at the Morrison Hotel at noon. Luncheon was served and plans of the organization for the new year discussed. The association announces that the new lists of advertisers and advertising agencies west of Pittsburgh and Buffalo are ready for

distribution, 75 cents to members and \$2 to non-members.

The British Association of Trade and Technical Journals and the Weekly Newspaper and Periodical Proprietors' Association plan to organize a conference of the British trade and technical press at London in 1924, to which representatives of The Associated Business Papers, Inc., New York, will be invited. The conference will be held simultaneously with the proposed British Empire Exhibition.

ADVERTISING

SAN Francisco Chapter, California Advertising Service Association, January 7 elected the following new officers: A. F. A. Stedman, Honig-Cooper Company, chairman; L. H. Kelsey, Advertising Service Company, vice-president, and Theodore Watson, Johnston-Ayres Company, secretary.

The Off the Street Club, an organization supported by advertising men of Chicago to give every boy a chance to be clean and go straight, held its annual concert at the Sam Harris Theater there last January 14.

G. B. Clarke, advertising manager for the Clark W. Thompson Company, was elected president of the Galveston Advertising Club at its recent annual election. Other officers elected are: L. W. Reed, manager Piggly-Wiggly store, vice-president; O. A. Walker, Jr., Texas Bank & Trust Company, treasurer; and H. C. Hague, advertising manager E. S. Levy & Co., secretary.

The Greater Buffalo Advertising Club recently elected Joseph F. Melia, advertising manager of the Buffalo Evening News, president. Other officers for 1923 are: A. H. Hopkins, first vice-president; Maurice M. Wall, second vice-president; R. B. Rope, treasurer, and De Forest Porter, secretary.

Frank J. Galle, secretary of Wichita (Kan.) Advertising Club, has charge of a booster committee to establish advertising clubs in the following towns of Kansas: Newton, Eldorado and Wellington. This committee, made up of members from the Wichita Advertising Club, started on this new campaign this past week.

The St. Louis Advertising Club is organizing what is to be called the Advertising Club Choral, to be composed of 50 members. The purpose of the organization is educational and to advertise St. Louis. The club will train soloists, duets, quartets, quintets, sextets and double quartets under the direction of John Bohn, and concerts will be given several times annually.

Miss Anne Morgan will be the speaker at the weekly luncheon at the Advertising Club of New York January 24, when her subject will be "Reconstruction in the Red Zone in France."

The New York League of Advertising Women held its monthly dinner January 16 at the Advertising Club. The president, Miss Helen Hill, presided, and Miss Sadie Emanuel was chairman of the evening. George S. Fowler, advertising director of Colgate & Co.; Jesse Neal, executive secretary of Associated Business Papers, Inc.; Harry Tipper, business manager of Automotive Industries, and Miss Eleanor Hayden, advertising manager, the Hampton Shops, were the speakers.

30 Club Dinner for Lawrenson

F. A. Wilson-Lawrenson, who is in London as chairman of the American Investigation Committee of the 1924 London Convention of the Associated Advertising Clubs of the World, was the guest of honor at a dinner of the Thirty Club of London, January 17, which was attended by Sir Philip Greame, president of the government Board of Trade.

GRIDIRON SPRING DINNER FEB. 10

Change Recommended Because Congress May Adjourn Before April 7

The probability Congress will not be in session after March 4, has caused the executive committee of the Gridiron Club to recommend a change in date for the annual spring dinner from April 7 to February 10. President Harding and other high officials also might be absent were present plans successful to avert a special session of Congress.

Arthur Sears Henning, of the Chicago Tribune, new Gridiron president, has appointed J. Fred Essary as floor manager of the next dinner, with Roy A. Roberts as his assistant.

Two Mexican Papers Start

Two new Mexican language newspapers have just been established in San Antonio, Tex., La Tribuna and El Cruzado.

In Washington
ONE
COMBINATION
Two Newspapers
Morning **HERALD**
Evening **TIMES**
ONE RATE
115,000 Circulation

More circulation in Washington than there are homes.

The Washington Times
and
The Washington Herald

G. Logan Payne, Pub.

National Advertising Representatives
G. Logan Payne Co.
Chicago, Detroit,
St. Louis, and Los Angeles
Payne, Burns & Smith
New York and Boston

in MILWAUKEE

Let your advertising grow with Milwaukee's fastest growing daily—

WISCONSIN NEWS

REPRESENTATIVES—
G. LOGAN PAYNE CO., Chicago, Detroit,
St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

Queens Paper Leads All New York in Advertising Gains

The Daily Star of Long Island City, dominant newspaper of New York's "Borough of Homes," gained in paid advertising last year 19.7% over 1921.

The average increase of all the Manhattan and Brooklyn newspapers whose lineage is computed by the Evening Post's statistical bureau is about 6%.

The Daily Star is the only A. B. C. Paper in Queens, and the only one selling at 3 cents. Largest Circulation by Far. (Star Square, Long Island City.)

Largest Circulation
10,408

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

DAILY NEWS
Passaic, New Jersey

The great TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Sole National Representatives
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, Los Angeles, San Francisco

In New Orleans it's THE ITEM

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

Published every Saturday in London.

Features by

Irvin S. Cobb
Fontaine Fox
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Will Rogers
Chas. Hanson Towne
H. J. Tuthill

and others

The McNaught Syndicate, Inc.
Times Building, New York

An Accounting and Federal Tax Service for Publishers

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

Success!

Only 20 Weeks Old—and
its circulation is more than

170,000

DETROIT Sunday TIMES

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.

TIPS FOR AD MANAGERS

Alexander Advertising Agency, 327 South La Salle street, Chicago. Issuing orders and contracts on Mantle Lamp Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account for the Toledo Cooker Company, Toledo, Ohio. Using 36 inches, 8 times and 6 inches, 75 times for Kellogg Bran.

George Batten Company, 381 4th avenue, New York. Making contracts for Dairyman's League Co-operative Association.

Charles H. Bradley, Jr., 294 Washington street, Boston. Placing newspaper campaign for The Richdale Petroleum Products Company, Boston.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Making 2,800 line contracts for H. E. Frees Company.

Brooke, Smith & French, Kresge Bldg., Detroit, Mich. Placing account for the Columbia Motors Company.

Bryan & Bryan, Shiveport, La. Placing account for the Frick-Reid Supply Company, and for the Shirley Manufacturing Company, Newark, N. J.

Burnett Kuhn Company, 69 North Michigan avenue, Chicago. Placing page copy and smaller copy on Chicago Tribune.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Placing account for Newbro Manufacturing Company.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Placing account for Marble Arms & Manufacturing Co., Gladstone, Mich.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing account of the U. S. Industrial Alcohol Company, manufacturers of Alcorub and Pyro.

Dillard-Jacobs Company, Candler Bldg., Atlanta. Sending out orders for Calotabs and Aspirinal.

A. R. Elliott, 53 Park place, New York. Making 5,010 line contracts for Lea & Perrins.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Have placed schedules on Graham Brothers' soap in towns in Nebraska, Iowa and California, which territory has been covered by salesman.

Farnsworth, Brown & Schaefer, 2 West 45th street, New York. Placing account for Daisy Manufacturing Company, Plymouth, Mich., manufacturers of Daisy air rifles.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Making 6,000 line contracts for Friedrich & Friedrich.

Charles H. Fuller Company, 623 South Washburn avenue, Chicago. Making 5,000 line contracts for Brooks Appliance.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Placing accounts of General Chemical Company, Hard-n-tyte Engineering Service, of Konax and of Sofos.

L. S. Gilham Company, California Bldg., Los Angeles. Placing accounts for the Puritas Tea and Coffee Company, Los Angeles and the Meat Council of Southern California.

Glidden & Evers, 225 North Michigan avenue, Chicago. Placing some copy on Boncilla Company, on a trout campaign in San Francisco and Los Angeles. Nothing more than these towns for the present.

Grandin, Dorrance, Sullivan, 130 West 42nd street, New York. Placing account for The Kellogg Manufacturing Company, Rochester, New York.

Green, Fulton, Cunningham, Steger Bldg., Chicago. Placing account for C. S. Dent & Co., Detroit, Mich., manufacturers of Dent's toothache gum.

Green-Lucas Company, Exchange place and South street, Baltimore, Md. Making 2,800 line contracts for David H. Fulton & Brothers.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago. Making 2,000 line contracts for George H. Mayr.

J. R. Hamilton Agency, 326 W. Madison street, Chicago. Issuing copy to Wisconsin and Illinois papers on Thomas Webb Company (coffee).

E. T. Howard, 33 West 42nd street, New York. Using 21 lines, once a week for Frank C. Clark.

Hoyt's Service, 116 West 32nd street, New York. Placing account for Lysol disinfectant, shaving cream and other Lysol products, manufactured by Lehn & Fink, New York.

Hunt-Lace Agency, Little Bldg., Boston. Sending out copy for Kimball's Fly Oil.

Wylie B. Jones, 107 Chenango street, Binghamton. Making 3,000 line contracts for Woodward Produce Company.

H. W. Kastor & Sons, Lytton Bldg., Chicago. Making 5,000-line contracts for Williamson Candy Company, O. Henry Candies.

J. Roland Kay Company, 161 East Erie street, Chicago. Will use a few metropolitan cities on their advertising of Colman's mustard.

Martin V. Kelley Company, Second National Bank Bldg., Toledo. Placing the following accounts: Cole Motor Car Company, Indianapolis and DeJon Electric Company, Poughkeepsie, N. Y.

Lord & Thomas, Wrigley Bldg., Chicago. Making 10,000 line contracts for the Pepsodent Company.

Lyddon & Hanford, 200 5th avenue, New York. Placing account for the Patterson-King Corporation, New York.

Homer McKee Company, Kahn Bldg., Indianapolis. Placing account for Apperson Brothers Automobile Company, Kokomo, Ind.

McLaughlin Advertising Agency, Ledger-Dispatch Bldg., Norfolk, Va. Sending 1,680 line orders to selected list of Virginia and North Carolina newspapers for Farmers Guano Company and Upshur Guano Company. Placing account for Cooper Marble Works, Norfolk, Va.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 3,600 line contracts with newspapers and using 300 lines 12 times in farm papers for Armour & Co.

J. T. H. Mitchell, 331 Madison avenue, New York. Making 2,800 line contracts for B. T. Babbitt, Inc.

Morse International Agency, 449 4th avenue, New York. Making contracts for Potter Drug & Chemical Company.

Charles F. W. Nichols Company, 20 East Jackson Blvd., Chicago. Placing account for Stillman Cream Company, Aurora, Ill.

Nichols-Moore Company, 2063 East 4th street, Cleveland, Ohio. Placing accounts for the Bessemer Motor Truck Company, Grove City and Philadelphia, Pa., and the Securities Guaranteed Company, investment brokers, Cleveland.

Patterson-Andress Company, 1 Madison avenue, New York. Placing account for the Lehigh Portland Cement Company, Allentown, Pa.

Peck Advertising Agency, 347 5th avenue, New York. Using newspapers in cities where sales agencies are located, for the Dayton Sales Ladder Company, Dayton, Ohio.

John O. Powers Company, 50 East 42nd street, New York. Making 20,000 line contracts for A. Schilling & Co.

Frank Presbrey Company, 456 4th avenue, New York. Placing account for Edward Smith & Co., Long Island City, N. Y., manufacturer of varnish.

William H. Rankin Company, 15 West 37th street, New York. Placing account for J. Evanson & Sons, Camden, N. J.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Making 3,000 line contracts for Cluett, Peabody & Co.

F. J. Ross Company, 119 West 40th street, New York. Making 14,000 line contracts for Consolidated Cigar Corporation.

Frank Seaman, Inc., 470 4th avenue, New York. Making yearly contracts for Helywood Brothers & Wakefield Company. Placing account for the Burroughs Adding Machine Company, Detroit.

Schl Advertising Agency, City Hall Square Bldg., Chicago. Using 87 inches, 9 times for Calumet Baking Powder Company.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Sending out copy to Western papers on Southern Sweet Potato Exchange. Placing schedules of 100 inches on Geo. H. Rundle Company, in Ohio Papers.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making 1,000 line contracts for Santa Fe Railroad.

Staples & Staples, Mutual Bldg., Richmond, Va. Placing account for T. W. Wood & Son.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Using 250 lines, once a week for Wrigley's.

J. Walter Thompson Company, 244 Madison avenue, New York. Using full page in rotogravure newspapers for Fleischmann Company.

J. Walter Thompson, 14 East Jackson Blvd., Chicago. Have secured the account of Klearflax Linen Rug Company, but do not contemplate any extensive newspaper advertising for the present.

Vanderhoof & Co., Vanderhoof Bldg., Chicago. Placing account for the Kennedy Manufacturing Company, Van Wert, Ohio, manufacturers of Kennedy Kits.

Western Advertising Agency, 523 Main street, Racine, Wis. Making 500 line contracts for S. C. Johnson & Son.

Wood, Putnam & Wood, Oliver Ditson Bldg., Boston. Has planned national campaign for the L. M. Garrity Company, Boston, hair wavers. Conducting newspaper campaign for the Island of Nassau, Bahama Islands.

Wortman, Corey & Potter, Union Station Bldg., Utica, N. Y. Preparing newspaper campaign for the National Paper Products Company, Carthage, N. Y.

Yost, Gratiot & Co., Rialto Bldg., St. Louis. Using 125 lines, 5 times for Dr. LeGear Medicine Company.

\$6,664.61 Ads Brought 3,655 Queries

The Ten Thousand Lakes Association of Minnesota in 1922 spent, respectively, \$2,692.35 in newspaper and \$3,972.26 in magazine advertising. The former brought 1,884 inquiries at an average cost of \$1.43 each. The magazine dope yielded 1,771 inquiries at a cost of \$1.74 each. The association will ask the legislature for an appropriation of \$100,000 for the next biennium as against \$40,000 for the present two-year period.

THE BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY Go Hand in Hand.

BOSTON AMERICAN

THE NEW ORLEANS STATES

In two years has increased

Daily over 17,000
Sunday over 41,000

Present averages are

Daily over 54,000
Sunday over 77,000

Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922
1,025,432—Greatest in the South

Represented by

THE S. C. BECKWITH
SPECIAL AGENCY
NEW YORK

JOHN M. BRANHAM CO.
CHICAGO

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The Pittsburgh Press

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives:

I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

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

AS
A Food Medium

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

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.
Marlboro Bldg. Lytton Bldg.
New York Chicago

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

WANT a "Dollar Puller" page? Get one of your department stores to advertise their business and the supplies they used during 1922. How much coal did they burn in 1922? How much water used in a year? How much postage was used? Do they maintain an office for paying gas, electric, water and telephone bills? If so, How much money collected in each case? How many persons did their elevators handle? How much advertising space did they buy? How much wrapping paper was used? How much twine? How many envelopes were used? How much yard goods were sold? How many suits and garments boxes were used? How are their charge accounts handled? Do their charge accounts extend out of the city? Do they run a postoffice? Have the employees organized any clubs to further accommodate the patrons of the store, if so, what are they and how? How many sick persons were taken care of in the store during the year? How many trips and where did their buyers attend? Any department store in your city would be glad to go in with you on a page like that. A. R. D.

With the increasing demand in many cities for better first floor store rooms, there are many structures in most down-town business sections whose upper floors have been entirely cut off by improvements so that it is impossible to use them. How many stores of this character are there in your city? A story about this might be used in connection with a page or so of advertising of good offices to rent and in the story it might be emphasized that by cutting off so many second stories the number of available offices has been cut down so that people who want offices should make application at once to the advertisers if they don't want someone else to beat them to it.—F. H. W.

The Arcade Building in St. Louis is filled with many small shops that by themselves would never attempt anything so expensive as display advertising. However, together, as the Arcade Business Association, they recently took a full page of space in several St. Louis dailies to bring shoppers into the Arcade Building. Publishers will readily see the effect that the advertising department will feel as the result of the encouragement given by the editorial department of a newspaper to the organization of associations of small enterprises which may in a similar way be welcome potential advertisers.—D. R.

The Ogdensburg Republican-Journal recently induced a local Ice Cream and Confectionery Parlor to launch a NO NAME SUNDAY CONTEST. In all their advertising they used a slogan, "BUY IT—EAT IT—NAME IT." A ticket was given to each person who purchased a dish of NO NAME SUNDAY. In a space indicating NAME SUGGESTION they were to write a simple name which they thought would best describe this delicious dish, also their own name and address. Each person was allowed as many tickets as they purchased NO NAME SUNDAYS. This contest covered a period of one month. At the end of one month a committee of disinterested people was selected to determine who had submitted the simplest and best name which in every way described this wonderful sundae. A CASH PRIZE of \$10 was awarded to the winning contestant. The result of this contest reached beyond all expectations. The merchant who used the "Idea" was well pleased. He used a large amount of space during this time with the result that The Republican-Journal cashed in for a considerable amount of business, besides convincing the advertiser the value of printer's ink which previous to this time he had not much faith in.—G. C. M.

A column or two in the middle of a page devoted to a bulletin of winter sports would be a timely feature of your paper and one in which many readers would doubtless be interested. Surrounding this space could be sold to dealers in sport togs, skates, skis, toboggans, winter resorts, etc. Thousands of persons from cities are flocking to the country towns where they may enjoy winter sports. The bulletin should show depth of snow, dates of carnivals, conditions prevailing for skating, sleighing, skiing, etc.—C. L. M.

George Washington, according to legend, never told a lie. On Feb. 22 run a story about truthfulness, discussing the work of the Better Business Bureaus throughout the country that have been fighting for truth in advertising.

With proofs of this article your advertising salesmen should be well enough armed to bring home much additional advertising from firms who can take such an appropriate occasion to discuss the truthfulness of the statements in their own advertisements.—D. R.

A novel double page of advertising was recently pulled off by the Indianapolis (Ind.) Star. The double page was headed "Why you Should Read the Indianapolis Star." Space was given to six route men on each page. A photo of each and their slogan appeared in a neat box. The photo at the right and slogan at the top. Each route man had a few words to say to the people on his route. One young

I increased our advertising by several pages from ideas from the "Dollar Pullers" column of EDITOR & PUBLISHER in 1922 and had enough Hunches and Dollar Pullers published to pay my expenses to the state editorial convention. I figure EDITOR & PUBLISHER was worth something over \$200 to me in 1922 as a publisher of a paper in a town of less than 500 people.—H. J. W.

business news carrier had for his slogan, "Your paper on your porch by 5:45 or no pay." The circulation manager of the Star must have got busy with his typewriter, and with lots of praise for the boys, the double page was done to a brown. Circulation managers would do well to try out this style of advertising their bunch of city carriers.—A. R. D.

The Birmingham (Ala.) News is staging a local "Follies," strictly for amateur local talent. Several hundred applications have been received from ambitious persons inclined to careers on the stage and in the movies. This paper has employed the services of one of the best known trainers of amateurs in the country and will stage the show in the near future. This stunt pulled by the News is getting wide mouth to mouth advertising, and is giving evidence of helping the circulation in appreciable numbers. R. H. B.

On the last week in the year the Los Angeles Examiner published a business directory for the new year. This business directory covered two full pages of their paper. Immediately after publishing this directory in their paper the Examiner published it in book form and distributed it at all of their information bureaus. This advertising scheme could be put into effect one time of the year as well as another, and might prove available for smaller papers.—B. F. C.

The Chicago Herald and Examiner is paying \$5 for the best beauty hint submitted each day—ideas on beauty preservation in 200 words or less. This is a feature that appeals to women besides helping out the advertisers of toilet preparations.—H. D. K.

The Los Angeles Examiner groups its advertisements in numbers. For example: That part of the column which is devoted to the sale of houses is numbered 70, while the part of the column which advertisers houses for rent is numbered 71 and so on. These numbers are in large black numerals, and may be seen at a glance. This method helps the readers of the ads to locate what he is looking for at once. B. F. C.

A Detroit newspaper makes it a Christmas custom to place a copy of its daily edition on every doorstep in the residential section on Christmas. Many new subscribers are gained in this way, it is reported.—E. T. L.

The Birmingham (Ala.) News has published an attractive little booklet under the title of "Writing a Want Ad to Make It Pull." In this booklet they go into the fundamentals of writing Want Ads and give detail instructions of "Points to be Covered for Good Copy" on thirty-two subjects. This booklet is distributed free to as many writers of want ads as the advertising department can locate, and is given to every person placing a want ad in the paper.

CIRCULATION BUILDING SUPREMACY

Start 1923 with a Big Gain

1922 CAMPAIGNS
Los Angeles Times 3rd
San Francisco Chronicle
Indianapolis News
Baltimore American
Louisville Herald
Now Conducting
Washington Post
2nd Campaign



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Westchester County's Greatest Advertising Medium

THE DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

This is the Greatest Amount of Advertising Carried by Any Paper in This Important County.

New Haven Register

is New Haven's Dominant Paper

Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

Leadership in the Automobile Field

The New York Times published 97,853 agate lines of automobile advertising during the seven days of the New York Automobile Show, a gain over the volume published during last year's show of 16,426 lines and much more than appeared in any other New York newspaper.

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

BY every test of daily circulation The News leads — by volume, by character, by distribution, by reader interest, by proved results for advertisers.

The Indianapolis NEWS

The 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.
286 Fifth Ave. Steger Bldg.
N. Y. City Chicago, Ill.

Globe Bldg.
Boston, Mass.

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

The Speedomatic
Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

FIRST IN PUBLIC SERVICE

The Evening World

The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Muller's Building, Chicago Ford Building, Detroit

DONLAN HEADS N. E. A. C. M.

Use of Premiums Disapproved at Circulators' Boston Meeting

(By Telegraph to EDITOR & PUBLISHER.)

BOSTON, Mass., Jan. 18.—Edward Donlan, circulation manager of the Providence (R. I.) News, was elected president of the New England Association of Circulations Managers at the annual meeting held Wednesday at the Boston

City Club. Edward D. Dolhenty, of the Worcester (Mass.) Telegram-Gazette, was chosen vice-president and Louis Hammond, Jr., of the Boston Transcript was re-elected secretary-treasurer. Nineteen circulation managers were present. F. G. Fassett, editorial writer for the Boston Transcript, Assistant Supervisor Fort of the Railway Mail Service, and E. J. Winston of the same branch of the Postoffice were guest speakers. Complete abolition of premiums was

urged by several members in a general discussion of problems of circulation managers.

Plans Wanamaker Statue

A statue of John Wanamaker, to cost \$50,000 will be erected on the east side of the Philadelphia City Hall plaza as a memorial to the merchant according to plans decided upon January 18 at a meeting in the office of Mayor Moore.

Contributions will be sought generally to finance the project. John P. B. Sinkler will be sculptor.

Ely Returns to Newspaper Work

Matt Ely, postmaster of Jersey City, N. J., announced January 18 that he will retire as postmaster March 1 to accept the editorship of the Hackensack (N. J.) Bergen Evening Record. He was formerly editor of the Hoboken Hudson Observer.

SUPPLIES and EQUIPMENT for NEWSPAPER MAKING

Printers' Outfitters
Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beckman St., New York City.

Everything in Steel Equipment for the Composing Room

We are now located in our New Factory at
3724 S. Rockwell Street
Chicago

With approximately 50,000 square feet of space and the best equipment of metal working machinery in the country, we are now in position to give you prompt service as well as goods of the very highest quality.

Chicago Metal Mfg. Co.
3724 South Rockwell Street
Chicago, Ill.

Phone, Lafayette 5754

Used Newspaper Presses For Sale

GOSS Straight-line Sextuple with double folder. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.

GOSS High-Speed Sextuple Press with Color Cylinder and double former. Page length 23 9/16 inches. Now printing the Dayton, Ohio, News.

GOSS Straight-line sextuple with double folder. Page length 22 3/4 inches. Now printing the Manchester, N. H., Union-Leader.

GOSS Four-Deck Single-width Straight-line Quadruple, with single folder. Page length 22 3/4 inches. Now printing the Lincoln, Neb., Star.

GOSS Four-Deck Two-Plate Wide Press with Color Cylinder. Page length, 21.60 inches. Now printing the Kansas City, Mo., Post.

GOSS 16-page Press. Page length 22 inches. Now printing the Woonsocket, Rhode Island, Evening Call.

GOSS Three-Deck Sextuple. Page length 21 1/2 inches. Formerly printed the Boston, Mass., Journal.

Four **SCOTT** 32-page Presses. Now printing the Kansas City, Missouri, Journal-Post.

Two **DUPLEX** Sextuple Presses. Now printing the New York Tribune.

For particulars apply to

R. HOE & CO.,
504-520 Grand Street
New York, N. Y.

7 Water St., Boston, Mass. 827 Tribune Bldg., Chicago, Ill.

Stereotyping Machinery FOR SALE

Hoe Metal Pot, 6,000 lbs., with pyrometer, pump and casting box.
Hoe Plate Finisher and Cooler.
Double Steam Table, Trimming Block.
Double Tail Cutter, Casting Box.
Hoe Curve Plate Shaver and other stereotyping equipment.

For prices, write

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

USED NEWSPAPER PRESSES

SCOTT QUADRUPLE FOUR DECK PRESS
Prints four to thirty-two pages. Can be seen in operation every afternoon in the week at Hoboken.

HOE CONDENSED SEXTUPLE PRESS
with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 24 pages.

HOE DOUBLE SEXTUPLE PRESS
available in the near future. Can be operated as two single Sextuple Presses if desired. Can show press in operation.

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

Take It To POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Newsprint DOMESTIC—CANADIAN—

ROLLS and SHEETS CONTRACT and SPOT

Direct Mill Connection

Beaver Pulp and Paper Co.
8 West 40th Street
NEW YORK

For Sale

Hoe 16 page press with complete stereotyping equipment. Four linotypes, Model 18, 2 linotypes, Model 8, 1 linotype, Model 20, 1 linotype, Model 5. This and other newspaper equipment was obtained in the purchase of the Norristown Times. Each piece is in excellent condition and was used to get out the Times until January 1, 1923. Will be sold for cash only. Norristown Daily Herald, Norristown, Pa.

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

24-page Straightline Web, with 25 h. p. motors, press erected on your foundation\$12,500.00

64-page multi-color, 22 in. cut off, erected\$17,500.00

2-16 page Tabloid size webs \$3,000.00

Get our List No. 27—16 pages.

Huber's ROTOGRAVURE INKS

Are now made in our new Rotogravure factory. A better ink at the same price.

HUBER'S Colors in use since 1780

J. M. Huber

Main Office
68 W. HOUSTON ST., NEW YORK

It Pays to Huberize

FLEXIDEAL

A Dependable, Uniform

DRYMAT

Better in performance than any other, and at a LOWER price.

A trial will convince you.

Unlimited Stock on Hand at all Times

The Flexideal Company
15 William Street
NEW YORK CITY

For Sale

Hoe 12-page web press, printing papers six or seven columns wide, 22 3/4 inches long, either 4, 6, 8, 10 or 12 pages, with stereotype outfit. Good machine at low price. Can be changed to take pages 8 columns wide, 12 1/2 ems if desired. Baker Sales Co., 200 Fifth Ave., New York City.

Electric - Welded Steel Stereotype Chases

Made of Special Analysis Cold Drawn Steel, guaranteed accurate in every particular and of thoroughly dependable quality in material and workmanship. Chases repaired and altered. Makeup trucks converted into elevating tables.

Write for Prices.

American Steel Chase Co.
122 Center St.
New York



Speed Up the Mailing and Make the Wrap Secure With—

“QUICK STICK”

For Every Pasting Purpose

“Quick Stick” is a vegetable gum, which when mixed with cold water, forms a tenacious, quick-drying, white paste. Because of its unexcelled adhesive strength, “Quick Stick” is frequently used in place of hot glue.

Mixes Quick
Sticks Quick
Dries Quick

Guaranteed to not Sour or Mold. Can be obtained in 125 lb. bags, 50 lb. and 25 lb. kegs and barrels.

WRITE TO
THE COMMERCIAL PASTE CO.
Columbus Dept. 123 Ohio

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager
Extensive experience. Salary start \$85.00 week. Box A-758, Editor & Publisher.

Advertising Manager
Young man. Good personality. Thorough knowledge of copy writing and layouts. Experienced in both local and foreign business development. Best of references. Looking for connection where diligent, conscientious work will be stepping stone to successful career. Now employed in Indiana. Available on two weeks' notice. Address A-778, Editor & Publisher, at once.

Advertising or Business Manager
Somewhere in the United States is a publisher who needs my services either as an advertising manager or business manager or both. I am looking for a permanent connection in a city of 50,000 to 100,000 population where hard work, initiative and a thorough knowledge of all branches of newspaper work will be effective. I have had long experience with some of the best papers and have a record for accomplishing what I go after. At present advertising manager in one of the largest cities. Married. Young. Let me convince you that I can produce. Address Box A-776, care Editor & Publisher.

Advertising Office Man
Age 33, experienced on local and foreign copy desks. Can take charge service bureau. Steady, thorough and reliable. A-1 references. Address A-782, Editor & Publisher.

Advertising Salesman
Six years' practical experience in both newspaper and metropolitan trade publication work. Writes interesting copy, because he understands the basic principles of advertising. Being married, the position must be permanent and offer an attractive future. Would expect salary reasonably commensurate with record of past performance. Excellent references of course. Address Apt. 4A, 870 West 181st St., New York City.

Advertising Solicitor—Service Man
Ten years of newspaper sales and service work. In present place in 1922 handled 100,000 inches. Can write good copy. Sell contracts. Some experience in building classified. Have handled foreign accounts. Not a "hit and run artist," but have been successful in getting and holding the confidence of business men by intelligent advertising assistance. Looking for an opening which will afford the opportunity of developing into something really worthwhile. At present employed. Will come on reasonable notice. Address A-744, Editor & Publisher.

Chance
wanted as feature or sports writer or reporter on large publication by advertising manager small city daily. Experienced reporter, college education. Anything with something at the top for 21-year-old hard worker. A-781, Editor & Publisher.

Circulation Manager
Mr. Publisher, Central West cities 100,000 or less. I desire to make a change and solicit your correspondence, if you have a position open, or will have in the near future. Age 33. A successful record with other papers stands behind me. Address A-792, Editor & Publisher.

Classified Advertising Manager
10 years' experience newspaper work, 2 years classified manager. Organizing my specialty, understand every detail pertaining to the accounting end. Looking for permanency that offers a future. Salary secondary. 30 years of age. Married. A go-getter. Box A-786, Editor & Publisher.

Do You Need
an aggressive Business Manager or General Manager? Have made advertising and circulation records in more than one field. Experience embraces work on dailies in cities of 150,000 to 600,000. Would consider buying interest. A-768, Editor & Publisher.

Experienced Man
desires opportunity on good daily paper. Can fill any position from editor to reporter, except ad. solicitor. A-759, Editor & Publisher.

Feature and Editorial Writer
open for special assignments or regular staff position on New York, Brooklyn or suburban newspaper. Many years' experience on metropolitan papers as reporter, special writer, editor. Salary or space basis. Prefer afternoon or evening work. with mornings free. Box A-785, Editor & Publisher.

General Manager Available
with constructive daily and Sunday morning and evening newspaper building experience on both small city and metropolitan dailies. A successful executive, aggressive, good organizer and result producer in advertising and newspaper making and management. Credentials prove ability to handle any proposition. Medium size city preferred. Address A-796, Editor & Publisher.

SITUATIONS WANTED

I Offer You
9 years newspaper and advertising experience, perfect health, high class salesmanship and copy writing. Do you want a permanent advertising manager who will stay and become a member of the firm? How much will you pay? What are the chances for advancement? Address A-780, Editor & Publisher.

Managing Editor
with ten years' successful record in towns of 150,000 to 200,000 seeks immediate connection. Strong in organizing and developing staffs. Capable of handling any situation. References if desired. Came here to edit and manage paper that had suspended. Had been assured sufficient stock had been sold to develop paper. Found after arrival practically none had been or could be sold. You know the answer. Anyone who can use my services, address E. H. Hilt, Jefferson Apts, Butler, Pa.

Newspaper Business Executive
Seeks connection in New York City, but would consider opening in other fields. Wide experience of over twenty years in all departments, including one of the largest dailies. Best of references. Inquiries confidential. Immediately available. Box A-777 Editor & Publisher.

Opportunity Wanted
by a young man of 34 years to show his ability as a newspaper executive. Have had 12 years active newspaper experience in all departments except editorial. Have served as an executive in the advertising, classified advertising, circulation, purchasing and business departments. Understand modern office methods and can advance the morale of the entire plant and reduce the overhead expense. Possess a pleasing personality and can win and hold the confidence of those under my charge. Am at present employed and making good but present position has limitations and I want the chance to advance. If there is a place in your organization where ability and the determination to make good will be recognized, we can arrange the salary. Write me for my record and arrange for interview. Box A-784, Editor & Publisher.

Practical Printer,
magazine and newspaper experience, employed days, seeks work evenings (about three hours). Capable of assisting editor or publisher in reading, revising, making up dummies, layouts of ads, etc. A-790, Editor & Publisher.

Publisher's Representatives
Two men, each with six years' practical experience both newspaper and magazine work, desire to represent live publication, national or sectional, whose circulation is logical market for New York products or national advertisers. Now established in centrally located new York office. For detailed letter address A-795, Editor & Publisher.

Solicitor and Copy Writer,
age 24, married, newspaper experience, desires connection with newspaper in Southwest; now employed. Address A-783, Editor & Publisher.

Special Edition Service
Successful, high-powered special edition advertising man, now making contracts for 1923 with limited number progressive newspapers in cities of 25,000 to 200,000 in all parts of America and U. S. Possessions. Takes full charge of special edition advertising—making complete plans for quick and successful campaign, makes striking lay-outs, sells the space and writes copy. A complete and highly profitable service on per cent basis only. Highest references as to ability, honesty and integrity. Address for 60 days, Carlock Service, P. O. Box 1443, El Paso, Tex.

Superintendent or Foreman
Thoroughly trained composing room executive desires position. Wide range of experience. References. Box A-789, Editor & Publisher.

Superior Ad Solicitor
Unusual ability, high voltage man, thoroughly experienced, capable of meeting best business men and lining up difficult non-advertisers. Has genuine creative ability, forceful, convincing style of writing copy, capable of planning and writing advertising and sales campaigns, increasing present accounts, establishing new ones. Will go anywhere for right opportunity. Has wonderful record, best references, age 31, married and college education. Box A-772, Editor & Publisher.

To Western Publishers
Managing editor, who knows the inter-relationships of newspaper departments from standpoint of a publisher, seeks affiliation with western daily in city of 15,000 to 100,000. Wishes to establish himself with publisher who appreciates advantages of having part owner "upstairs." Can invest, but is no champion of forlorn hopes. Details available to those who know value of energetic direction and seasoned judgment in editorial room. Address Box A-779, Editor & Publisher.

Wanted
position as circulation manager or assistant by young married man with five years' experience on daily and Sunday in city of 110,000. Can handle contests and crews. Now unemployed, can move at once anywhere. A. W. L., 48 N. Linwood St., Norwalk, Ohio.

SITUATIONS WANTED

Editor or Special Writer
with full experience the departments, covering U. S., South America, Canada, Europe 15 countries, including Fleet St., and Capel Court, now producing here, desires offer New York or elsewhere. Abundant references. Address A-797, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager Wanted
by leading newspaper in city of 35,000 in Southwest. This is a real opportunity for man with executive ability who can plan campaigns, write attractive copy and sell it. This is a Man's Job, and, if you are not a producer and willing to work hard, don't waste postage. Salary commensurate with ability. State age, references and experience with application. Address Box A-741, care Editor & Publisher.

Advertising Representatives
in every city wanted at once. Chance to line up with progressive publication at a time when it is ready to reap the harvest of unparalleled publicity. Address Business Manager, Flapper Publishing Co., Chicago.

Editor
By reason of retirement of present editor, who has served the paper for many years, a daily evening newspaper in city of 100,000, within four hours of New York, finds itself obliged to choose his successor. For good reasons prefer bringing outside man into organization. This man must have broad views on public affairs, be capable of taking entire charge of editorial page, assume responsibility therefor, and bring first class references as to ability, etc. The newspaper is independent-Democratic and not only a power in its community but recognized as one of the leading newspapers of the East. If interested and can meet requirements, write, giving information as to experience, references, etc. This is a real opportunity for a real man—and is permanent provided he can meet requirements. Address Box A-793, Editor & Publisher.

Wanted.
All round news reporter. Must be experienced, capable, healthy. Wages \$170 a month. Apply, giving detailed statement of previous experience, Arizona Republican Phoenix, Arizona.

Wanted
Young man with experience to take charge of classified department on leading newspaper in town of 35,000. Good opportunity for one who is assistant to manager on large city paper. State age and salary expected in first letter. Southwest American, Fort Smith, Arkansas.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Capable Man Wants to Buy,
lease or take interest in daily. A-769, Editor & Publisher.

COPY AND LAYOUT MAN FOR NATIONAL ADVERTISER

We need a man to devote his entire time to the copy end of our advertising. Our appropriation exceeds half a million dollars annually, and is spent in a variety of media, domestic and foreign, from magazine ads to tacked signs. The man we want must have two distinct gifts:

- 1st—The writer's gift—that inborn ability to visualize his audience and so clothe his message in words that will appeal to the class he is addressing.
 - 2nd—Owing to our location, in a small town, he must be somewhat of an artist—able to make his own layouts—and sufficiently facile with pen or pencil so that he can "draw" instructions to the artist who will finish his illustrations.
- We need a student, not an executive; a scholar, rather than a business man. To such a man we offer a lifetime position. With your initial letter, please do not send samples of your work.

CARL J. BALLETT
Director of Advertising

THE VICK CHEMICAL COMPANY
Greensboro, N. C.

PLACE ORDERS

now

For Your Cloth-Bound Copies

of the

International Year Book Number

PACIFIC COAST INVESTMENTS

We have a number of unusual newspaper investment opportunities on the Pacific Coast. Chances for enterprising newspaper men to become publishers in fast growing centers where living conditions and climate are ideal.

PALMER DEWITT & PALMER
Sales and Appraisals of Newspapers
225 Fifth Avenue New York
Business Founded 1899

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

OVER TWENTY YEARS we have conducted a service bureau for employers and position seekers in the publishing field. Our lists include men and women fitted for positions up to the highest responsibility in editorial, business and mechanical departments of newspapers and trade journals. No charge is made to employers. Registration is free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROKAW BLDG—42nd and BROADWAY
NEW YORK

Business or
Advertising Manager
Desires change of position

Employed as Business Manager at the present time, but wishes to get in field providing wider scope and chance for advancement.

Always on the job and a hard worker seven days a week if necessary. Write Box A-774, Editor & Publisher.

PICTURES

An exclusive feature story of 250 words with two- or three-column layout of pictures in mat form, mailed fresh six days a week. Ask for samples.

UNITED FEATURE SYNDICATE

N. A. HUSE, General Manager
World Bldg. New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

The Buffalo Territory Offers Big Possibilities To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Introducing

"PUTNAM OHVER"

by

Charles Gordon Saxton

Formerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS

C-V Newspaper Service

Borden Bldg. New York City

HUNCHES

Managing editor and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

OUR lodge man has discovered that every society he covers, meaning every society in the city with secret meetings is interested in the Ku Klux Klan stories of the day. On his own hook he began investigations of his own and discovered a surprising number of harmless hoods, masks and cloaks in the city. He did some figuring, asked a lot of questions and discovered that 85 per cent of the city's adult population belonged to organizations whose meetings are not open to the public. His statistics were particularly interesting.—C. A. G.

Observe the industrial conditions of most any city and you will notice what you would perhaps call, on your observations, incompetent persons who are making money at very odd but honest jobs. At the same time you will notice many competent looking men who are out of work two-thirds of their time, and broke all the time. The psychological differences between these two classes of men is this: One is a genius and knows how to invent; the other may have many good qualities but lack intuition and inventive ability. Offer a prize for the best letters on "How I Make Money At Odd Jobs" and your paper may become "An Angel unawares."—B. F. C.

The Ann Arbor (Mich.) Times News recently conducted a contest to find the oldest Bible in possession of its readers. Many interesting facts were brought to light, and a prize of a new Bible in a good binding was awarded to the owner of the oldest Bible.—C. E. L.

Hooch sleuths are using unique methods in trailing amateur brewers. At least, they are in Salem, for there they joined the garbage men in their rounds, to find out who had alcoholic garbage cans. You can make a clever little series of articles out of these methods and experiences.—P. E. M.

How does the class of work done in the blacksmith shops today compare with that done fifteen years ago? The claim is made that horses are becoming scarcer every year. See what the blacksmith has to say about it. How do the number of horses brought in to be shod compare with years gone by.—C. E. L.

As a post-Christmas story, find out which mother in your town has the honor of cooking at home the family Christmas dinner for the most number of consecutive years. Her menus could be printed as near as she remembers them together with the length of time in preparation of the meal and the number she has had to cook for. It may be that a number of generations would be represented at a dinner of this particular mother and that part could be taken care of.—J. W. H.

County and country circulation, despite the efforts of solicitors who canvassed the nearby towns and villages offering all sorts of premiums in past years, never was as high as it should be. There was no competition from small town weeklies and our county correspondents were as capable as those of the opposition which enjoyed no more circulation success in this field than did we. Disgruntled one morning at the tendency of the correspondents to send in editorialized stuff, the county editor hit upon the idea of having his men send in subjects from their particular districts for editorial comment. There are 30 correspondents. All responded. Now we run each day a county editorial. County residents no longer feel they are strangers to us. The notable increase in county circulation this year may not be attributable to those county editorials, but of the interest in them we are certain.—C. A. G.

Who are the fattest and thinnest officers on your police force? James Kelly of Haverhill, weighing 400 pounds, recently served as a battering ram to beat down a barricaded door in a gambling raid. Talk with their mates, find out what they have done, what their ambitions are, and whether their weight, or lack of weight, makes them a better "cop."—P. E. M.

Personal letter writing is anything but the declining art it is commonly reputed to be. A little tactful conversation with the right parties will give leads on several local people who write an unusually large number of personal letters. Find who writes the most personal letters — mothers, daughters, sons, fathers, sweethearts, poor people, middle class people, rich people. Obtain expressions of opinion

from stationery stores, drug stores, variety stores, on the per capita consumption of writing paper today compared with ten, fifteen or twenty years ago. Find the season of the year when consumption is greatest; the day of the week, the kind of weather, in which writing paper sells best.—J. T. B.

"Have one of your reporters disguise as a tramp and apply for small jobs in the residence district just for something to eat or more a mere sum of money. See how many places would be willing to hire him and how many would be desirous of having him work for the city via the police department pounding rock. Have him write his experiences. It would make quite an interesting article."—J. W. H.

It is frequently stated that it doesn't pay a man to engage in local or county politics and that men who do hold city or county offices very frequently never do anything else. It would be interesting, then, to check up on the former city and county officials in your locality and to show how they HAVE made good in spite of the handicap of holding office, if the holding of office is really a handicap. A story of this type would work in a lot of prominent names and would be very interesting to all the readers of the paper.—F. H. W.

The fraternity of tramps is popularly supposed to have the "easy" families well located and marked. But these families which, habitually, give tramps a hand-out, or even invite them to the dining table, learn things about tramps, too. Interview several who feed tramps, and get information from them. Tramps, they will say, separate into several types. Find what those types are. Learn how "well-established" tramps have their regular year-after-year routes. In Central and Northern New England, an "established" tramp works in the cranberry bogs of Cape Cod, the apple orchards of Northern New England, the ice fields of Central New England, the summer resort mountain towns; but only a short time in each, tramping it from one to the other. A well-informed "friend of tramps" will tell you how tramps have taken to the highways, since automobile travel got extensive, and that during the labor scarcity of the war they became almost non-existent. This will give a story from a new angle of an always interesting newspaper subject.—J. T. B.

Annie May Story, Sunday feature writer of the Manchester, N. H., Union and Leader, interviewed the proprietors of Greek coffee houses, of which there are quite a number in Manchester, and wrote a story on these houses, the food served, the diversions—even to the interested Greek potted plants on the window sills. "How the other half (or third or quarter, or tenth) lives, and cats," applied to your city, would "bull's eye" without straining. Scandinavians have coffee instead of tea, the middle of the afternoon, and are fond of "hard tack." Italians import their own home cheeses. A visit to the stores of the Italian, Greek, Polish, or other section of your city would yield a surprising number of food facts unbeknownst to most Americans.—J. T. B.

Picture sewing is said to be the latest fad among the women who do needle-work, and no home is supposed to be strictly up-to-date unless there is at least one lunch set done in this fashion. Has the fad struck your town yet? If not, an article on the women's page describing the process ought to take well. Landscapes, clusters of flowers, or any other sort of picture are said to be possible with this new sewing. If you happen to know some one who can do it you might get her to describe the process.—C. E. L.

What would the prominent men of your city rather be doing than what they are doing? Which of them would prefer to be a traveler or explorer to being a banker? Which of them would prefer to be the pilots of mail airplanes instead of being merchants? Many people are not doing the things they'd like to do above all others and a very interesting story could be worked up by telling of the things they'd prefer to do.—F. H. W.

Oxford University (England) has opened a college for elderly men. Do we need one here in America? Would there be enough students to support it? Interview educators, university heads, professors.—P. L. M.

Typical Current Comment:

"The short stories we are getting from you are splendid. They couldn't be better."

Angus Perkerson, Sunday Editor,

ATLANTA JOURNAL

"The Metropolitan --: --: --: for Fiction"

METROPOLITAN NEWSPAPER SERVICE

Marimilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK

(By Science Service)

Means:
**INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES**

in
**THE DAILY SCIENCE
NEWS BULLETIN**

Write or wire for territory and rates.

SCIENCE SERVICE

1115 Connecticut Ave.
Washington, D. C.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

24

Lessons in Boxing

by

SPIKE WEBB

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

ANSWERS TO 50,000 QUESTIONS

That come up every day in the newspaper and advertising business can be found *only* in

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

"It's as Necessary as Ink"

Contents Include:

—Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of the daily newspapers of the United States, totalling more than 20,000 names with titles.

—Circulations and advertising rates of daily newspapers of United States.

—Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of daily newspapers of Canada totalling more than 1,000 names with titles.

—Circulations and advertising rates of daily newspapers of Canada.

—Literary market of America, including names of purchasing editors and their wants.

—Directory of newspapers of United States and Canada which issue gravure sections.

—Directory of leading advertising agencies of the world.

—Complete list of newspapers of England, with advertising rates, subscription prices and page sizes.

—Complete list of newspapers of Ireland, with advertising rates, subscription prices and page sizes.

—Complete list of newspapers of Scotland, with advertising rates, subscription prices and page sizes.

—Complete list of newspapers of Wales, with advertising rates, subscription prices.

—Complete list of schools of journalism in United States.

—Personnel of Press Gallery at League of Nations.

—Personnel of Press Gallery of United States Senate.

—Personnel of Press Gallery of Parliament, Canada.

—Complete list of merchandising papers issued by daily newspapers of United States and Canada, with names of editors.

This is only a partial list of the indexed contents. You will also find the things you want to know about the newspaper and advertising business of France, Mexico, Cuba, Japan and other countries.

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Name

Address

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¶ The man with merchandise to sell will make greater sales at less cost if he concentrates on the man with the dollar likely to be spent for his goods.

¶ Present day business conditions do not justify paying large sums of money for general-result publicity such as that sold in the so-called national mediums.

¶ The daily newspaper, which is read by every worth-while man and woman in the country possessed of a dollar likely to be spent for your goods, offers direct contact over the name of the local dealer handling the merchandise.

¶ Daily newspaper space can be bought for use in exact accordance with distribution or desire to create or stimulate sales—city by city, state by state, section by section, or the whole country.

¶ Daily newspaper space costs much less per line per thousand than general medium space and is many times as valuable in results.

¶ A serious and honest investigation of economic conditions and possibilities shows the daily newspaper to be in a class by itself among advertising mediums—most effective, most flexible and most economical.

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JASON ROGERS, *Publisher*

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LORENZEN & THOMPSON, Inc., *Special Representatives*

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EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

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Space-Buyers' Chart and Market Survey of the STATE OF VIRGINIA

Second Section

NEW YORK, SATURDAY, JANUARY 20, 1923

Pages I to VIII

WEALTH GROWS IN VIRGINIA'S FIELDS OF CORN

Old Dominion Has Made Great Strides In Diversified Farming and Ranks as a Progressive Agricultural State—Mineral and Industrial Resources and Commerce Keep Pace

VIRGINIA has been so closely associated with the best since the foundation of the Union that it is only natural that our thoughts should follow the same channel when we consider the market possibilities of the state.

Virginia's purchasing power comes from her soil, her minerals and the commerce of her national waterways and the open sea, and is not tempered by the fluctuations of any single industry. No state has made greater strides in agricultural development during the last 20 years than Virginia. Within this period "Corn Clubs" have been organized throughout the state among the younger farmers and of the five greatest yields from an acre reported by the U. S. Department of Agriculture, for 1916, four were in Virginia, including 1st, 2nd, 4th and 5th, as a result of this new movement. On the first prize acre 174 bushels were grown, on the 2nd, 154.2 and on the 4th and 5th, 140.2 and 140 respectively. These figures are official, each crop was grown on a measured acre and the facts certified as correct by responsible witnesses.

There are many who think of Virginia only as a tobacco state, but this is unfair and untrue for diversified farming has made it one of the great producing states of all staple crops in the Union and its development of agricultural resources is only in its infancy.

Virginia is one of the few states in the East and South that shows an increased rural population and an increased number of farms for the last 10 year period. Virginia has a rural population of 1,635,203, an increase from 1,585,083 in 1910. The number of her farms increased in the same period from 184,018 to 186,242.

Of Virginia's land area of 25,767,680 acres more than 18,000,000 acres is farm lands, nearly 10,000,000 is highly improved and under cultivation and 8,000,000 is represented in woodland.

The unimproved land is only a little more than 1,000,000 acres.

The value of Virginia's farm property is placed at nearly \$1,196,555,772—an increase of \$571,490,389. This figure in itself tells the story of Virginia's great forward strides in a new and permanent prosperity built upon the products of her soil. The value of Virginia's farm lands and buildings is \$1,024,435,025—an increase of \$492,376,963 or 92.5% in 10 years. The increase in farm land alone is 91.6% for the 10 year period and in buildings alone 95.1%.

Rapid progress in the development of

diversified farming has made necessary the equipping of the farms in Virginia with new and modern machinery and this the farmer has done in a manner probably unequalled in any other state in the Union as is shown in the figures of actual investment of \$50,151,466 in 1920 against \$18,115,883 in 1910, an increase of \$32,035,583, or 176.8%.

Live stock has also come to play an important part in the agricultural wealth of Virginia with a total value exceeding \$121,000,000, an increase of more than \$47,000,000 in 10 years. The average value per farm in Virginia has increased more than 89% in 10 years and ranks among the highest in the country today, of \$6,425.00. The average value per acre of the State's farm land is \$64.47.

Virginia is likewise one of the few

states of the Atlantic seaboard in which the number of farm owners has increased in the last 10 years. Of a total of 186,242 farmers in 1920, 136,363 are farm owners, an increase of 2,699 over 1910 and an increase of nearly 1,000 over the increase in the total farm population. In the same period the number of tenant farmers decreased nearly 1,000. The white owners total 138,456, an increase of 1.9% in 10 years, and the number of negro farm owners is 47,786, a decrease of .7% in the same period.

Large farm holdings which were the rule of 50 years ago in Virginia are today rare. The total number of farms over 1,000 acres is only 797, a decrease of 19.7% in the last census period, and the number of from 500 to 1,000 acres is only 2,833, a decrease of 17.9%.

Virginia's farm crops in 1921 had a total value of \$131,093,000, placing her twenty-sixth among the agricultural states in the Union and crediting her with 2.3% of the entire agricultural production of the country. Her richest crops were corn, which brought a return of \$32,834,000; hay more than \$16,000,000; potatoes \$17,000,000, and tobacco \$19,000,000.

We seldom think of Virginia as a wheat growing state, nevertheless her annual wheat crop is worth \$10,000,000, the lowly peanut \$7,000,000. Some cotton is grown in the Tidewater section, which in 1921 nearly reached 16,000 bales with a value of \$1,312,000 and was exceeded in value by oats, sorghum sirup, the latter of which brought a return of more than \$5,000,000.

Barley, buckwheat and sweet potatoes are the other outstanding crops of the state.

(Continued on Page VII)



Photo by Ewing Galloway.

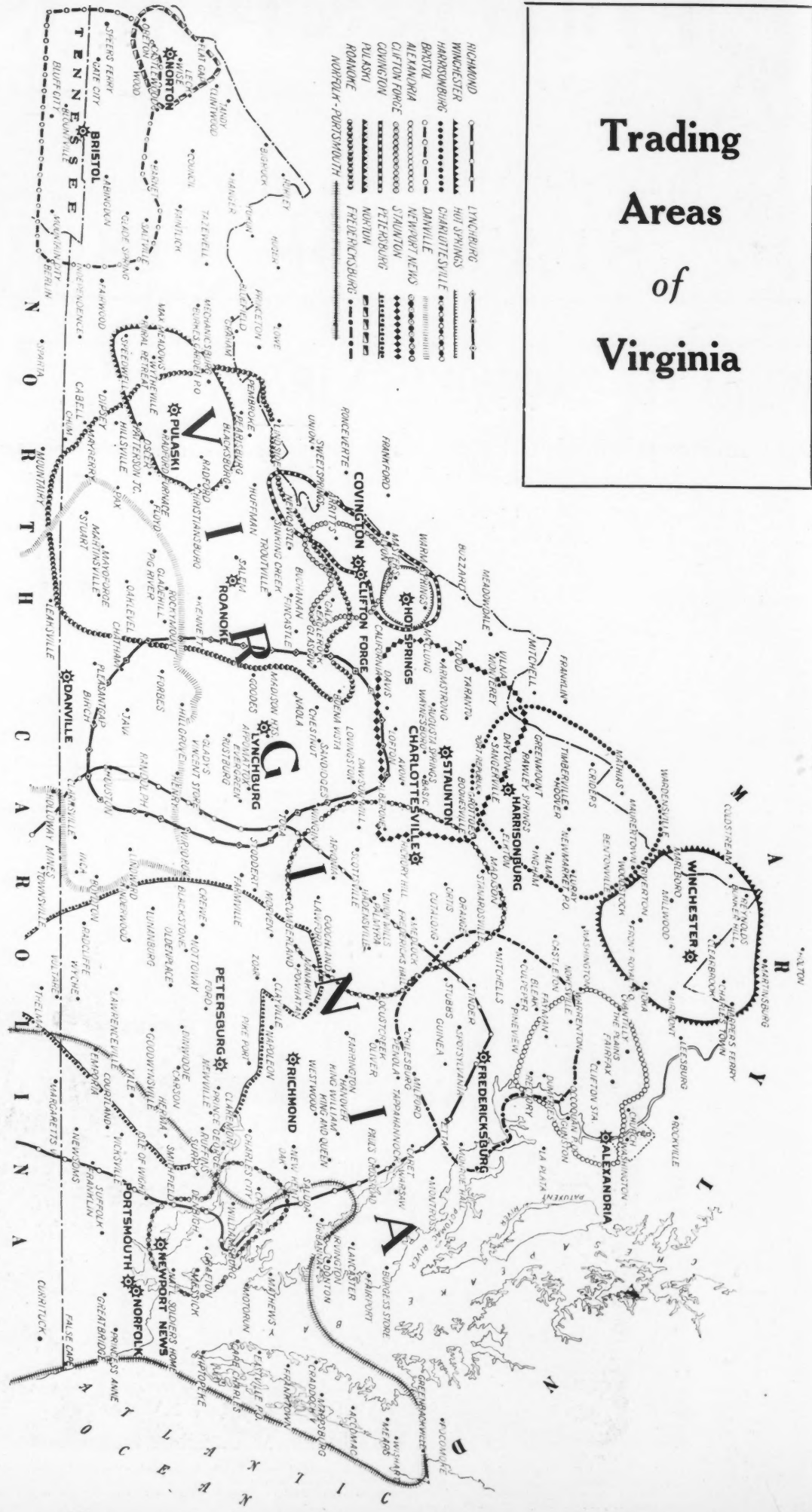
Here's a spot of old Virginia that will ever live in the memory of man. In the foreground is Capitol Square, the State House, the buildings of the old Confederate Capitol. In the distance is the battlefield upon which the struggle between the North and South was ended and the two were reunited for a greater America that finds its counterpart in the new Virginia that has forged to the front as one of the leading and most responsive marketing states in the Union.



Photo by Ewing & Galloway.

A glimpse of the old and the new! Through the frame of the pillars of the old Capitol of the Confederacy, the visitor to Virginia today gets a contrast picture of the new Virginia of financial power to buy, with a 22 story skyscraper dominant in the distance.

Trading Areas of Virginia



VIRGINIA FARM FACTS

Barley	\$149,000
Buckwheat	293,000
Corn	32,834,000
Cotton	1,312,000
Hay (Tame)	16,461,000
Oats	1,872,000
Peanuts	6,326,000
Potatoes	16,157,000
Rye	397,000
Sorghum Sirup	971,000
Sweet Potatoes	5,225,000
Tobacco	18,829,000
Wheat	9,629,000

Total value—all crops \$131,093,000

Daily Newspapers of Virginia

Alexandria, <i>Gazette</i>	(E)
Bristol, <i>Herald-Courier</i>	(M-S)
Charlottesville, <i>Progress</i>	(E)
Clifton Forge, <i>Review</i>	(E)
Covington, <i>Virginian</i>	(E)
Danville, <i>Bee</i>	(E)
Register	(M-S)
Fredericksburg, <i>Star</i>	(E)
Harrisonburg, <i>News-Record</i>	(M)
Hot Springs, <i>Day Letter</i>	(E)
Lynchburg, <i>Advance</i>	(E)
News	(M-S)
Newport News Press	(M)
Times-Herald	(E-S)
Norfolk, <i>Ledger-Dispatch</i>	(E)
Post	(E)
Virginian-Pilot	(M-S)
Norton, <i>Coalfield Progress</i>	(E-S)
Petersburg, <i>Progress & Index Appeal</i>	(E-S)
Portsmouth, <i>Star</i>	(E-S)
Pulaski, <i>Southwest Times & News-Review</i>	(E)
Richmond, <i>Dispatch</i>	(E)
News Leader	(E)
Times-Dispatch	(M-S)
Roanoke, <i>Times</i>	(M)
World-News	(E-S)
Staunton, <i>Leader</i>	(E)
News-Leader	(M-S)
Winchester, <i>Star</i>	(E)

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Population

1920 Census.....	171,667
1910 Census.....	127,628
80,631 males, 91,036 females.	
A. B. C. City.....	171,667
A. B. C. City and Suburban.....	200,000
Chamber of Commerce, City.....	177,025
Chamber of Commerce, City and Suburban.....	200,000
Native Whites..... 65.8%	English reading... 89%
Negroes..... 31.5%	Home owners (fam.) 39,191
Foreign born..... 2.7%	30,753 dwellings

Banks

Trust Companies..... 6	Resources..... \$22,757,787
National..... 7	Resources..... 102,468,433
State..... 4	Resources..... 20,261,244

Schools

Public Grade..... 40	Pupils..... 22,240
High..... 2	Pupils..... 3,410
Junior High..... 5	Pupils..... 3,510
Colleges and Private..... 19	Pupils..... 9,362
Normal..... 2	Pupils..... 142

Theatres

Legitimate, 2; moving pictures, 17; vaudeville, 1; Average number of seats, 600. Total number of seats, 9,245.

Location

Richmond, situated on the James River in addition to river commerce, has the Chesapeake and Ohio, the Southern, the Seaboard Airline, the Richmond, Fredericksburg and Potomac, the Atlantic Coast Line and the Norfolk and Western railroads. It also has a public wharf and accommodations for coastwise shipping. Interurban electric lines operate to Petersburg and Ashland.

Principal Industries

Among the varied industries of Richmond are automobiles, automobile bodies, bags (burlap, cotton and paper), bottles, boxes and box shooks, baking powder, bricks, brooms, crackers, confectionery, railroad cars, carriages and wagons, caskets, chewing gum, cigar, cheroots, cigarettes, snuff and tobacco, aprons, coffee roasting, coopering, drop forgings, envelopes, extracts, fertilizer, fiber, flour, handkerchiefs, baseball bats, plow, broom and pitchfork handles, hardware, harness, hats, everything in the iron and steel line from the smallest automobile part to locomotives, mattresses, paper dishes, blotting paper, pencil wood, peanuts, stoves, tallow, tobacco by-products, trunks, bags, varnish, wooden tableware, mica, cedar wood working, insecticides.

Special Information

Richmond is an industrial city, with 204 manufacturing plants. Its manufacturing business amounting to over \$250,000,000 annually. Tobacco, iron, steel and wood-working are the larger industries. It is the leading jobbing and distributing center of the South Atlantic States. Its wholesale business runs over \$150,000,000 yearly. It entertains more than 350,000 visitors yearly. It has sixty-four public and private schools and colleges, with a student body of 41,674, making it one of the larger educational centers of the South. The city owns and operates its water works; it maintains fifteen public parks. It is estimated that more than 10,000 people are engaged in its tobacco industries. Under normal conditions the American Locomotive Company employs 2,500 in its shops here. One baking powder concern employs 350. Its flour mills turn out upward of a million barrels per year, mostly for export. It is the seat of the Fifth District Federal Reserve Bank. The resources of the 27 banks on May 5, 1922, were \$145,487,464.

Suburban and Farm Residents

Richmond is in the center of a farming section devoted largely to dairying, tobacco, hog raising, general and truck farming. The 1921 apple crop amounted close

RICHMOND, VA.

City classed as Manufacturing and jobbing city. Survey in One Part

to 10,000,000 bushels, exceeding the combined crops of Oregon and Washington. Among the large towns in the vicinity of Richmond are: Petersburg, 31,002; Chester, 250; Clayville, 256; Winterpock, 736; Midlothian, 365; Ashland, 1,299; Emporia, 1,869; Boydton, 457; Blackstone, 1,381; Burkeville, 514; Manakin, 156; Fredericks Hall, 150; Fredericksburg, 5,882; Franklin, 2,363; Clarksville, 726; Chase City, 1,646; Lawrenceville, 1,439.

Wholesale Houses

Grocers..... 25	Furniture..... 2
Meats..... 14	Live Stock Brokers... 3
Fruits..... 7	Hardware..... 4
Produce..... 39	Drugs..... 5
Manufacturers' Agents. 37	Confectionery..... 12
Shoes..... 8	Tobacco..... 3
Dry Goods..... 5	Merchandise Brokers.. 20
Flour..... 6	

Retail Section

The leading retail street is Broad. For nearly a mile it has shops, stores, department stores and theatres, and about a half mile additional is devoted to automobile row. There is about one-half mile on Main street. Eighth street has four blocks of stores, and Ninth street, three blocks. There are neighborhood sections on Fourth avenue, Highland Park, Robinson street, West End; Hull street, South Richmond; East Broad street, Churchill, Westbrook avenue, North Side.

Residential Features

It is a city of fine residences of artistic architecture, and well-kept grounds. There are few apartments; 30,753 dwellings house its 39,191 families.

Churches

Adventist, 3; Baptist, 82; Catholic, 9; Christian, 11; Christadelphian, 1; Episcopal, 23; Holiness, 6; Hebrew, 5; Lutheran, 3; Methodist, 28; Presbyterian, 16; of many other denominations, 18.

Trading Area

The trading area of Richmond covers a wide section of farming country and many towns and villages. Richmond is the market for their products, and consequently their trading center. On the north it extends to Fredericksburg. The out-of-town trading of this city is divided between Washington and Richmond. On the east it extends to the mouth of the York River; on the south to Wilson and Rocky Mount, N. C.; on southwest to Clarksville and South Boston; on the west to Farmville.

Newspapers

Evening: News-Leader, Dispatch. Morning: Times-Dispatch. Sunday: Times-Dispatch.

Retail Outlets for Nationally Advertised Products

Auto (Passengers) 43	Confectioners.....294	Florists..... 12	Hats and Caps... 22	Opticians..... 9
Auto (Trucks)... 21	Delicatessen..... 4	Fruits..... 54	Jewelry..... 37	Photographers... 21
Auto (Tires) Agys. 30	Dress Makers... 151	Furniture..... 85	Ladies' Tailors... 14	Pianos..... 11
Auto (Parts) Agys. 49	Druggists..... 111	Furriers..... 4	Meat Markets... 89	Restaurants..... 95
Bakers..... 39	Dry Goods..... 65	Garages..... 50	Men's Furnishings 20	Shoe Dealers... 59
Cigar Stores... 29	Department Stores 5	Grocers..... 831	Merchant Tailors. —	Sporting Goods... 5
Cloaks and Suits —	Electrical..... 6	Hardware..... 31	Milliners..... 30	Stationers..... 11
Clothiers..... 72				

NOTE—Facts and figures from Charles M. Montgomery, Publicity Head, Chamber of Commerce; Superintendent of Schools, Albert H. Hill; State Banking Department and other sources.

**Use the Dispatch Papers Merchandizing Service—
and Know Conditions in Richmond**

When you enter the Richmond market special information and specific data will enable you to plan a more successful selling campaign.

In pursuance of the broad policy of co-operation of the Dispatch Papers its Merchandizing Department is equipped to furnish, without charge, complete data on market conditions or detailed information on the sale or distribution of any product sold in this territory.

Much valuable data of this nature is immediately available for those who request it. In the event that you should require information of any special

character or on any subject which has not already been covered, our Merchandizing Department will investigate the subject for you and render a report.

Many national advertisers have availed themselves of this service and have said it enabled them to enter the Richmond territory with a foreknowledge of conditions that greatly increased the potency of their advertising.

The Dispatch Papers stand ready to give you every means of assistance within their power to make your campaign sell more in Richmond.

THE TIMES-DISPATCH

THE EVENING DISPATCH

THE TIMES-DISPATCH PUBLISHING CO.

Richmond

Virginia

Special Representatives

STORY, BROOKS & FINLEY,

New York

Philadelphia

Chicago

EDITOR & PUBLISHER
SPACE BUYERS CHART

NORFOLK, VA. PORTSMOUTH, VA.

City classed as shipping and railroad centers. These two cities are surveyed on account of their geographical situation and common business interests.

Population

1920 Census, Norfolk	115,777
1920 Census, Portsmouth	54,387
A. B. C., Norfolk	170,164
A. B. C. City and Suburban, Norfolk	202,000
Chamber of Commerce, City, Norfolk	126,000
Chamber of Commerce, City, Portsmouth	60,000
Chamber of Commerce, City and Suburban, Norfolk	234,000

NOTE:—January 1, 1923 the city of Norfolk annexed a section of outline territory bringing within the corporate limits approximately 22,000 people who were not credited to the city in the last census. This number added to the Chamber of Commerce estimate of 126,000, would total an approximate population of 148,000 for the city of Norfolk.

Native Whites	N. 57.5%	P. 61.6%
Negroes	N. 37.1%	P. 35%
Foreign born	N. 5.3%	P. 3.4%
Industrial workers	N. 2.2%	P. 20%
English reading	N. 89%	P. 89%
Home owners (families)	N. 26,732	P. 12,568

Banks

Norfolk	13	Resources	\$75,930,560
Portsmouth	6	Resources	13,331,235

Schools

Norfolk Public Grade	23	Pupils	22,250
Norfolk High	2	Pupils	2,450
Portsmouth Public Grade	15	Pupils	9,343
Portsmouth High	2	Pupils	1,421

Theatres

In Norfolk, 1 Legitimate, 14 motion picture, 1 motion picture and vaudeville, total seating 11,000; in Portsmouth, 1 Legitimate, 9 motion picture, total seating 4,100.

Location

Norfolk and Portsmouth on the Atlantic Coast, are midway between Boston and Jacksonville, and 300 miles nearer to European and South American ports than New York, with a harbor entirely free of ice in the coldest winter. There are eight trunk line railroads, 20 coastwise steamship companies, 60 foreign steamship lines, 1 Belt Line railroad surrounding the entire industrial section, and co-ordinating all the lines entering this port. There are 198 miles of electric railways in city and interurban lines. The rail lines include the Atlantic Coast Line, the C. & O., the N. & W., N. & S., the Penn., Seaboard, Southern and the Virginian.

Principal Industries

Shipbuilding, railroad shops, machine shops, iron and steel, fertilizers, peanut cleaning, copper smelting, creosoting, cotton mills, cotton compressing, cotton bags, hosiery and underwear, knitting mills, veneer mills, oil, coalossal government operations, silk mills, steel chain, tobacco manufacturing.

Capital invested in industries (Exclusive of U. S. Gov't operations), \$60,000,000.00; Annual payroll, \$21,500,000.00; Employees, 19,750; Cost of materials, \$65,000,000.00; Value of products, \$98,350,000.00.

Special Information

Norfolk and Portsmouth, the two distinct cities, have a common interest in business. The cities own and operate a belt line railroad 36 miles in length, connecting up the eight trunk lines which enter here. These cities are credited with being the second port in the U. S. in tonnage. Norfolk operates under lease the three large army piers situated here, and is spending five millions on additional piers. There are 165 wharves and docks along the Norfolk-Portsmouth water front. Exports in 1921 amounted to \$173,345,428.

The farms in this vicinity ship 4,000,000 barrels of potatoes annually. During the strawberry season, 12,000 crates are shipped daily. The Army-Navy Department maintain enormous establishments here.

Government operations in the vicinity of Norfolk and Portsmouth represent an investment of about \$200,000,000, and give employment to from 5,000 to 18,000 people, exclusive of a very large enlisted personnel in the Army, Navy and Marine Corps.

Churches

Adventist, 2; Apostolic, 1; Baptist, 39; Catholic, 5; Christian, 8; Disciple, 5; Episcopal, 12; Greek, 1; Holiness, 3; Jewish, 6; Lutheran, 2; Methodist, 28; Presbyterian, 12; Sanctified, 1; Scientist, 1; Udenominational, 11 in Norfolk, and 80 of all denominations in Portsmouth.

Suburban and Farm Residents

A rich truck gardening section in Northampton and Accomac counties, and the surrounding counties contribute largely to the business of Norfolk-Portsmouth. Among the larger cities and towns are Princess Anne, 331; Gilmerton, 628; Suffolk, 9,123; Emporia, 1,869; Cortland, 379; Franklin, 2,363; Newport News, 35,596; Accomac, 750; Temperanceville, 224; Gloucester, 262; Portsmouth, 54,387.

Wholesale Houses

Groceries	16	Clothing	1
Meats	10	Drugs	4
Fruits	15	Hardware	4
Furniture	1	Tobacco	5
Shoes	4	Confectionery	9
Dry Goods	2	Commission Merchants	34

Retail Section

Norfolk—On Granby street there are 7 blocks devoted to stores of all classes. Main street has five blocks. There are stores on Church St., College Place, Freemason street, Plum street, Bute street, Monticello ave., Boush street and Bank street.

Portsmouth has about 1 1/4 miles of retail section.

Residential Features

The houses are of the one-family variety, with a fine and up-to-date suburban section. There are no slums or tenements, and few apartment houses.

Retail Outlets for Nationally Advertised Products

N. P.		N. P.		N. P.		N. P.		N. P.	
Auto (passengers)	38 15	Cloaks and Suits	9 3	Department Stores	9 3	Hardware	29 11	Milliners	23 15
Auto (Trucks)	16 8	Clothing	65 11	Electrical	12 2	Hats and Caps	8 5	Opticians	8 2
Auto (Tires)	16 8	Confectioners	125 44	Florists	12 2	Jewelry	30 7	Photographers	21 5
Agys.	24 14	Delicatessen	15 2	Fruits	36 6	Ladies' Tailors	23 15	Planos	7 11
Auto (Parts)	49 12	Dress makers	44 21	Furniture	49 23	Meat Markets	78 33	Restaurants	145 34
Agys	49 12	Druggists	85 26	Furriers	3 —	Men's Furnishings	32 10	Shoe Dealers	38 10
Bakers	35 14	Dry Goods	53 23	Garages	33 16	Merchant Tailors	16 12	Sporting Goods	5 3
Cigar Stores	36 6			Grocers	528 261			Stationers	6 2

Trading Area

The trading area on the northeast extends to the Maryland line, follows the shore line on the east as far south as New Bern, N. C.; on the west it extends to Emporia; on the northwest to Queen and Essex counties.

Newspapers

Evening: Norfolk Ledger-Dispatch, Norfolk Post, Portsmouth Star. Morning: Virginian Pilot (Norfolk). Sunday: Virginian Pilot (Norfolk), Star (Portsmouth).

NOTE—Facts and figures were secured from W. H. Jenkins, Jr., Information Secretary, Chamber of Commerce; Superintendent of schools, banks and other sources.

The NORFOLK LEDGER-DISPATCH

No American city has shown a more sturdy, substantial development in recent years than has Norfolk, Va. Its growth, not alone in population, but in all those things that make a city prosperous and great, has been quiet, steady, persistent, and so entirely lacking in spectacular features that many a manufacturer, noting what a profitable market he has there opened up for his goods, has congratulated himself on his "discovery."

Coincident with this Norfolk stride has gone along the growth and development of THE LEDGER-DISPATCH, one of the country's most successful and resultful afternoon newspapers. Without "fuss or feathers" it, years ago, took the lead, and each year

since has increased it, in circulation and in advertising lineage—local, general, classified.

THE LEDGER-DISPATCH is first of all a newspaper. Its constructive, unselfish, public-serving policies have given it a tremendous hold on the people of Norfolk. It is daily delivered in 94 of every 100 homes in the city. Norfolk merchants believe in it heartily and use space in its advertising columns liberally. Its readers have confidence in its contents. With good honest merchandise, this fine market and this resultful medium make an unbeatable combination.

THE LEDGER-DISPATCH maintains a PROMOTION DEPARTMENT ready to supply any interested manufacturer with accurate and valuable market statistics.

THE JOHN BUDD COMPANY, Advertising Representatives

NEW YORK CHICAGO ST. LOUIS ATLANTA SAN FRANCISCO LOS ANGELES SEATTLE

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

ROANOKE, VA.

City classed as industrial center of rich farming, orchard and limestone section

Population

1920 Census.....	50,842
1910 Census.....	34,874
A. B. C. City.....	50,842
A. B. C. City and Suburban.....	86,000
Chamber of Commerce, City.....	50,842
Chamber of Commerce, City and Suburban.....	86,000
Native Whites.... 79.9%	Industrial workers. 18. %
Negroes..... 18.4%	English reading... 92.5%
Foreign born.... 1.7%	Home owners (fam.) 11,260

Banks

Trust Companies.....	3	Capital, Surplus	
National.....	4	etc.	\$5,500,000.00
State.....	2	Deposits ...	\$33,330,000.00

Schools

Public Grade.....	14	Pupils.....	8,925
High.....	2	Pupils.....	2,235
Evening.....	2	Pupils.....	716

Colleges

Hollins College.....	Pupils.....	472
Virginia College.....	Pupils.....	379

Theatres

Legitimate, 2, seating 2,700; moving pictures, 7, seating 3,925; vaudeville, 1, seating 1,500. Average number of seats, 1,000 in larger. Total number of seats, 8,125.

Location

Situated on the Norfolk and Western and Virginian R. R., 227 miles from Washington, 244 miles from Norfolk and 200 miles from Richmond. Interurban electric lines operate to Salem and Vinton. As a railroad junction point it enjoys a low freight rate, making it an attractive distributing center.

Principal Industries

Railroad shops, locomotives, cars, bridge and structural iron work, iron furnaces, pyrites plant, metal culverts, underwear, cooperage, wooden boxes, cans, tanning extract, flour, proprietary medicine, overalls, artificial silk, gloves, hats, roofing tile, silos, oak flooring, wooden handles and spokes, twine, machine shops, fruit raising, dairying.

Special Information

Virginia Bridge and Iron Co. is located here. It is the largest structural iron works in the South. The Viscose Co., the largest manufacturers of artificial silk in the United States, employ 750 people, and is doubling its plant at present. One flour mill produces 1,200 barrels daily. The Norfolk and Western R. R. have their shops and their general offices here, employing 5,400. The Virginia Coal and Coke Co.'s main offices are in Roanoke. Thousands of acres of land in the vicinity of Roanoke are devoted to fruit raising. The richness of the soil in the surrounding farms make them among the most valuable in the United States.

Suburban and Farm Residents

Roanoke, situated in the most fertile section of the Roanoke Valley, between the Allegheny and Blue Ridge mountains, is the trading center for one of the richest farm sections of this country.

The following counties contribute business: Bedford, 30,669; Franklin, 26,283; Henry, 20,238; Patrick, 16,856; Floyd, 13,115; Pulaski, 17,111; Montgomery, 18,595; Giles, 11,901; Craig, 4,100; Botetourt, 16,557, and Rock-bridge, 20,626.

Wholesale Houses

Groceries.....	8	Tobacco.....	2
Meats.....	5	Confectioner.....	3
Fruits.....	9	Shoes.....	3
Manufacturing Agents.....	5	Merchandise Brokers.....	8
Dry Goods and Notions.....	4	Drugs.....	2
Paper.....	2	Millinery.....	2
Hardware.....	3		

Retail Section

Campbell avenue, Salem avenue, Church avenue, Jefferson street, Henry street, Commerce street, Nelson street; Market Square, with a public market taking in four squares, cover the business section of Roanoke.

Residential Features

The houses are of the one-family type. There are 9,090 dwellings for the 11,260 families. Extensive building operations are being carried on in the outlying sections.

Churches

Baptist, 20; Brethren, 4; Catholic, 3; Christian, 4; Episcopal, 3; Hebrew, 2; Lutheran, 3; Methodist, 14; Presbyterian, 9; Scientist, 1; United Brethren, 1; miscellaneous denominations, 11.

Retail Outlets for Nationally Advertised Products

Auto (Passengers) 29	Confectioners..... 28	Florists..... 6	Hats and Caps... 5	Opticians..... 5
Auto (Truck).... 16	Delicatessen..... 2	Fruits..... 10	Jewelry..... 11	Photographers... 6
Auto (Tires) Agys 27	Dress Makers.... 22	Furniture..... 22	Ladies' Tailors.. 12	Pianos..... 5
Auto (Parts) Agys 26	Druggists..... 32	Furriers..... 3	Meat Markets... 34	Restaurants.... 36
Bakers..... 7	Dry Goods..... 14	Garages..... 14	Men's Furnishings 12	Shoe Dealers... 17
Cigar Stores.... 19	Department Stores 3	Grocers..... 197	Merchant Tailors.. 3	Sporting Goods.. 2
Cloaks and Suits. 4	Electrical..... 3	Hardware..... 5	Milliners..... 19	Stationers..... 5
Clothiers..... 31				

Trading Area

Roanoke divides the business of Bedford County with Lynchburg, secures some from the adjacent North Carolina and West Virginia counties. The trading area extends on north to Alleghany County; on the east to Bedford; on the south to the North Carolina line; on the west to Pulaski and West Virginia line.

Newspapers

Evening: World-News. Morning: Times, except Monday. Sunday: Times.

NOTE—Facts and figures were secured from Jos. E. Driscoll, D. E. McQuilkin, Superintendent of Schools, Association of Commerce, banks and other reliable sources.

THE ROANOKE TIMES—THE ROANOKE WORLD-NEWS

EVERY MORNING EXCEPT MONDAY

EVERY EVENING EXCEPT SUNDAY

Covering the Morning and Evening Field of a city of more than 55,000 population, and reaching by excellent mail delivery service every city, village and rural route of Southwest Virginia—the richest and most prosperous part of the State.

COMBINED CIRCULATION NET PAID: DAILY 22,904—SUNDAY TIMES & WORLD-NEWS—26,675

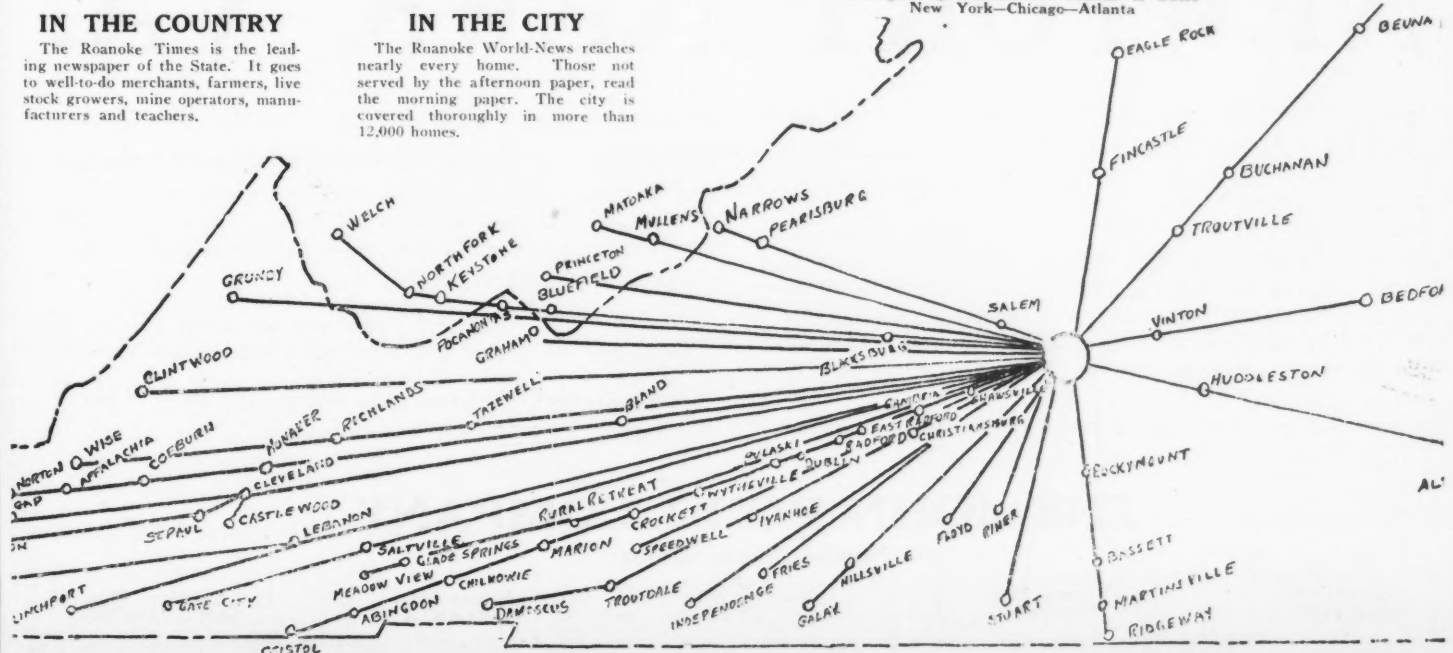
Foreign Representatives: Fralick & Bates
New York—Chicago—Atlanta

IN THE COUNTRY

The Roanoke Times is the leading newspaper of the State. It goes to well-to-do merchants, farmers, live stock growers, mine operators, manufacturers and teachers.

IN THE CITY

The Roanoke World-News reaches nearly every home. Those not served by the afternoon paper, read the morning paper. The city is covered thoroughly in more than 12,000 homes.



THE READERS OF THE TIMES AND WORLD-NEWS REPRESENT THE BUYING POWER OF THE TRADING TERRITORY



NEWPORT NEWS, VA.

City classed as shipping and shipbuilding center

Population

1920 Census.....	35,596
1910 Census.....	20,466
A. B. C. City.....	35,596
A. B. C. City and Suburban.....	200,000
Chamber of Commerce, City.....	35,596
Chamber of Commerce, City and Suburban.....	50,000
Native Whites.... 55.9%	Industrial workers... 22%
Negroes 35.9%	English reading.... 89%
Foreign born.... 8.2%	Home owners (fam.) 7,835

Banks

Trust Companies..... 1	Resources.....	\$361,627
National 3	Resources.....	11,940,415
State 4	Resources.....	2,652,336

Schools

Public Grade..... 9	Pupils.....	6,835
High 2	Pupils.....	1,226

Theatres

Legitimate, 1; moving picture, 7. Total number of seats, 4,044.

Churches

There are 47 churches of all denominations.

Location

Newport News is on the world famous harbor of Hampton Roads, 75 miles from Richmond. It is the tidewater terminus of the Chesapeake and Ohio R. R., the largest terminus owned and operated by one railroad. Thirty steamship lines operate to foreign ports. Interurban lines operate to Buckroe Beach, Old Point Comfort, Phoebus, Langley Field and Hampton. The C. & O. R. R. ferry connects with seven trunk line railroads.

Principal Industries

Shipbuilding outstrips all the other industries. The ship yards are manufacturing a wide variety of products in addition to ships and ship repairs. Other industries are furniture, phonographs, harness, paints, hosiery, candy, the packing of fish, oysters and crab meat, railroad terminal and yards, auto bodies,

Special Information

The ship yards of Newport News employ 5,500 at the present time. The Chesapeake and Ohio R. R. employ 1,200. Within a short distance of Newport News is Langley Field, the main flying station of the Army. Fort Eustis, the artillery branch of the Army is but a short distance away. The C. & O. R. R. terminus has 96 miles of track. There were 20,192 sailings for foreign ports in 1921. A small boat harbor has been built by the city. There are twelve piers, with traffic handling facilities; 60,000,000 bushels of grain were shipped from this port in 1921. The importance of this section historically, brings thousands of visitors annually.

Suburban and Farm Residents

The adjoining area is devoted to truck gardening to a large extent. Among the larger towns in this vicinity are Williamsburg, 2,462; Phoebus, 3,043; Hampton, 6,138; Smithfield, 1,181; Fort Monroe, 1,265; Poquoson, 641; Fox Hill, 750; Denbigh, 450.

Wholesale Houses

Groceries	6	Meats	4
Fruits	3		

Norfolk and Richmond jobbers also supply the stores of this city and vicinity.

Retail Section

On Washington avenue there are nearly a mile of stores, Twenty-third street has half a mile, Twenty-eighth street about half a mile, Huntington avenue about a mile and a half, Jefferson avenue about three-quarters of a mile, Twenty-fifth street about one and three-quarter miles, Chestnut avenue about half a mile, about 10 blocks of scattered stores.

Residential Features

It is a city of one-family houses, with but few apartments, having 6,012 dwellings to house its 7,835 families.

Retail Outlets for Nationally Advertised Products

Auto (Passengers) 38	Confectioners 35	Florists 2	Hats and Caps... 5	Opticians 4
Auto (Truck).... 8	Delicatessen 2	Fruits 6	Jewelry 13	Photographers ... 15
Auto (Tires) Agys. 12	Dress Makers.... 20	Furniture 20	Ladies' Tailors... 4	Pianos 2
Auto (Parts) Agys. 21	Druggists 26	Furriers —	Meat Markets... 11	Restaurants 89
Bakers 9	Dry Goods..... 16	Garages 21	Men's Furnishings 10	Shoe Dealers.... 14
Cigar Stores.... 6	Department Stores 3	Grocers 184	Merchant Tailors. 5	Sporting Goods... 2
Cloaks and Suits.. 4	Electrical 4	Hardware 12	Milliners 11	Stationers 2
Clothiers 25				

Trading Area

The trading area is concentrated in a small area, which depends on Newport News for most of its necessities, and all of its luxuries. On the north the area includes the territory along the north bank of the York River; on the south it takes in part of the Isle of Wight County; on the northwest it takes in James City County. It takes in Warwick County, Elizabeth City County and York County.

NOTE—Facts and figures were secured from Gerrish Cassaway, Secretary, Chamber of Commerce; banks, school board and business men.

Newspapers

Evening: Times-Herald, except Monday. Morning: Daily Press, except Monday. Sunday: Daily Press.

THE DAILY PRESS

(Every Morning Except Monday)

THE TIMES-HERALD

(Every Afternoon Except Sunday)

NEWPORT NEWS, VA.

THE DAILY PRESS and THE TIMES-HERALD ARE THE ONLY NEWSPAPERS PUBLISHED in that historic section of Eastern Virginia, known as the Lower Peninsula, embracing the cities of Newport News, Hampton, and Williamsburg; the towns of Yorktown, Jamestown, Kecoughtan, and Phoebus; and the counties of Warwick, James City, Elizabeth City, and York—a community of approximately 200,000 inhabitants, with extensive truck farming, fishing, and oystering, shipping and shipbuilding, locomotive and car-building industries.

Fort Monroe, Fort Eustis, and Langley Field, important

government posts, are also located in this trading area.

THE DAILY PRESS and THE TIMES-HERALD thoroughly cover this rich section with home delivered carrier service in all the cities and principal towns. On account of its geographical location no other newspaper circulates to any extent in this territory.

Members the Associated Press and the Audit Bureau of Circulations. Sunday comic with many other good features.

For rates and full information address the office of publication, or

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LOS ANGELES



Photo by Living Gallaway

Within the borders of Virginia there are many national shrines that will always be first in the hearts of the lovers of the high principles and ideals upon which this government is built. First, among them is Washington's home at Mount Vernon.

WEALTH GROWS IN VIRGINIA'S FIELDS OF CORN

(Continued from Page 1)

Fruit is grown generally throughout Virginia and in 1920 the state stood 4th in the production of apples with a record of 15,210,000 bushels. The growing of early vegetables for the northern market is carried on to a considerable extent throughout the Tidewater region. In some sections intensive culture has brought a profit of as high as \$1,000 a year from a single acre.

Tomatoes sold from 22,000 acres bring the farmers of the state a return of more than \$1,500,000. Dairying, stock raising and wool growing rank among the important industries. Dairying products are worth more than \$19,000,000 annually and the wool crop is in excess of 1,500,000 lbs. In 1922 the dairying cows numbered 426,000 and other cattle 448,000. Sheep, 328,000, hogs 805,000.

Virginia in its greatest length from east to west is about 440 miles, its greatest breadth 192 miles. Its land area is 40,125 square miles. The surface of the

state is divided into six great natural divisions: The Tidewater to the Coast Range; the Piedmont from the Coast Range to the Blue Ridge Mountains, and from the Potomac River to North Carolina, the Blue Ridge stretching across the state in a southwesterly direction, and the famous Virginia Valley reaching a broad belt of rolling country between the Blue Ridge and Kittatinny. The soil of the Tidewater region is light and sandy. The Valley region has a fertile soil that is well adapted for cereals. Much of the Mountain region is forest land, but the parallel valleys are fertile farms. The Piedmont, Blue Ridge, and the Valley are noted for their grasses.

Manufacturing has kept pace with agricultural developments in the last 10 years. The more important products are cotton goods, tobacco, leather, coke, saw and planing mill products, flour, clothing, pig iron and agricultural implements. Tobacco naturally stands high among the manufacturing of the state. Smoking and chewing tobacco is in excess of \$12,000,000; cigars and cigarettes in excess of \$8,000,000. Leather productions stand first as a unit with a value in excess of \$9,000,000. Yellow pine, hemlock, oak, red gum, and poplar are the principal

lumber products of the state with a value of more than \$16,000,000 annually.

The canning industry has grown at a rapid rate with an increase of farm activities within the state and as a result in recent years Virginia has stood 3rd in the Union in the canning of tomatoes, with an excess of 1,125,000 cases.

Virginia has excellent natural advantages for commerce and in recent years has begun to take a prominent part in foreign trade with the result that her seacoast towns and cities have shown progressive industrial development. The development of commerce, however, is still in its infancy and will have an ever-growing part in the future enrichment of the state.

Coal is the principal mineral product of Virginia, the annual production being in excess of 10,000,000 tons of bituminous and more than 61,000,000 tons of coke are made. Practically all of the Southwestern counties are beds of anthracite, semi-bituminous and bituminous, and a great deal of it high grade coking coal. There are bituminous beds in other parts of the state as well.

Virginia produces more than half of the country's output of iron pyrites, and is the first in the production of soapstone and articles manufactured from it. Fine granite, marble and other building stone

as well as marl, mineral paints, salt, slate, sulphur, kaolin and fire clay are found in various sections of the state and marketed at a profit. Iron and manganese are extensively mined as well as zinc and lead ores. Some copper, gold and silver are also found.

Water power is abundant in Virginia and this has played an important part in the natural industrial development of the state. The fishing industry occupies an important place in the business life of Virginia. Bass, shad and many other favorites of the market of the East are caught in abundance and the state's annual output of oysters is in excess of 6,000,000 bushels.

The total population of Virginia is 2,309,187—of this 1,617,909 are white and of them, 1,587,124 native white, and of that number 1,534,494 native white of native parentage. The foreign born citizenship of the state is the lowest of the Union, with only 30,785. Virginia is noted for her institutions of higher learning and great care has been exercised in the development of public schools. The total number of children between the school ages of 5 and 20 years were 824,929 in 1920; of this number 382,533 are between the ages of 7 and 13 years, and of that number 324,292 or 84.8 per cent are in public schools.



Photo by Living Gallaway

Millions for tobacco! That's what America pays Virginia every year and the money goes back into purchases of equipment and stock, rapidly making that state one of the most productive of diversified crops in the Union.

PETERSBURG, VA.

Population—1920 Census 31,012
 Cham. of Com. Estimate, City and Sub. 60,000
 6 Banks, Resources, \$22,363,846. 9 Schools, Pupils, 4,975.
 Theatres, 11; seats, 6,095. Trading Area—Nine adjoining counties. Newspapers—Progress-Index, Appeal (M.).

Petersburg Retail Outlets for Nationally Advertised Products

Auto (Passengers) 21	Confectioners 28	Florists 6	Hats and Caps... 4	Opticians 3
Auto (Truck).... 11	Delicatessen 2	Fruits 8	Jewelry 7	Photographers ... 6
Auto (Tires) Agys 17	Dress Makers 25	Furniture 14	Ladies' Tailors ... 6	Pianos 4
Auto (Parts) Agys 14	Druggists 21	Furriers —	Meat Markets ... 24	Restaurants 27
Bakers 9	Dry Goods 6	Garages 12	Men's Furnishings 6	Shoe Dealers 12
Cigar Stores 10	Department Stores 5	Grocers 237	Merchant Tailors. 11	Sporting Goods... 2
Cloaks and Suits. —	Electrical 3	Hardware 9	Milliners 8	Stationers 2
Clothing 21				

LYNCHBURG, VA.

Population—1920 Census 30,070
 Cham. of Com. Estimate, City and Sub. 50,000
 8 Banks, Resources, \$26,907,029. 17 Schools, Pupils, 5,590.
 Theatres, 10; seats, 6,300. Trading Area—10 miles. Newspapers—Advance (E.), News (M.).

Lynchburg Retail Outlets for Nationally Advertised Products

Auto (Passengers) 34	Confectioners 16	Florists 4	Hats and Caps... 5	Opticians 3
Auto (Truck).... 19	Delicatessen —	Fruits 7	Jewelry 6	Photographers ... 6
Auto (Tires) Agys 26	Dress Makers 34	Furniture 14	Ladies' Tailors ... 8	Pianos 3
Auto (Parts) Agys 42	Druggists 24	Furriers —	Meat Markets ... 16	Restaurants 24
Bakers 6	Dry Goods 12	Garages 14	Men's Furnishings 11	Shoe Dealers 16
Cigar Stores 11	Department Stores 9	Grocers 193	Merchant Tailors. 11	Sporting Goods... 3
Cloaks and Suits. 2	Electrical 7	Hardware 6	Milliners 9	Stationers 2
Clothing 24				

DANVILLE, VA.

Population—1920 Census 21,539
 Cham. of Com. Estimate, City and Sub. 50,000
 4 Banks, Resources, \$10,904,754. 11 Schools, Pupils, 5,895.
 Theatres, 5; seats, 4,000. Trading Area—20 miles. Newspapers—Bee (E.), Register (M.).

Danville Retail Outlets for Nationally Advertised Products

Auto (Passengers) 27	Confectioners 10	Florists 2	Hats and Caps... 10	Opticians 2
Auto (Truck).... 13	Delicatessen —	Fruits 3	Jewelry 5	Photographers ... 6
Auto (Tires) Agys 17	Dress Makers 14	Furniture 12	Ladies' Tailors ... 4	Pianos 5
Auto (Parts) Agys 14	Druggists 17	Furriers —	Meat Markets ... 22	Restaurants 34
Bakers 5	Dry Goods 9	Garages 17	Men's Furnishings 12	Shoe Dealers 22
Cigar Stores 17	Department Stores 6	Grocers 208	Merchant Tailors. 18	Sporting Goods... 3
Cloaks and Suits. —	Electrical 4	Hardware 10	Milliners 12	Stationers 3
Clothing 26				

ALEXANDRIA, VA.

Population—1920 Census 18,060
 Cham. of Com. Estimate, City and Sub. 25,000
 3 Banks, Resources, \$9,500,000. 9 Schools; Pupils, 2,300;
 Theatres, 5; seats, 4,000. Trading Area—10 miles. Newspapers—Gazette (E.).

Alexandria Retail Outlets for Nationally Advertised Products

Auto (Passengers) 6	Confectioners 15	Florists 4	Hats and Caps... 5	Opticians 3
Auto (Truck).... 2	Delicatessen 2	Fruits 10	Jewelry 5	Photographers ... 6
Auto (Tires) Agys 15	Dress Makers 12	Furniture 6	Ladies' Tailors ... 6	Pianos 2
Auto (Parts) Agys 12	Druggists 9	Furriers —	Meat Markets ... 16	Restaurants 16
Bakers 4	Dry Goods 2	Garages 12	Men's Furnishings 15	Shoe Dealers 18
Cigar Stores 10	Department Stores 2	Grocers 63	Merchant Tailors. 9	Sporting Goods... 2
Cloaks and Suits. —	Electrical 3	Hardware 5	Milliners 7	Stationers 2
Clothing 12				

BRISTOL, VA., AND TENN.

Population—1920 Census 14,776
 Bristol, Va. 6,729
 Bristol, Tenn. 8,047
 Cham. of Com. Estimate, City and Sub. 25,000
 6 Banks, Resources, \$11,370,029. 7 Schools, Pupils, 2,085.
 Theatres, 2; seats, 1,800. *Trading Area*—20 miles. *Newspapers*—Herald-Courier (M. & Sun.).

Bristol, Va., and Tenn., Retail Outlets for Nationally Advertised Products

Auto (Passengers) 22	Confectioners 3	Florists 4	Hats and Caps... 2	Opticians 1
Auto (Truck).... 7	Delicatessen 7	Fruits 3	Jewelry 3	Photographers ... 6
Auto (Tires) Agys 12	Dress Makers... 12	Furniture 6	Ladies' Tailors... 6	Pianos 3
Auto (Parts) Agys 15	Druggists 5	Furriers 6	Meat Markets... 8	Restaurants... 16
Bakers 4	Dry Goods 7	Garages 11	Men's Furnishings 8	Shoe Dealers... 2
Cigar Stores 4	Department Stores 2	Grocers 67	Merchant Tailors. —	Sporting Goods... 2
Cloaks and Suits. —	Electrical 2	Hardware 4	Milliners —	Stationers 2
Clothiers 12				

CHARLOTTESVILLE, VA.

Population—1920 Census 10,688
 Cham. of Com. Estimate, City and Sub. 17,500
 3 Banks, Resources, \$6,495,012. 3 Schools, Pupils, 2,700.
 Theatres, 2; seats, 1,100. *Trading Area*—15 miles. *Newspapers*—Progress (E.).

Charlottesville Retail Outlets for Nationally Advertised Products

Auto (Passengers) 22	Confectioners 12	Florists 1	Hats and Caps... 1	Opticians 1
Auto (Truck).... 11	Delicatessen 7	Fruits 7	Jewelry 4	Photographers ... 4
Auto (Tires) Agys 12	Dress Makers... 12	Furniture —	Ladies' Tailors... 4	Pianos 2
Auto (Parts) Agys 10	Druggists 12	Furriers —	Meat Markets... 3	Restaurants... 7
Bakers 2	Dry Goods 6	Garages 6	Men's Furnishings 3	Shoe Dealers... 3
Cigar Stores 4	Department Stores —	Grocers 47	Merchant Tailors. 3	Sporting Goods... 2
Cloaks and Suits. —	Electrical 2	Hardware 3	Milliners 6	Stationers 2
Clothiers 11				

STAUNTON, VA.

Population—1920 Census 10,623
 Cham. of Com. Estimate, City and Sub. 20,000
 6 Banks, Resources, \$6,204,989. 3 Schools, Pupils, 3,483.
 Theatres, 3; seats, 2,700. *Trading Area*—miles. *Newspapers*—Leader (M.), News Leader (E.).

Staunton Retail Outlets for Nationally Advertised Products

Auto (Passengers) 24	Confectioners 8	Florists 2	Hats and Caps... 5	Opticians 1
Auto (Truck).... 13	Delicatessen —	Fruits 8	Jewelry 6	Photographers ... 4
Auto (Tires) Agys 13	Dress Makers... 20	Furniture 9	Ladies' Tailors... 3	Pianos 2
Auto (Parts) Agys 12	Druggists 9	Furriers —	Meat Markets... 12	Restaurants... 7
Bakers 6	Dry Goods 10	Garages 6	Men's Furnishings 9	Shoe Dealers... 3
Cigar Stores 6	Department Stores —	Grocers 47	Merchant Tailors. 3	Sporting Goods... 2
Cloaks and Suits. —	Electrical 3	Hardware 4	Milliners 4	Stationers 3
Clothiers 9				

WINCHESTER, VA.

Population—1920 Census 6,883
 Cham. of Com. Estimate, City and Sub. 19,000
 4 Banks, Resources, \$8,071,204. 5 Schools, Pupils, 1,321. Theatres, 2; seats, 1,100. *Trading Area*—20 miles. *Newspapers*—Star (E.).

Winchester Retail Outlets for Nationally Advertised Products

Auto (Passengers) 17	Confectioners 3	Florists 2	Hats and Caps... 6	Opticians 4
Auto (Truck).... 6	Delicatessen 2	Fruits 2	Jewelry 4	Photographers ... 2
Auto (Tires) Agys 15	Dress Makers... 12	Furniture 6	Ladies' Tailors... 2	Pianos 2
Auto (Parts) Agys 12	Druggists 5	Furriers —	Meat Markets... 7	Restaurants... 6
Bakers 3	Dry Goods 7	Garages 8	Men's Furnishings 6	Shoe Dealers... 9
Cigar Stores 4	Department Stores 4	Grocers 50	Merchant Tailors. 2	Sporting Goods... 2
Cloaks and Suits. 2	Electrical 4	Hardware 4	Milliners 7	Stationers 2
Clothiers 6				

CLIFTON FORGE, VA.

Population—1920 Census 6,164
 Cham. of Com. Estimate, City and Sub. 7,000
 2 Banks, Resources, \$3,204,989. 3 Schools, Pupils, 1,657.
 Theatres, 2; seats, 1,300. *Trading Area*—20 miles. *Newspapers*—Review (E.).

Clifton Forge Retail Outlets for Nationally Advertised Products

Auto (Passengers) 17	Confectioners 4	Florists 2	Hats and Caps... 2	Opticians 2
Auto (Truck).... 5	Delicatessen —	Fruits 3	Jewelry 3	Photographers ... 2
Auto (Tires) Agys 6	Dress Makers... 10	Furniture 2	Ladies' Tailors... 2	Pianos 2
Auto (Parts) Agys 9	Druggists 5	Furriers —	Meat Markets... 3	Restaurants... 5
Bakers 2	Dry Goods 5	Garages 6	Men's Furnishings 4	Shoe Dealers... 2
Cigar Stores 3	Department Stores 2	Grocers 17	Merchant Tailors. 2	Sporting Goods... 1
Cloaks and Suits. —	Electrical 2	Hardware 3	Milliners 5	Stationers 2
Clothiers 5				

FREDERICKSBURG, VA.

Population—1920 Census 5,882
 Cham. of Com. Estimate, City and Sub. 10,000
 4 Banks, Resources, \$4,801,603. 4 Schools, Pupils, 1,340.
 Theatres, 2; seats, 1,100. *Trading Area*—25 miles. *Newspapers*—Star (E.).

Fredericksburg Retail Outlets for Nationally Advertised Products

Auto (Passengers) 25	Confectioners 5	Florists 2	Hats and Caps... 2	Opticians 2
Auto (Truck).... 11	Delicatessen —	Fruits 4	Jewelry 3	Photographers ... 1
Auto (Tires) Agys 12	Dress Makers... 10	Furniture 3	Ladies' Tailors... 3	Pianos 1
Auto (Parts) Agys 22	Druggists 7	Furriers —	Meat Markets... 4	Restaurants... 3
Bakers 4	Dry Goods 4	Garages 20	Men's Furnishings 4	Shoe Dealers... 3
Cigar Stores 5	Department Stores —	Grocers 85	Merchant Tailors. 2	Sporting Goods... 1
Cloaks and Suits. —	Electrical 2	Hardware 3	Milliners 4	Stationer 1
Clothiers 4				

HARRISONBURG, VA.

Population—1920 Census 5,875
 Cham. of Com. Estimate, City and Sub. 7,500
 3 Banks, Resources, \$4,673,041. 4 Schools, Pupils, 1,500.
 Theatres, 2; seats, 1,600. *Trading Area*—30 miles east and west, 50 north and south. *Newspapers*—News-Record (M.).

Harrisonburg Retail Outlets for Nationally Advertised Products

Auto (Passengers) 19	Confectioners 5	Florists 2	Hats and Caps... 5	Opticians 3
Auto (Truck).... 11	Delicatessen 1	Fruits 4	Jewelry 3	Photographers ... 2
Auto (Tires) Agys 12	Dress Makers... 15	Furniture 4	Ladies' Tailors... 3	Pianos 4
Auto (Parts) Agys 14	Druggists 5	Furriers —	Meat Markets... 6	Restaurants... 4
Bakers 3	Dry Goods 9	Garages 9	Men's Furnishings 5	Shoe Dealers... 5
Cigar Stores 6	Department Stores —	Grocers 24	Merchant Tailors. 3	Sporting Goods... 2
Cloaks and Suits. —	Electrical 2	Hardware 3	Milliners 6	Stationers 3
Clothiers 5				

COVINGTON, VA.

Population—1920 Census 5,623
 Cham. of Com. Estimate, City and Sub. 6,500
 3 Banks, Resources, \$3,506,411. 3 Schools, Pupils, 1,500.
 Theatres, 2; seats, 1,000. *Trading Area*—20 miles. *Newspaper*—Virginian (E.).

Covington Retail Outlets for Nationally Advertised Products

Auto (Passengers) 16	Confectioners 3	Florists —	Hats and Caps... 3	Opticians 1
Auto (Truck).... 10	Delicatessen —	Fruits 2	Jewelry 2	Photographers ... 1
Auto (Tires) Agys 14	Dress Makers... 12	Furniture 2	Ladies' Tailors... 2	Pianos —
Auto (Parts) Agys 12	Druggists 4	Furriers —	Meat Markets... 8	Restaurants... 12
Bakers 1	Dry Goods 5	Garages 8	Men's Furnishings 6	Shoe Dealers... 6
Cigar Stores 4	Department Stores 1	Grocers 36	Merchant Tailors. 3	Sporting Goods... 2
Cloaks and Suits. —	Electrical 2	Hardware 3	Milliners 6	Stationers 3
Clothiers 6				

HOT SPRINGS, VA.

Population—1920 Census 1,000
 Cham. of Com. Estimate, City and Sub. 5,000
 1 Bank, Resources, \$597,123. Pupils, 312. Theatres, 2; seats, 700. *Trading Area*—5 miles. *Newspapers*—Day-Letter (E.).

Hot Springs Retail Outlets for Nationally Advertised Products

Auto (Passengers) 1	Confectioners 2	Florists 1	Hats and Caps... —	Opticians —
Auto (Truck).... 1	Delicatessen 1	Fruits 2	Jewelry 2	Photographers ... —
Auto (Tires) Agys 5	Dress Makers... 2	Furniture —	Ladies' Tailors... 2	Pianos —
Auto (Parts) Agys 1	Druggists 2	Furriers —	Meat Markets... 2	Restaurants... 1
Bakers —	Dry Goods 3	Garages 3	Men's Furnishings 3	Shoe Dealers... 3
Cigar Stores 1	Department Stores —	Grocers 5	Merchant Tailors. 2	Sporting Goods... 2
Cloaks and Suits. —	Electrical 2	Hardware 3	Milliners 4	Stationers 1
Clothiers 3				

PULASKI, VA.

Population—1920 Census 5,282
 Cham. of Com. Estimate, City and Sub. 10,000
 2 Banks, Resources, \$1,709,060. 3 Schools, Pupils, 1,200.
 Theatres, 3; seats, 1,600. *Trading Area*—8 miles. *Newspapers*—Southwest Times & News-Review (E.).

Pulaski Retail Outlets for Nationally Advertised Products

Auto (Passengers) 10	Confectioners 15	Florists 2	Hats and Caps... 6	Opticians 1
Auto (Truck).... 2	Delicatessen —	Fruits 10	Jewelry 4	Photographers ... 1
Auto (Tires) Agys 7	Dress Makers... 5	Furniture 7	Ladies' Tailors... —	Pianos 2
Auto (Parts) Agys 5	Druggists 11	Furriers —	Meat Markets... 11	Restaurants... 5
Bakers 4	Dry Goods 10	Garages 9	Men's Furnishings 6	Shoe Dealers... 6
Cigar Store 7	Department Stores 2	Grocers 26	Merchant Tailors. 3	Sporting Goods... 1
Cloaks and Suits. 2	Electrical 3	Hardware 4	Milliners 4	Stationers 1
Clothiers 6				

NORTON, VA.

Population—1920 Census 3,068
 Cham. of Com. Estimate, City and Sub. 5,000
 2 Banks, Resources, \$1,600,000. 3 Schools, Pupils, 1,000.
 Theatres, 2; seats, 800. *Trading Area*—20 miles. *Newspaper*—The Daily Progress.

Norton Retail Outlets for Nationally Advertised Products

Auto (Passengers) —	Confectioners 1	Florists 1	Hats and Caps... 10	Opticians 2
Auto (Truck).... —	Delicatessen 1	Fruits 18	Jewelry 2	Photographers ... 1
Auto (Tires) Agys —	Dress Makers... 6	Furniture 4	Ladies' Tailors... 1	Pianos 1
Auto (Parts) Agys —	Druggists 3	Furriers 4	Meat Markets... 5	Restaurants... 20
Bakers 1	Dry Goods 10	Garages 6	Men's Furnishings 4	Shoe Dealers... 10
Cigar Store 1	Department Stores 3	Grocers 10	Merchant Tailors. 1	Sporting Goods... 2
Cloaks and Suits. —	Electrical 1	Hardware 2	Milliners 3	Stationers 2
Clothiers 8				

