

EDITOR & PUBLISHER

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BENJAMIN FRANKLIN THE NEWSPAPER MAN

Became Publisher By Accident in 1720—Aimed to Entertain Rather Than Instruct Readers—Fought Against Abuse of Persons in News Columns and for Freedom of the Press.

By NUNNALLY LAWTON

Benjamin Franklin, the newspaper man, a tribute ought to be paid. Last Professor James Melvin Lee, of the Department of Journalism at New York University, told, in this paper, of the human side of Franklin. Franklin's love for newspaper game makes such a tribute most appropriate. He wrote an epitaph—such was never used—calling himself, Benjamin Franklin, Printer." Newspapers men in colonial days called themselves not editors, but printers.

Accident played a large part in the life of Franklin. It was accident that made him a newspaper man. Had his brother, James, not fallen into the toils of the law, Franklin would not have been made publisher of the New England Courant. Because the apprenticeship irked his independent soul, he might have gone into another line. He did start in the drygoods business at one time, and it was the death of his employer that sent him back to printing.

Franklin in his Autobiography thus tells about his first experience in the newspaper game:

My brother had, in 1720, begun to print a newspaper. It was the second that appeared in America, and was called the New England Courant. The only one before it was the Boston News-Letter. I remember his being persuaded by some of his friends from the undertaking, as not likely to succeed, one newspaper being in their judgment enough for America. At this time, 1771, there are not more than five-and-twenty. He went on, however, with the undertaking. I was employed to carry the papers to the customers, after having worked in composing the types and printing off the sheets.

My brother's discharge was accompanied with an order, and a very odd one, that "James Franklin no longer prints the newspaper called the New England Courant." On consultation with our printing-office amongst his friends, what he should do in this conjuncture, it was proposed to elude the order by changing the name of the paper. But my brother, seeing inconvenience in this, came to a conclusion, as a better way, to let the paper in future be printed in the name of Benjamin Franklin; and in order to avoid the censure of the Assembly, that might fall on him, as still printing by his apprentice, he contrived and contented that my old indenture should be returned to me with a discharge on the back to show in case of necessity; and, order to secure to him the benefit of my service, I would sign new indentures for the remainder of my time, which were to be kept private. A very flimsy scheme it was; however, it was immediately executed, and the paper was printed accordingly, under my name, for several months.

Professor Lee, in his "History of American Journalism" corrects a slight error made by Franklin. He mentions that the Courant was not the second newspaper to appear in America, but the fourth in the Colonies and the third in Boston. The second newspaper to be published in Boston was, of course, the Boston Gazette. On Dec. 22, 1719, the Tuesday which followed the Monday on which the Boston Gazette first appeared, Andrew Bradford brought out the first paper in Philadelphia, the American Weekly Mercury.

The controversy between the law and the Courant has been repeated over and over again. Its significance, however, has been overlooked by all but a very few. Augustus Duniway, who in a Har-

vard Historical Study reviews the freedom of the press in Massachusetts, shows the far reaching results of the Courant controversy in the following comment:

The Courant case was of great importance in the development of freedom of the press, for it was the last instance of an attempt to revive and enforce censorship in Massachusetts. The prerogative of the governor as licenser had been set at defiance by the House, and his request to be given licensing powers under an act of the General Court had met with a negative response. Irritated by the Courant, the General Court had attempted to restrain its freedom by requiring it to have a "customary" license from the secretary of the province; but, the press having outgrown its swaddling clothes, evasion of the order went unpunished, and restrictive censorship passed away.

However, it was not in Boston, but in Philadelphia that Franklin became the big newspaper man of his time. Accident again played a part. In fact, accident prevented his being the founder of the Pennsylvania Gazette. He was betrayed by a friend to whom he had confided his dream of publishing a paper, and Samuel Keimer brought out the Universal Instructor in Arts and Sciences; and the

Pennsylvania Gazette, Dec. 24, 1728, before Franklin was ready.

In the Mercury, a competitor of the Gazette, Franklin had a fling at journalism, under the head of "Busy Body," the first article being published Feb. 4, 1728-9. I quote this first story in full, because, while he was only 23 when he wrote it, he carried the same sense of humor and the same clarity of English throughout his whole life:

Mr. Andrew Bradford:—I design this to acquaint you, that I, who have long been one of your courteous readers, have lately entertained some thought of setting up for an author myself; not out of the best vanity, I assure you, or desire of showing my parts, but purely for the good of my country.

I have often observed with concern, that your Mercury is not always equally entertaining. The delay of ships expected in, and want of fresh advices from Europe, make it frequently very dull, and I find the freezing of our river has the same effect on news as trade. With more concern I have continually observed the growing vices and follies of my country-folk; and, though reformation is properly the concern of every man, that is, every one ought to mend one; yet it is too true in this case, that what is everybody's business is

nobody's business; and the business is done accordingly. I therefore, upon mature deliberation, think fit to take nobody's business wholly into my own hands; and, out of zeal for the public good, resign to myself into a kind of censor morum; purposing, with your allowance, to make use of the Weekly Mercury as a vehicle in which my remonstrances shall be conveyed to the world.

I am sensible I have in this particular undertaken a very unthankful office, and expect little besides my labor for my pains. Nay, it is probable, I may displease a great number of your readers, who will not very well like to pay 10 shillings a year for being told of their faults. But, as most people delight in censure when they themselves are not objects of it, if any are offended at my publicly exposing their private vices, I promise they shall have the satisfaction, in a very little time, of seeing their good friends and neighbors in the same circumstances.

The Gazette, in the meantime, being a hastily adopted child of Keimer, and falling ill of the diseases that so often afflict newspaper children, would have died had not Keimer finally turned it over to Franklin, whose own child it was. It came back to him in issue XL, Oct. 2, 1729.

Franklin threw into the "hell box," Chambers' Dictionary of the Arts and Sciences," which Keimer was reprinting. He brought to a sudden close Defoe's "Religious Courtship," which was running in the paper, and killed numerous extracts from English prints. For these features Franklin substituted what was for the time live news items.

As a printer Benjamin Franklin was an expert; the best of his time in a mechanical sense. Those who look over the early issues of the Pennsylvania Gazette in the New York Public Library almost believe they are looking at recent reprints, so clear are the types, and so plain the impressions, as the reader can see from the illustrations reproduced in connection with this article.

Two house ads, one by Keimer and the other by Franklin, show a striking contrast in the sense of news values of these two early printers in Philadelphia.

Keimer shows he had no modern sense of news values. On page 2, of his first issue, Dec. 24, 1728, is found the following:

We have little News of Consequence at present, the English Prints being generally stuff with Robberies, Cheats, Fires, Murders, Bankruptcies, Promotions of Some, and Hanging of Others; nor can we expect much better till Vessels arrive in the Spring.

In contrast, note Franklin's "nose for news" in his second edition, October 16, 1729, page 4:

Our Country Correspondents are desired to acquaint us as soon as they can conveniently, with every remarkable Accident, Occurrence, &c., fit for publick Notice, that may happen within their knowledge; in Order to make this Paper more universally intelligent.

In the third issue after Franklin took over the Gazette, Oct. 23, 1729, the first paragraph shows Franklin's publicity sense:

The Publishers of this Paper meeting with considerable Encouragement, are determined to continue it; and to that End have taken Measures to settle a general Correspondence, and procure the best and earliest Intelligence from all Parts. We shall from time to time have all



A SELDOM-SEEN PORTRAIT OF BENJAMIN FRANKLIN



The house where Franklin lived at Passy, France. From a sketch by Victor Hugo. The original is in the possession of the New York Public Library.

The noted Publick Prints from Great Britain, New England, New York, Maryland and Jamaica, besides what News may be collected from Private Letters and Informations; and we doubt not of continuing to give our Customers all the Satisfaction they expect from a Performance of this Nature.

From this Time forward, instead of publishing a Whole Sheet once a Week, as the first Undertaker engag'd to do in his Proposals, we shall publish a Half Sheet twice a Week, which accounts for the same Thing; only we think it will be more acceptable to our Readers, inasmuch as their Entertainment will by this Means become more frequent. Numb. XLIV. will come out on Monday next.

Modern critics might note that Franklin uses entertainment of readers, instead of instruction.

Thomas, in his "History of Printing in America," inserts as a footnote the following item about an ad by Franklin:

Bills of lading formerly began with "Shipped by the Grace of God," &c. Some people of Philadelphia objected to this phraseology as making light of serious things. Franklin therefore printed some without these words and inserted in his paper the following advertisement: "Bills of Lading for sale at this office, with or without the Grace of God."

When Franklin took over the Pennsylvania Gazette he had as a partner, Hugh Meredith. Beginning with the issue of May 11, 1732, when Meredith retired, Franklin's name appeared alone in the imprint until Jan. 12, 1748, when it was changed to "B. Franklin and D. Hall."

On Nov. 7, 1765, the first week the Stamp Act took effect, the Gazette appeared in the form shown in the illustration: "No Stamp Paper to be had."

This was the first issue without Franklin's name as publisher. Franklin once told how much help Hall was in this partnership, for Hall took from Franklin's hands all care of the printing office and divided the profits, punctually, with Franklin. In spite of the absence of Franklin's name in the imprint when the paper resumed its old title, the partnership of Hall and Franklin was not formally dissolved until Feb. 1, 1776.

To give the reader an indication of the ledger of the Gazette, it may be remarked that the profits from 1748-1776, when Hall became publisher, amounted to more than £12,000 for subscription and £4,000 for advertising. In May, 1766, Hall took in William Sellers as a partner. But the history of the Gazette from this time on has no direct connection with Benjamin Franklin, the newspaper man.

It should be noticed in this connection that after Franklin left the paper the influence of the Gazette began to decline, while that of the Pennsylvania Journal increased. This Journal was published by William Bradford, a grandson of the William Bradford who brought out the first paper in New York, the New York Gazette, Nov. 8, 1725; the 200th anniversary of which, by the way, will occur next year.

(This same William Bradford, the grandfather, was the man who sent Franklin to Philadelphia to find work, not having any for him in his New York shop.)

Now that Franklin's newspaper career, technically speaking, is over, it might be

well to review his opinions on the various phases of journalism.

The following shows the very nice way he "calls" the Mercury for stealing stories:

When Mr. Bradford publishes after us and has occasion to take an Article or two out of the Gazette, which he is always welcome to do, he is desired not to date his Paper a Day before ours, (as last Week in the Case of the Letter containing Kelsey's Speech, &c.) lest distant Readers should imagine we take from him, which we always carefully avoid.

Over and over, throughout his life, Franklin stresses his aversion to newspaper abuse of persons.

He writes to "Messrs. Hall and Sell-

ers," editors of the Gazette, telling them that this abuse endangers the liberty of the press, and commending the Gazette because for the 50 years of its existence "scarce one libellous piece" had appeared in it. He also asks them to publish their "disapprobation" of this practice, and says that it hurts our country abroad.

In writing to Mr. F. Hopkinson, Philadelphia, from Passy, Franklin says he thinks the "conductor of a newspaper should consider himself the guardian of his country's reputation, and refuse "such writings."

In regard to freedom of the press, he sagely remarks: that he will "cheerfully exchange his liberty of abusing others for the privilege of not being abused."

His solution to the question follows: "My proposal then is, to leave the liberty of the press untouched, to be exercised in its full force, and vigor; but to permit the liberty of the cudgel to go with it pari passu." The he goes on to recommend to the legislators that when they "secure the person of a citizen from assaults, they would likewise provide for the security of his reputation."

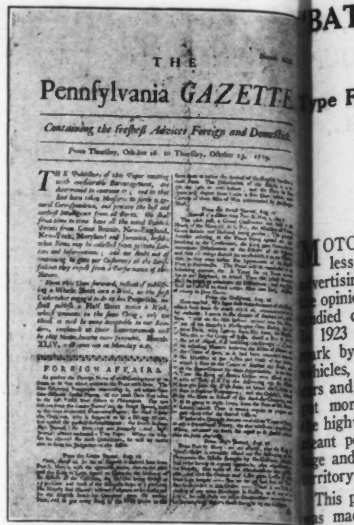
A similar resolution was introduced in the first Kansas Legislature, when a Mr. McKean moved that if any reporter of the Legislature, the member so vilified should be authorized and expected to thrash the offender.

Newspaper readers must have been about as critical in Franklin's day as they are now, for we find him, in 1765, complaining of their incredulity.

"Formerly," he says, "everything printed was believed because it was in print; now things seem to be disbelieved for just the very same reason."

Illustration of a newspaper page with the headline "No Stamped Paper to be had." The page contains dense, small text, likely a reprint of the historical document mentioned in the text.

The Pennsylvania Gazette for November 7, 1765. It shows how Franklin avoided payment of the Stamp tax. The next week the paper was entitled, Remarkable Occurrences. The regular title and numbering were resumed on November 21, 1765, but without the Franklin-Hall imprint.



The first page of the Pennsylvania Gazette three weeks after Franklin became associated with that paper. It shows how he emphasized Foreign Affairs and announces the publication of the first semi-weekly in America.

Franklin was one of the early publishers in America who wanted to receive payment in advance of subscriptions, the following "duns" may explain the necessity.

This present Paper, No. 303, finishes the Fifth Year, since the Printer hereof undertook the Gazette; no more need be said to my numerous Subscribers, to remind them, that one of those who are above a Twelve month Arrears, has it in his Power to contribute considerably toward the Happiness of his obliged humble Servant.

This Gazette Numb. 564 begins the Year since its first publication: And when some Persons have taken it from the beginning, and others for 7 or 8 Years, without paying me one Farthing, I do hereby give notice to all who are upwards of one year Arrears, that if they do not make speedy payment, I shall discontinue the Papers to them, and take some proper Method of Recovering my Money.

That Franklin was not too commended is shown by the following story, taken from Thomas' History of Printing in America to show his characteristic independence:

Soon after the establishment of his paper, person brought him a piece, which he requested him to publish in the Pennsylvania Gazette. Franklin desired that the piece might be left for his consideration until next week when he would give an answer. The person returned at the time appointed, and read from Franklin this communication:

"I have perused your piece, and find it to be scurrilous and defamatory. To determine whether I should publish it or not, I went home in the evening, purchased a 2 penny loaf at the baker's, & with water from the pump made my supper; and then wrapped myself in my great coat, and lay down on the floor, slept till morning, when, on another loaf of water, I made my breakfast. When I awoke I found I had no money, and was obliged to beg for my bread. I am now in the same predicament, and I am determined never to prostitute myself to the purpose of corruption, & when I am in this kind, for the sake of gaining a more comfortable subsistence."

If space permitted I would tell of Franklin's unselfishness. How he helped his relatives who started colonial newspapers in Rhode Island, Connecticut and New York. But all of these details will be found in the early chapters of Professor Lee's "History of American Journalism."

As a fitting conclusion to this about B. Franklin, the newspaper man, should like to quote the toast proposed by the Franklin dinner given by the New York Typographical Society, Jan. 1850, by Professor S. F. B. Morse, New York University, the inventor of the telegraph which put news in the newspapers:

"The Press—Its legitimate use to press and im-press, not to sup-press truth, nor to op-press nor de-press honest heart."

BATTLE OF LIGHT SIXES" TO ENGAGE AUTOMOBILE WORLD IN 1924

Type Favored by Manufacturers—Production Figures to Drop While Ads Mount by Millions, Is Forecast—\$7,000,000 Ford Campaign Hinted

By JAMES T. SULLIVAN

Automobile Editor, the Boston Globe

MOTOR vehicle makers will produce less cars and trucks and do more advertising in 1924. That seems to be the opinion of some of the men who have studied conditions the past few months. 1923 production reached a new high mark by running up to some 4,000,000 vehicles, of which about 3,625,000 were cars and 375,000 were trucks. This total is more than 14,000,000 machines on the highways of the United States. That amount penetrating every city, town, village and hamlet in our vast expanse of territory.

This peak production and sales in 1923 was made possible by advertising on a gigantic scale running into millions. With mass production naturally one might figure less advertising. But less production does not mean that everyone is going to drop down pro rata. As a matter of general knowledge a number of big companies plan to increase their output in 1924. Competition on keener scale than ever going to be the result of the 1924 campaign. If we make an analysis it would be found that while the country is sold on motoring as a general proposition yet is not sold 100 per cent on any one, two or three cars. Nor a dozen cars. There is a general popularity for various types in different classes to be sure, but this popularity must be continued, and to do this will necessitate advertising.

This year is going to see what may be termed "The Battle of Light Sixes." It is this entrance of the light six on a larger scale than ever that drew the big crowds to the New York show away up to the Bronx, and which will increase the attendance at Chicago, Boston, and all the other cities where exhibitions are to be staged this year.

Last summer dropping around through the motor production centers one heard talk of this maker and that maker being at work upon a new six. There was not the general air of secrecy that marked previous years regarding models, but nothing definite or tangible was given out for publication. Specifications and price were not obtainable because the makers could not determine for themselves what these were to be.

Now comes the show and with it the new sixes. They are at the show and around in the hotel lobbies for inspection. One after another began to be announced a short time ago and the end is not yet. Oldsmobile at \$750 set many talking. Essex was a theme of gossip and speculation for a long time. The Collins was talked of and that name has been dropped for Peerless. Speculative mystery advertisements in the Saturday Evening Post about Walter P. Chrysler told the trade a car of that name was coming. More mystery preceded the unveiling of the Velie. Moon was known to be working on a new six for some months. Dort had definitely shifted from fours to sixes some time ago. Lexington got out the Concord. So they came along to add to the others like Cleveland, Columbia, Flint, Jewett, Haynes, Studebaker, Nash, etc., in the low and moderate-priced class. And there is talk of others.

When it is figured out how these cars will overlap in prices closely it will mean more than mere demonstrating and talking to sell them. True, each one has distinctive features. But put them in a parade and it being the first time they were noted it would take an expert to pick the outwardly distinctive features. Therefore the distributors will have to share the burden with the factories in telling the world about the various features in this, that and the other car, among other factors being the four-wheel brake and balloon tires. And with more intensive selling made necessary by competition, the small dealer this year

will be forced to use copy in the local papers.

Because the distributors in 1923 as a general rule made a good bit of money they are willing to share part of this now with their smaller dealers and with the factories to increase their sales. The best evidence of this was becoming apparent during the late summer of 1923 when a number of factories and distributors decided that it would be better business to continue their schedules right through the 1923 year instead of allowing for a lapse when fall was setting in. Figures of motor advertising in the big cities will show an increase in display copy generally, and a dropping off in used car classified in 1923, and it will be the same in 1924 due to the dealers working out their own used car problems with the passing of the men and firms who specialized solely in used cars.

With the advent of the new sixes it will mean also that the four-cylinder cars are not going to be allowed to just roll along unannounced by their makers. While the makers of the former will be telling their virtues the men in the four-cylinder line will continue to spend their money holding up their reputation. That means Dodge Brothers, Gray, Durant, Star, Gardner, Overland, Hupmobile, etc., will be heralding their virtues and the new Rollin has started already with full page copy at the show opening.

Then there will be the others in the price class running up into the several thousands adding to the general totals. And there will be the truck company entering a new era bringing out busses for highway transportation. In 1923 the bus business seemed to take on a lot of life. The fight between the steam and

electric railway men on one hand and the bus owners and truck men on the other had reached a stage where conciliation was possible. Throughout the country there have been meetings of the two classes here and there to reach some sort of agreement where both sides may make money. Railway magnates have seen the light and they are buying busses. That has started some of the truck people like White, Pierce Arrow, Mack, etc., to start advertising about their busses. It is going to increase this year.

Tire advertising has dropped off. That was due to over-production and high quality goods last year. They have been making tires to last so long that motorists are getting 15,000 and more miles, or as much as they got in three seasons. This led to curtailment of sales, for men wore their tires down to the casing, and did not carry spares as in the past. So the tire makers had to retrench in various ways, among them advertising. And production has been slowed down.

This year, however, sales will improve. Because of the open winter hundreds of thousands of owners are using their cars who in the past put them up. And they are wearing out the tires. With 14,000,000 owners rushing around in 1924, or rather more than 15,000,000 by late spring, there will be a big potential market opening up. Tire makers today realize the value of advertising, and schedules are being considered now for the 1924 year that will make up for the dropping off in 1923.

When to this will be added the many accessories gradually widening their markets it is not at all difficult to realize that advertising copy will be continuous for the papers that produce results. More and more the advertising men are studying the results and they have learned that circulation alone is not the basis for placing copy. Merit will count more than ever.

It is not possible at this time to estimate what the schedules will be like. But some of the agencies and factory men have worked out plans that give some indication of their feelings. And while the national advertising, so-called, in magazines will be large, newspapers will get more than ever in 1924 when the

final O. K. has been put on schedules. It is bound to run above \$100,000,000. General Motors with its lines of Buick, Cadillac, Chevrolet, Oldsmobile, Oakland and G. M. C. truck is expected to spend \$10,000,000. Buick copy is running consistently now on a basis to cover an entire year. Oldsmobile executives notified their distributors that all newspaper copy would be at the distributors' expense, as the factory copy was going into magazines. However, as Oldsmobile has a good representation throughout the country its dealers are bound to use the newspapers. Oakland has not started yet, and Cadillac is not doing much until spring, but Chevrolet is doing a good bit of spending.

Ford is reported as having a \$7,000,000 campaign under way. A few weeks ago some of his men were in New York looking through Joe Reilly's electrotyping plant on West 37th St. to learn costs, etc., with a possibility of opening an electro plant at Detroit. Meanwhile, a New York branch is going under D. Minard Shaw for the Brotherton agency to see that newspapers get the Ford copy in time, which was not possible always from Detroit.

Auburn distributors are to discuss a general campaign during show week on a plan to keep copy going consistently instead of off and on. Chalmers and Maxwell, with the new Chrysler, will spend a lot more now, and in 1923 the copy ran about every week in some paper in the larger cities. Chandler and Cleveland, whose big slams of half and full pages were welcomed throughout the country, will become more frequent this year for the production goes from 16,000 to possibly 25,000 on Chandler cars, and Cleveland will go up, too. Cole is planning spending \$150,000 or \$175,000 exclusively in newspapers. Columbia has a new campaign in the making.

Dodge Brothers will continue along the even tenor of its way with its 420 lines every week in some paper, and larger copy from time to time. Dort has just O. K.'d a schedule for its dealers allowing them choice of three different sizes of copy to run until early summer. Durant is getting under way again with copy for Star, Durant and Flint. Elgin is breaking into print in different places showing new signs of life under different management.

Essex, which includes the Hudson, has been one of the biggest advertisers year after year. With the new Essex entering the six class that means more frequent pieces of copy on that, and as much as ever for Hudson. Franklin is just making up its annual schedule. In 1923 it went right through the year with a big campaign. It is considering with its distributors a continuation of this, or where conditions warrant it dropping off in summer and increasing the spring and fall schedules. Gardner has not decided fully its 1924 plans, and much will depend upon how great an outlay the dealers want to expend. Its campaign last year was a large one so it should be the same now. Gray will do some more consistent spending where it has strong dealers, and this is true of H. C. S. Haynes is being refinanced now, which means the name will appear as frequently as in 1923, and in that same city where is made the Apperson, reports state this car is coming back, and so it will do as well at least this year as last.

Hupmobile with \$4,000,000 new capital and a planned increase from 40,000 to 50,000 cars, with executives who believe in newspaper advertising will break into a larger campaign than ever, and that will be going some. Jewett, which is, of course, Paige-Detroit, had one of the largest campaigns out last year, running 52 weeks, and this year it is planning to go equally as strong. Jordan having turned its inventory over 15 times, and just voted a 600 per cent stock dividend, yet leaving a good bit of money on hand, will break into print more often this year, possibly with not so large copy. Kissel is bound to be heard from. LaFayette came through last fall with a very consistent campaign and a more lengthy one is due this time. Marmon is now working on a \$250,000 campaign for newspapers, and an equal amount for magazines. Moon has a new car, and plenty

BLAZE DRIVES N. Y. WORLD STAFF TO STREET



Battling in dense clouds of smoke caused by burning insulation and press-room oil, firemen brought under control a stubborn blaze which threatened for a time to sweep the 16 floors of the Pulitzer building, famous Park Row home of the New York World, Friday, Jan. 4. Six presses of the 18 in the World's pressroom—two octuple, two quad, and two color—were damaged.

Starting from a short circuit in the pressroom, the fire ate its way to a counterweight shaft behind the elevators and worked its way to the top of the building. Heavy smoke from burning insulation and oil filled the upper floors of the building, forcing the Morning World staff to the street. Firemen ordered the structure cleared. Switchboard operators and elevator men stuck to their posts until occupants of all offices had been warned and carried to safety.

Late workers in the offices of EDITOR

& PUBLISHER on the 11th floor joined in the exodus from the building as acrid smoke filled the editorial and business departments.

Universal Service, United News, United Press, and Standard News faced interruption of wire service. Universal made arrangements to handle its report over the wires of the International News Service, 21 Spruce street. Work on the Morning World was delayed in the editorial and composing rooms for more than an hour and a half, which resulted in the paper appearing on the street about an hour later than usual. By 7:45 the fire was out and occupants re-entered the building.

Before the fire had been extinguished the Staats Zeitung and the Evening Telegram had offered the World the use of their presses. Examination disclosed that it would not be necessary to go outside the World plant to print the morning edition.

of money, so its advertising appropriation will be larger with its new six to be marketed.

Nash in 1923 found its distributors so well paid by its half-page copy for the first part of 1923 that it had no difficulty in selling them the plan of continuing throughout the year, dropping to smaller size copy yet making it one of the biggest schedules out. These plans will be repeated.

Willys-Overland having paid off its debts and with a much larger production announced means the continued policy of running large and small advertisements all year throughout the country. Packard is running its first schedule of the year now, and that will be followed by others right along with a few intermissions, bringing Packard again into the big users of newspaper space. Pierce Arrow had regular season schedules in 1923 and will do the same now, the first one having been sent to dealers a few days ago. It will do more bus advertising with the establishment of truck branches of its own. Peerless, with its new six, will at least duplicate its 1923 figures which put over the Peerless Eight everywhere. Reo will continue in the consistent class co-operating with its dealers, and a schedule is running now in some cities of four-column copy. Rickenbacker has ambitious plans for this year to reach the top of the list in its class and its officials are well sold on newspapers. Its full pages last year produced the results desired, which is the basic reason for more of them in 1924, particularly with increased production, and a stock issue oversubscribed. It is now paying the advertising costs 100 per cent instead of on a 50-50 basis. And the factory picks the papers.

Studebaker, recognized as a leader in announcements, is fulfilling expectations so far this year to continue making the name a household word through the daily press. Stutz plans to blossom out to greater lengths with the papers than it did a year ago to feature its new innovations. Velie is considering its schedule now and will have it ready in a few weeks, when all the distributors have talked it over. Wills Sainte Claire, coming back stronger, will spend more money this year, much of it in the papers.

Goodrich, Goodyear, Firestone, United States, Fisk, Pennsylvania, Miller, Lee, Kelly-Springfield, Ajax, and other leading tire companies have advertising departments available to break into print at a few weeks' notice when conditions warrant. These, with battery and oil companies, will make up the general trade business which will turn a lot of money into the newspapers.

Girl's Heroism Saves Children

Through the heroism of Helen G. Lucy, 16 year old high school girl, Nancy and George Ryan, young children of the Boston Herald, were saved from being run down by an express truck while crossing the street in Newton, their home, Christmas eve. Miss Lucy, who accompanied the children, pushed them out of the way and herself was struck by the truck, seriously injuring her. She is in a critical condition at the Newton hospital.

Daily Made Libel Co-Defendant

Portland Oregon Journal is made a co-defendant with Circuit Judge George Tazwell in a suit for libel filed by James N. Davis, Portland attorney, who demands \$30,000. Davis first filed a slander charge against Judge Tazwell but withdrew it when he found that it could not be broadened to include the newspaper. The libel suit, which is based on an interview with the judge, then followed.

Retail Ad Men Meet Weekly

Retail advertising managers, publicity directors and sales promoters of New York are holding weekly meetings for the purpose of discussing problems relative to their positions. Eugene Beaupre, sales promotion manager, McCreery's stores originated the idea.

HOTEL TRADE AD DEALS CHEAT PUBLISHER

Advertising Runs as Hotel Orders It, but the Publisher Can't Bargain for Accommodations that Suit Him

Several newspaper men in New York for the automobile show this week called attention to changing customs by which due bills given by hotels to newspapers in exchange for advertising were not good for accommodations during the show. That was the immediate occasion of a complaint by one who has found also that some hotels won't honor due bills during the World Series, or other seasons when the house can be filled with cash customers. Some hotels make their credentials good during only eight months of the year, while practically all limit their scope to payment for rooms only.

In years past trade contracts were made in exchange for advertising under which hotels gave full accommodations—rooms and meals at any time during one year—and it was customary for newspapers to pay the agency arranging the deal 10 per cent commission in cash.

"Hotels today are not giving the newspapers an even exchange for the advertising space," said the publisher, "and we cannot understand why the newspaper publishers continue to accept due bills as they are now issued. The hotel manager places any limitation he wants on the period of validity of the bill and the accommodations for which it will be honored, but he orders his advertising copy to appear during whatever period desired.

"Most of the due bills have a provision that they must be presented before registering at the hotel. Why should this be? Is it to find out that the guest has a due bill in order to increase the charge of the room, or to say 'House full'.

"For this kind of service the newspapers are required to pay an agency commission of 15 per cent.

"It is said that on the average only 50 per cent of the value of each due bill is used in accommodations. On that basis the hotels are getting 100 per cent in advertising and giving 50 per cent in accommodations.

"This condition should not exist. The newspapers of the country should not accept any trade deals unless they receive a fair exchange for their advertising space and until such time as the hotels are willing to give the publishers an even break it would be much better to pay cash and stop at the hotel desired.

"Newspapers are maintaining their rates for their cash advertisers and there is no reason why they should not receive the same rates on hotel trade deals."

Iowa Newspaper Amendment Loses

An amendment to reduce the number of Iowa official county newspapers by 50 failed recently at the special session of the Iowa general assembly now in session in Des Moines. It was proposed by Senator J. L. Brookhart of Washington, Ia., a brother of United States Senator Smith W. Brookhart. It sought to limit the number of official county newspapers to two in counties having less than 25,000 population. The present law provides three official newspapers in counties with a total population of 15,000 or more.

Pulp Hearings to Resume

Date for resumption of Royal Commission hearings on the proposed pulpwood embargo has now definitely been set for the last week of this month. Sessions will be held first in Northern Ontario. In April the body moves to British Columbia. It is expected hearings will not be concluded before the middle of summer.

Forestry Congress in Savannah

Sixth Southern Forestry Congress will be held in Savannah, Ga., Jan. 28 and 30, inclusive. Outstanding figures in forest conservation and in the business life of the South are expected to address the sessions.

"IN small communities, the local newspaper proprietor is usually made the goat of the advertising program. He is expected to contribute newspaper space free and the leading citizens,—all members of the social organization—bring the utmost pressure to bear in this classic form of high-binding.

"Do not expect this of your newspaper. Advertising is the commodity it manufactures, just as surely as the shoe factory makes shoes. If shoe manufacturers or newspaper makers wish to contribute their respective commodities to the cause, well and good. But do not fail to appreciate that donated advertising space is dollars out of the publishers' pocket just as surely as donated shoes."

—Milton Goodman.

NORTH CAROLINA PRESS TO BOOST STATE

Hold Mid-Winter Meet at Pinehurst Jan. 3, 4—Advertising Ethics and Free Publicity Discussed—Odell Speaks

(By Telegraph to Editor & Publisher)

PINEHURST, N. C., Jan. 9.—Shop talks in which special emphasis was laid on how the accomplishments of North Carolina can be better presented to the world at large, played an important part in the sessions of the mid-winter meeting of the North Carolina Press Association which was held Jan. 3 and 4 in Pinehurst.

Only morning sessions were held by the convention members, the afternoons being devoted to recreational activities, prominent among these being a golf tournament staged by Walter Savory, of the Mergenthaler Linotype Co.

Wallace Odell, of Tarrytown, N. Y., president of the National Editorial Association, was honor-guest of the meeting and addressed the members at a banquet, Jan. 4. Mr. Odell devoted his address to a defense of prohibition and an appeal to members of the association to affiliate with the association which he represented.

Dr. E. C. Brooks, president of North Carolina State College; Hon. Josephus Daniels, former Secretary of the Navy; Leonard Tufts, one of the promoters of the developments at Pinehurst, and Bion H. Butler, pioneer peach orchard developer in the sand hills, were other speakers at the sessions.

Two subjects which gained prominence related to free publicity and advertisement and the securing of an agent to handle all foreign advertising matter for members of the association. It was finally agreed that each editor should determine for his own paper what constitutes advertising matter, and nothing definite was done relative to obtaining the advertising agent.

The "Tar Heel" editors showed keen interest in broadcasting to the world the accomplishments of their state and the best manner of doing this publicity work, received more attention than any other at the convention. It was the consensus of opinion that "undeveloped resources" and "generalities" should not be mentioned, but that space should be devoted to the state's progress educationally, agriculturally, industrially, and in manufactured products.

In order to interest outside capital it is necessary to show results, it was stated by several speakers at the convention, and they all agreed that North Carolina has done enough to let actions speak for themselves.

No meeting place for the summer convention was selected, but it is probable that the sessions will be held at some eastern city. A junket trip, to extend from Raleigh to the sea coast, has been suggested, and probably will get attention from the executive committee which will select the convention city.

GANNETT COMPANY, INC. BUYS EMPIRE GROUP

Copeland and Davenport Sell Their Interests in Rochester, Elmira, and Utica Papers to New Firm

Following issuance in Albany, N. Y., a charter to the Gannett Company, Rochester, N. Y., announcement was made in the latter city, that all interests in Dr. Woodford J. Copeland and Ernest R. Davenport in the Rochester Times-Union, Utica Observer-Dispatch and Elmira Star-Gazette had been purchased by the new corporation. These three newspapers, with the Ithaca (N. Y.) Journal News, of which Frank E. Gannett, Rochester, is president, formed the Empire State Group of Newspapers.

The incorporating directors are Gannett, Frank E. Tripp, Elmira, N. Y.



FRANK E. GANNETT

Prentiss Bailey, Utica. Capital stock, 7,500 shares of no par value has been authorized.

Mr. Gannett is president of the Gannett Company, Inc., and becomes the principal owner and directing head of this group of newspapers.

It has not been announced what consideration was involved in the transfer of these interests.

The sale, it is announced, will not affect in any way the policy of the four papers of which Mr. Gannett has been the directing editor for a long time. The organizations will remain practically the same with the exception of a few minor changes.

In Rochester, William W. Oliver becomes business manager of the Times-Union with Ernest P. Gosling as directing editor and advertising. Frank Wood remains as advertising manager and Frank Roberts as circulation manager. Roy C. Kates continues as managing editor. In Elmira, Frank E. Tripp retains his interest in the Star-Gazette Company and becomes general manager, assuming the duties which have been discharged by Dr. Woodford J. Copeland.

Dr. Copeland, Mr. Davenport and Mr. Gannett have been in partnership since 1906 when the Elmira Gazette was consolidated with the Evening Star. In 1912 they purchased the Rochester Times-Union and consolidated them with the Rochester Times-Union. Two years ago they bought the Utica Herald-Dispatch and its consolidation with the Utica Observer-Dispatch followed.

For the past two years, on account of his health, Dr. Copeland has not been able to give his full time to newspaper work and the sale is the result of his desire to retire from active duty. Mr. Davenport also wished to retire from business and the two transactions were combined.

N. Y. ADVERTISING CLUB CELEBRATES OPENING OF NEW HOME

Park Avenue Structure Called Stanford White's Masterpiece —Decorated in Marble, Mahogany, Hand Wrought Iron—Reception Held January 5

NEW home of the Advertising Club of New York, at 23 Park avenue, was formally opened to the members and their friends with a House Warming, Jan. 5, when from 2 to 5 o'clock about 800 guests called. The building, which was designed by Stanford White, is said to be his most prized master-work in architecture, and was erected by him for J. Hampden Robb, a rich New Yorker of the old school.

The exterior of the club shows one of the most gracefully formed buildings on Park avenue, the neutral tones of its walls being obtained from hand-pressed flat brick, made in Michigan, and set in cement instead of mortar.

The door of the club, which is of Italian carved mahogany, is reached by a short flight of marble steps, flanked by a hand-wrought iron grill, and covered by a canopy supported by marble columns with carved capitals.

The foyer is of white marble, with carved, colored marble wainscoting. As one enters, the thing which attracts immediate attention is the staircase, flanked by a curving balustrade of hand-wrought iron and gilt. This staircase was found in Europe by Mr. Robb, the owner of the house. He brought it back to New York and gave it to Stanford White, saying: "There is the staircase; build a house around it. Import foreign woods; do anything you want without restriction, but put up the best house you can."

To the right of the foyer is a reception room furnished in the Portuguese manner, the principal feature of the room being an Italian renaissance mantelpiece elaborately carved, imported from South Italy by the original owners.

The grand staircase leads to the stair lounge on the second floor and an ante chamber with decorations of gold paneling in the fashion of Louis Quatorze. Two large Vernis-Martin rooms occupy the front of the second floor, and in both of these rooms are carved fireplaces, ex-

amples of French sculpture. At the back, lies the reading room and library paneled in oak to the ceiling and decorated with several mural paintings. The mantelpiece in one of these rooms is more than 400 years old, bearing the date 1560.

The main dining room of the new clubhouse is on the third floor, the east dining room being fitted with carved panels in vermilion wood, one of the rarest of the mahoganies, and having an antique mantel imported from Spain. On this, and the floor above, where there are several private dining rooms, the club has capacity to serve 500 diners at once. The billiard rooms and other recreational rooms are in the basement. The top floor is reserved for executive offices and staff quarters. The kitchens, pastry bakers, grill and pantries are the envy of many of the notable chefs of New York who have inspected them and pronounced them to be the last word in culinary excellence.

Special rooms have been provided for lady guests. Not a piece of furniture was saved from the old clubhouse. The furnishings are all new. Most of the furniture is in the period of Louis 14th. All of the specially designed chandeliers, wall brackets, door plates and interior hardware, made from Stanford White's designs and carried out by European artists, have been retained and the new furnishings live up to this keynote.

The grill is also on the first floor, and on the roof will be handball courts.

Just at the foot of the grand staircase in the foyer, the honor flags of the Advertising Club occupy a conspicuous place. There stands the flag of the United States, presented to the club by Advertising Club Post 209 of the American Legion; the flag of Great Britain, presented to the club by the visiting British advertising delegation last summer; the tricolor of France, presented to the club by Senator Paul Dupuy, owner of



A staircase which was brought from its Italian resting place to be the focus of the mansion which now houses the Advertising Club of New York. Of Italian origin also is the fireplace in the background of the lower left-hand picture, showing one of the second floor rooms. In the lower right-hand corner of the page appears a view of the lounge.

Le Petit Parisien; the flag of the City of New York, presented by Commissioner Whalen; and the flag of the Advertising Club.

The club now has a total membership of 2,206, with 2,002 of this number resident members. The dining room service at the new club will include breakfast, luncheon from 12 to 2:30 and dinner from 6 to 8 o'clock.

Where the old club had about 35 employees, that number has now been increased to 70. The club is open from 7 o'clock in the morning, until midnight.

presidency by resolution unanimously adopted.

Mr. Howard explained that certain additional duties had been thrust upon him in his private business the past 90 days which would hamper his efforts in serving the club. His resignation was a surprise to the membership and accepted with reluctance. He will be remembered in advertising circles for his speech at Atlantic City which threw the 1924 convention to London.

JAPAN ADVERTISER RESUMES

Tokyo Daily Prints First Edition from New Plant, January 8

Japan Advertiser, Tokyo, American-owned, and the leading foreign daily in the Far East, which was destroyed in the earthquake and fire, resumed publication Jan. 8.

The first edition contained 12 pages. An entire new plant was brought from the United States, erected and installed in a new building. The plant is larger than the former one. The building covers about twice the ground space of the former Japan Advertiser building.

HOWARD RESIGNS

Houston Ad Club President Turns Gavel Over to W. S. Patton

(By Telegraph to Editor & Publisher)

HOUSTON, Tex., Jan. 11.—H. C. Howard of the Texas Advertising Company tendered his resignation as president of the Advertising Association of Houston at the meeting Jan. 8.

W. S. Patton of the South Texas Commercial National Bank vice-president of the club and chairman of the "On-To-London" committee was elevated to the



INTELLIGENT USE OF NEWSPAPER SPACE SPELLS ADVERTISING SUCCESS

Rightly Used, It Offers Greatest Opportunities Bureau of Advertising Chief Says—To Continue Program of Education in 1924

By WILLIAM A. THOMSON

Director, Bureau of Advertising, American Newspaper Publishers' Association.

THE Bureau of Advertising had a good year in 1923. Its members saw many evidences of its growth in influence and productivity. The best indication of progress seen by those of us on the job in New York, Chicago and San Francisco was the ever increasing and widely varied calls for service and advice from national advertisers.

The Bureau's primary object is to create more general newspaper advertising. Its efforts along this line have undergone various developments. One big thing that has been borne in upon it is the understanding that the success of the advertiser is synonymous with the success of the medium. The newspapers, carrying as they do the bulk of all advertising, have a practical interest in seeing the advertiser get results from the space he buys. And so the Bureau, working in behalf of the newspapers, has concerned itself with the problems of the advertiser, believing that the best way to get more advertising is to help make advertising more valuable.

Our recently published books for advertisers best express this idea of creating business by helping to insure success. The keynote of these books is not, "Use Newspapers Because Newspapers Are Best."

It is rather: "How to Get Best Results from the Best Medium."

The newspaper promotion idea is there, of course, but it is bound up in the thought that the newspapers are anxious to see advertisers get all possible benefit from a medium which offers the greatest potential opportunity to those who use it intelligently.

The matter of newspaper copy is one which the Bureau is constantly studying for advertisers' benefit. There have been some remarkable developments in newspaper advertising art and the door is wide open to those who want the best in typography and illustration. But too many advertisers have failed so far to take advantage of modern opportunities in this direction.

A recent book issued by the Bureau contained a collection of good copy examples and an analysis of methods used to obtain the effects. This exhibit, composed wholly of untouched clippings, showing how the ads actually appeared, was a revelation to the Bureau, as well as to hundreds of advertisers. It did not seem possible that with all this splendid practical experience to draw from any advertiser could miss the fundamentals of success in printing.

The reception accorded the book shows many advertisers are alive to this situation and are looking for help. Newspaper copy comprises a problem all by itself. It needs special study and treatment. There is no substitute for newspaper advertising and copy made for other mediums cannot successfully "double" for newspaper copy. One advertiser told me recently:

"There is so much machine-made, dead-level copy in newspapers and so many opportunities to do striking and individual things that I have held off advertising for a long time looking for material that would do justice to the medium. I've got a series now—after rejecting dozens of ideas—and I know beforehand what I can do with the copy because it's real. The man who worked out the idea was after something that would print well, look well and get attention, but, above all, he wanted something as live as the newspaper itself."

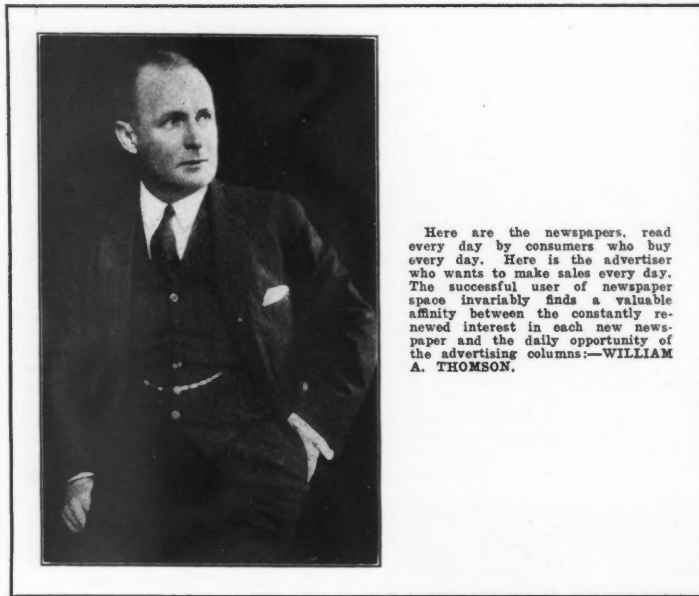
Even more important, perhaps, than newspaper copy is the question of a schedule. Many new advertisers are apt to approach a newspaper campaign with the idea that big space used spasmodically is the right way to "make an impression." If there is one thing the Bureau's experi-

ence has led it to emphasize to newspaper advertisers more than another, it is the necessity for persistent and frequent advertising.

Here are the newspapers, read every day by consumers who buy every day. Here is the advertiser who wants to make sales every day. The successful user of newspaper space invariably finds a valuable affinity between the constantly renewed interest in each new newspaper and the daily opportunity of the advertising columns.

I don't know that many national advertisers are willing to think about advertising every day, but certainly the three-times-a-week idea is abroad in the land as constituting a good sound compromise.

We have run across a number of in-



Here are the newspapers, read every day by consumers who buy every day. Here is the advertiser who wants to make sales every day. The successful user of newspaper space invariably finds a valuable affinity between the constantly renewed interest in each new newspaper and the daily opportunity of the advertising columns.—WILLIAM A. THOMSON.

stances recently where advertisers complained about the results of a campaign, despite the fact that they were using space on the once-a-week or one-in-tens-days basis.

I remember one case where we induced a manufacturer, who asserted that newspapers were a failure, to adopt a three-times-a-week plan instead of an every-ten-day schedule, and in a few months he was glad to admit the advertising was producing satisfactory results.

Incidentally, this advertiser who was using occasional big copy said at once when we suggested the three-times-a-week campaign, "It will cost too much." We asked him to readjust his schedule without increasing his appropriation, using occasional large copy but frequent "small reminders."

This question of cost has led to a careful study of the possibilities of the small reminder advertisement, and the Bureau's copy investigations mentioned above have been turned also in that direction. It would be idle to advocate the use of small copy in preference to big copy, except as a matter of expediency. A page a day would naturally be the ideal schedule if the national advertiser could afford it—but I do not know of anyone who can. At the same time, I have seen a five-inch single column ad prepared by an expert which could be pasted anywhere on a newspaper page without being "buried."

Some advertisers may have sound reasons for a schedule consisting of occasional large pieces of copy, but I believe these are exceptions to the rule. I think

the successful newspaper advertiser of the future will invariably be the one who reckons with his daily publication of the newspaper and the daily opportunity which it presents to him.

Since the foundation of the national newspaper advertising idea is market cultivation, the Bureau has continued and broadened its work of supplying advertisers with merchandising data.

The general surveys of various industries made during 1923 have served as useful guides for many advertisers looking for good markets, and scarcely a day passes without a request from a manufacturer for a minor investigation, looking to the same end.

This work has been highly profitable to the newspapers, inasmuch as we are constantly able to trace the development of substantial campaigns to opportunities suggested by the Bureau's compilations. I believe the last month of the year alone disclosed fully half a dozen specific cases of this kind.

It has been gratifying for the Bureau to observe constant evidence of its success as a factor in creating newspaper advertising. We have seen a long procession of advertisers come into the papers and it is encouraging to recognize in this group the many with whom we have

N. Y. PRESS TO MEET AT SYRACUSE

Publishers and Associated Daily Members to Consider Transportation Rates Jan. 23-24-25—Sisson, Kellogg, Thomson to Speak

SYRACUSE, N. Y., Jan. 11.—A joint meeting of the New York State Publishers' Association and members of the Associated Dailies will be held in Syracuse Wednesday, Thursday and Friday, Jan. 23, 24 and 25. The annual meeting and election of officers of the publishers will occur the 24th and 25th. The meeting of the members of the Associated Dailies, consisting of representatives of the smaller newspapers of the state, will be on the 23rd and 24th.

Jerome D. Barnum, publisher of the Syracuse Post-Standard, and chairman of the local committee on arrangements, says the meeting will be one of the largest gatherings of editors and publishers at any one time in the state. Arrangements are being made for about 150. Many pending questions of importance as well as new subjects will be considered.

On the evening of the 24th, a joint dinner will be attended by both publishers and associated daily members. The speaker of the evening will be Francis H. Sisson, vice-president of the Guaranty Trust Company of New York City, whose subject will be "Business in 1924."

The publishers' program, which has been partly arranged, consists of a business session Friday. Speeches will be given by H. N. Kellogg, chairman of the standing committee on labor of the A. N. P. A.; William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., on the subject of "Newspaper Advertising," and L. B. Palmer, secretary of the A. N. P. A. Election of officers will take place in the afternoon.

A discussion of inconsistencies in baggage rates charged by the railroads for transporting papers will follow the report of the committee appointed at the last meeting to make an investigation of rates on railroads, trolleys and motor buses. A. D. Hecox of the Albany Knickerbocker Press, chairman of the publishers' committee, will lead the discussion.

A discussion of the legislative program will be led by Fred H. Keefe of the Newburgh News.

The newly formed organization of Members of the Associated Press in New York State will meet the afternoon of the 24th. A. E. McKernon, superintendent of traffic of the Associated Press, will speak. He will discuss extensions of wire service, which are gradually being made as the result of suggestions at the initial meeting. Reports on the operation of new printing machines for taking the A. P. reports will be included.

The present officers of the publishers' association are: President, Frank E. Gannett; secretary, Charles H. Congdon, and treasurer, Gardner Kline.

NEW RECIPROCAL COPYRIGHT

U. S. and Canada Complete Arrangements for Exchange of Benefits

A new reciprocal copyright arrangement, effective January 1, has been agreed to by the United States and Canada. Under the terms of the agreement copyrights in Canada, including copyrighted news articles, will be obtainable by citizens of the United States under a copyright act recently adopted by Canada. As a result all benefits of the American copyright laws will be extended to Canadians.

Announcement of agreement was made in a proclamation by the President dated December 27, issued under provisions of Section No. 8 of the American Copyright Act approved March 4, 1909. The proclamation was issued upon the receipt of a certificate issued by the Canadian Minister of Trade and Commerce, December 26, under Section No. 4 of the revised Canadian Copyright Act of 1921.

established contacts and for whom we have done some constructive service.

At the recent meeting of publishers held under the auspices of the Bureau in San Francisco, I took pardonable pride in a statement made by a Bureau member during a discussion of the value of the work we are doing for the newspaper industry. This member said he had taken one of our books dealing with public service advertising to the president of his local gas company and after half an hour's work, with the book as a basis of solicitation, had signed this concern up for a year's contract for space in his newspaper. This, he added, was worth several years' dues in the Bureau.

The Bureau's desire to work quietly and to respect the confidence of the advertisers with whom it deals, has at times led some newspapers to ask us what they were getting for the money they paid in subscriptions. We have been tempted frequently to give publicity to countless statements from advertisers showing the organization's hand in the creation of large volumes of business, but I am very glad we have so often resisted this temptation, because such action would have meant a loss in prestige among manufacturers who are not anxious to have their advertising plans discussed publicly.

The policy has vindicated itself, and the steady growth of the Bureau of Advertising, not alone in membership and resources, but in the esteem of the worthwhile newspapers of the country, is the best proof.

CLASSIFIED ADVERTISING
The New Public Service

II—THE BUSINESS OF SELLING SATISFACTION

By **BASIL L. SMITH**

ONE touch of service makes the whole world kin!

Here is a lady who is looking for a new maid. Here is a plumbing and heating man who is trying to build up his business. And here is a man who wants to sell his home so that he can move to another part of the city. What can these people possibly have in common?

On the other side of the picture, there is the girl who is looking for a position, the man whose furnace needs repairing and the man who has just moved to the city and wants to buy a home. What can this group have in common?

There is just one thing that unites all these people—they are looking for satisfaction. And so are thousands of others, like them and different from them, every day of the year.

And the common meeting place of all these satisfaction-seekers is the standard, perfectly catalogued, Classified Section of your newspaper—the center of satisfaction-giving and getting for a city!

The wants and needs of these men and women who compose a newspaper public are the raw material from which classified success is made. These are the people who ride on street cars, light their homes with electricity, cook with gas and talk over telephones. They are the public on which every public utility depends. They want service, the best there is—and lots of it!

Their needs and desires are the raw material of classified advertising—but only the raw material. The needs of thousands of readers are the raw material of results to advertisers. The offers of hundreds of advertisers are the raw material of satisfaction for readers. But a great many classified mediums insist on regarding this product in the rough as the finished commodity. They show this attitude when they present a poorly classified and inconvenient medium, with all sorts of ads and type styles, to the consideration of the reading public. They show it even more clearly when they ask advertisers to buy representation in such a medium. They ignore the fact that what the public wants in classified is the finished thing, the refined product—the truly serviceable medium.

There are many grades of oil, of leather, of sugar and of practically every commodity of everyday life. The man who wants a high-grade lubricating oil for his motor car would never go back to the garage that tried to sell him crude oil for the purpose. The housewife would steer clear of the grocery store that sent unrefined cane sugar for her tea party. And more and more people are coming to distinguish between a classified medium that gives them the satisfaction of highly developed service and one that supplies "crude service" only.

Nothing could be simpler than this fact: If the motive that draws hundreds of advertisers and thousands of readers to a newspaper's classified columns each day is their mutual desire for the satisfaction of definite, personal needs—the evident way to hold the interest and patronage of these people and to win an increasing number of new followers is to give the sort of classified service that results in increased satisfaction. Service has put the public utility companies where they are today and service can put the right classified mediums where the deserve to be—in a class with these same public utilities.

The forward moving classified organization is equipped and working on a standard plan to give the highest possible type of service to both readers and advertisers. The raw material which the first of these groups demands, as has been pointed out, is a volume of offers from a great variety of advertisers. The medium handles the raw material in such a way that it is adapted to the most exacting requirements of reader-service. The perfectly catalogued form of medium

at one step insures convenience, the saving of time and effort, and the immediate location of all offers in which the reader might be interested. Full description and multiple ads make selection easier and more satisfactory. Strict censorship and correct indexing guarantee reliability and good faith. Increasing volume and variety of ads, brought about by intensive campaigning and trained solicitation, increase the value of the medium as a catalogue of service and opportunity for a growing number of your newspaper's readers.

YESTERDAY, TODAY, AND TOMORROW IN CLASSIFIED ADVERTISING

In his series of articles on "Classified Advertising—The New Public Service," Mr. Basil L. Smith writes of the development of this important part of the newspaper, of its present possibilities and of the future measure of community service it can give.

These are forward-looking articles—not visionary, but practical, logical and based on nearly a score of years of pioneering experience.

Mr. Smith has an important message for the newspaper world and one which it is anxious to hear. We will publish an article of his each week throughout the year.

From the standpoint of the advertiser, the raw material he needs is the reader-interest of the circulation of the newspaper. And the same standard methods that guarantee a highly developed classified service to readers also gives equally satisfactory service to advertisers. For reader-satisfaction can mean only one thing where advertisers are concerned—it means advertiser-satisfaction, which is better known as "results." Interested, satisfied, dependent and dependable readers of a classified medium represent the finished product that every advertiser has a right to expect when he buys a newspaper's space. And when to this is added courteous and intelligent service in the preparation of pulling ad-copy, and the liberal use of publicity to appeal to a growing number of readers—then, indeed, the advertiser is getting a measure of service, pressed down and running over!

It is on this firm ground of service to both classes of its supporters that a classified medium can go forward to its fullest development as a recognized public utility in the life of a city. Thus developed, it represents the last step in the economic introduction method between people who have needs to satisfy and those who can satisfy them, between advertisers and readers of every description. Usefulness and economy cleared the way for the telephone and the telegraph to come into everyday life. Increasing usefulness to readers and proved economy of introduction for advertisers will find a growing response for rightly developed classified mediums that specialize in this double service.

PENNSYLVANIA DAILIES MERGED

Greensburg Morning and Evening Papers Form Single Company

Effective Jan. 1, the Greensburg (Pa.) Morning Review, published by the Greensburg Publishing Company, and the Greensburg Daily Tribune, published by the Tribune Press Publishing Company, were merged. A new corporation to be known as the Tribune-Review Publishing Company has taken over the business of the two concerns.

E. Arthur Sweeny, formerly connected

with the Review, will be president and managing editor of both newspapers. Robert B. Herbert, who has been with the Tribune, will be secretary, treasurer and business manager of the new corporation.

The Tribune has a long history as a Republican newspaper. The Greensburg Review began publication 18 years ago.

It is proposed by the publishers to house the two newspapers in one plant and for this purpose the Tribune building is now being remodeled.

Clymer Now Business Manager

John H. Clymer, assistant to the publisher of the Columbia (S. C.) Record, has been appointed business manager of that paper, effective Jan. 1. Mr. Clymer was formerly connected with the Perry-Lloyd Jones newspapers in Jacksonville, Fla., and Charleston, S. C.

JURY ACQUITS MAGEE OF LIBEL CHARGE

Albuquerque Editor Wins Suit Brought by Former State Supreme Court Justice Growing Out of Election Fight

Carl Magee, Albuquerque, N. M., editor, charged with criminal libel of Clarence J. Roberts, former Justice of the State Supreme Court, was acquitted by jury verdict Jan. 6, in Santa Fe, N. M. The jury was out more than 13 hours.

The libel charge grew out of an editorial written by Magee in which he alleged Judge Roberts, a Supreme Court Justice, sat in the district attorneyship contest case, following the election of 1916 and "threw out 600 to 800 Democratic ballots," in order to seat the Republican candidate. Roberts produced court record to show he disqualified himself and did not sit in the contest case. This the defense admitted, but contended a man should not be sent to the penitentiary for making a mistake, offering to prove Magee obtained his editorial information from an Albuquerque lawyer and published it in good faith in the public interest.

Magee some months ago was convicted before District Judge D. J. Leahy at Las Vegas of libel of former Chief Justice F. W. Parker of the State Supreme Court, and also was held guilty of contempt of Judge Leahy for articles printed in his newspaper, attacking Leahy during progress of the libel trial. Magee's attorney, former Chief Justice of the Supreme Court R. N. Hanna, was suspended from practice in Judge Leahy's court on allegations that he pleaded his client's case in public speeches at various places while the case was pending. Magee was pardoned on the libel and contempt cases by Gov. James F. Hinkle, after being sentenced to a penitentiary term by Judge Leahy. Magee alleged that Judge Roberts was one of the instigators of Magee's prosecution at Las Vegas.

"The verdict confirms my faith in the American jury system," Magee declared. "I have nothing to say," was Judge Roberts' comment, when the verdict of acquittal was read in court.

ASSOCIATES FETE HOFMANN

Circulator of New York Staats-Zeitung Honor Guest at Dinner

William Hofmann, circulation manager, New York Staats-Zeitung, was his associate a testimonial dinner Jan. 3 by his associates in newspaper work, observing the 25th anniversary of his connection with the Staats-Zeitung. James McKernan, formerly circulation manager, New York World, was toastmaster.

Prominent among the speakers were Bernard H. Ridder, publisher of the Staats-Zeitung; Victor F. Ridder, an executive director of the Staats-Zeitung; State Senator H. P. Koppelman, of Hartford, Conn.; Fenton Dowling, business manager, EDITOR & PUBLISHER; G. A. Gardiner, circulation department, New York Times; Louis Weinstock, director, Metropolitan News Company; Victor Ryberg, Ernest Schultz, of the Butterick publications; John Dunne, secretary, Newspaper Delivery Union; Joseph Weinstock, Metropolitan News Company; Samuel D. Samuels, Victor Ryberg, Abe Lippman and Harry Braelow, of Newark. Members of the committee on arrangements were: Victor Ryberg, chairman; Charles Hertzog, James O'Neil, Max Duhan, Charles Flanagan, Edward Bloom, Louis Weinstock, H. P. Koppelman.

Foreman Retires After 40 Years

Charles H. Thomas, for 40 years foreman of the composing room of the Buffalo Express, retired Saturday, Dec. 29. Frank J. Hipple, a compositor under Thomas for 22 years, succeeds him. Mr. Thomas came to Buffalo, from Cleveland, where he was foreman on a Scripps paper.

STORES WANT TO KNOW

Ad Managers Use Questionnaires to Learn Popular Newspapers.

Questionnaires, sent out by department store advertising managers in efforts to discover the popular newspaper, appear to be becoming, the style.

John Breuner Company, Sacramento, Cal., informs EDITOR & PUBLISHER of results of a recent questionnaire. Of 200 cards sent to customers, 125 were returned. The question was asked as to what day customers wished advertisements to appear in the newspaper. Seventy-two declared they wanted advertising every day.

R. M. Wright, advertising manager, Scruggs, Vandervoort & Barney, St. Louis, Mo., is now trying the same stunt.

"The information will enable us to know better how we should distribute our advertising among St. Louis newspapers," Wright states.

5TH DISTRICT MEN TO MEET

Neally Issues Call for Columbus Gathering, January 22, 23

Cleveland advertising men will attend the convention of fifth district members of the Associated Advertising Clubs of the World, in Columbus, in connection with the meeting in that city of the national commission of the A. A. C. W., January 22 and 23.

A call for the fifth district gathering went out this week from A. W. Neally, of Dayton, O., chairman of the district clubs which number 29 in Ohio, Kentucky and Michigan.

He announced Robert A. Warfel, publicity manager for the Columbus Chamber of Commerce and secretary of the Columbus Ad Club, will be district convention chairman.

About 100 are expected to attend the sessions.

Muse Takes Conroy's Post

W. F. Muse, editor of the Mason City (Ia.) Globe-Gazette, will also serve in the capacity of business manager succeeding the late D. M. Conroy.

BURNHAM CITES AMERICA AS PATTERN OF ADVERTISING ENTERPRISE

London Daily Telegraph Proprietor Stresses International Aspect of Advertising Convention at on-to-London Inaugural Banquet, January 9

(By Cable to EDITOR & PUBLISHER)

LONDON, Jan. 9.—America was given to England as a "pattern and example" in advertising enterprise by Viscount Burnham, proprietor of the London Daily Telegraph, speaking at the inaugural banquet at the Savoy tonight, in connection with the international advertising convention to be held at Wembley next July. Calling advertising an "essential art" of modern civilization, publicity the handmaiden of commerce and the promoter of world friendship, he emphasized the importance of the first great international meeting of advertising men with 2,500 delegates from the United States.

Five hundred guests attended the banquet, among them men high in British public affairs. The Lord Mayor of London was present, as well as many provincial mayors. It was announced amid cheers, that the hospitality fund, which will be used to entertain visitors to the advertising convention, had reached a total of £25,000. This includes new subscriptions from the Aberdeen Journal for £1,000, from the Amalgamated Press through Sir George Sutton for 1,000 guineas, and the Daily Telegraph through Lord Burnham for £1,000.

Estimates of the attendance at the convention now put the total number of visitors at 6,000, of which number 2,000 are expected from America, 600 from the Continent, 500 from the outposts of the British Empire, and 100 from other parts of the world including China and Japan.

"Tonight we are heralding the greatest assembly of business men which has ever come together in this country," said Viscount Burnham. "The advertising convention that will meet at the British Empire Exhibition in July will no doubt in the main be Anglo-American, but it is constituted on even a wider basis, for it will be in the true sense international and its soaring spirit will move us to do suit and service to the nations as a whole.

"Internationalism is a word—I had almost said a catchword soiled by a good deal of ignoble use—but internationalism of the sound, sensible kind is that based upon the best qualities of national character. To appreciate fairly and properly the merits and virtues of other nations, we must be patriotic enough to exalt our own. The international mind doesn't do away with self-seeking, because self-interest is deep-rooted in human nature, but at least postpones it for the common good by promoting our common knowledge of one another and the general well-being of the world at large.

"This mighty convention will extend, and intensify our friendships and ideals; it will widen and deepen the communion of our kindly sympathies, our living interests, in short, will bridge over our separations and abridge our ignorance.

"International trade may have been the cause of many troubles, but without it, we should be in a state of inbred and wasting isolation. Without it, Pitcairn Islanders would be typical representatives of modern civilization. Exchange may be a word of evil omen in the tumble and jumble of our markets and our merchandising today, but without exchange we should be back with the cavemen in their holes or the hermits in the cells.

"Advertising is the illuminating power of modern business and the rays of its influence have all the colors of the spectroscope. Without its peaceful penetration, sloth and prejudice would still dominate the tastes and habits of the universe. Even as things are, it is difficult enough to fight against patient adhesion to antiquated methods that make the common ass the last of the seven devils which still plot and labor for our undoing.

"No advertising is worth consideration

that does not speak for itself. It must point the moral and use the moral suasion that is justified by its own morality. 'Promise, large promise,' said Dr. Johnson, the prophet of our profession, 'is the soul of advertisement,' but I wish to add that the promise must be capable of performance and repetition. There must be surety and guarantee of lasting benefit. You may lie successfully once or twice or thrice, but you cannot lie all the time, and no advertising is good advertising that is not founded upon truth, although I admit that truth in order to prevail must be presented in its most attractive guise.

"Industries would inevitably falter and fail without what is called organized publicity. You have to induce those who keep their money like the French peasant in his stocking or the Indian woman in her silver ornaments, to spend the precious metal which they still possess, but which we have long since sent over to America in fuller enjoyment of life and its opportunities. All expenditure, even upon proprietary articles, may not always be wise, but everything depends upon sense of proportion and economy of resource. The great thing is to keep the wheels of commerce going round, for it is that which here and everywhere the wide world over 'satisfies the poor with bread.'

"Such is the purpose of the first international advertising convention ever met in Europe, or in fact outside America. We do well to take America for our pattern and example in this great enterprise.

because America has taught us to pay to advertising the honor and credit that belong to it in the organization of national abilities. It has raised the advertisement calling to the highest plane of trade and business applied as a science to the necessities and luxuries of mankind.

"Advertising is an essential art that conceals nothing. Its purpose is its power and its purpose is to bring together the producer and consumer for their mutual advantage in every marketplace of which the toll gates are open or even half open. It dresses the shop windows for the inspection of mankind and attunes and harmonizes the sellers' wares to the buyers' wishes.

"For this adjustment of the world's affairs, the world ought to give the recognition they deserve to the mastercraftsmen of intelligence and information who will meet in common council in this city next summer, and I say to them in the lines of Wordsworth,

"Time, pleased with your triumph o'er his brother space, accepts with bold hands the proffered crown of hope and smiles on you with cheer sublime."

"I heard in the West Indies an excellent phrase which tells us to catch one another's ways. This convention will spread the contagion by contact of its personalities. Their pleasant presence will bring us all to the right frame of mind for a mutual benefit society. We shall all do our level best to requite and reciprocate the spacious and splendid hospitality our members and representatives always receive in the United States of America and the vast Dominion of Canada—both continental states among the great powers of the world. They will send us their hundreds and thousands in what ought to be a great Imperial year and the more of them that come with such credentials of comradeship, the better for us in this old country which wants to renew its youth in the youth of its descendants by the family hearth, and with its next of kin.

COL. WORTHAM RETIRES FROM ACTIVE WORK

President and Editor, Ft. Worth Star-Telegram, Disposes of Principal Holdings to Associates—Succeeded by A. G. Carter

FORT WORTH, Tex., Jan. 6.—Louis J. Wortham has retired as president and editor of the Fort Worth Star-Telegram, it was announced at the annual meeting of the

Wortham-Carter Publishing Company stockholders and directors held last week. Col. Wortham has been elected chairman of the board of directors, and Amos G. Carter has been elected president and general manager.

Other officers elected were: Bert N. Honea, secretary and business manager; Harold Hough, treasurer; A. L. Shuman, vice-president and advertising manager, and J. M. North, Jr., vice-president and editor. Col. Wortham's retirement was due to his desire to be freed of executive and editorial duties.

Col. Wortham, in a statement, declared he felt he had earned the right to pass his duties to younger shoulders after a strenuous, withal happy and pleasant, 40 years of newspaper service. It is a step he has been contemplating for some time, he stated, adding that for more than a year he has been at work on a history of Texas and that a desire to have more time to devote to it was a compelling factor in his decision.

He has disposed of a substantial part of his holdings in the company to his associates, he declared, naming Messrs. Carter, Honea, Shuman, North and Hough as the purchasers, and as chairman of the board will be free from the cares of daily operation to view the work of his associates and give them the benefit of his counsel and experience.

"In this respect," he said, "I shall continue to be identified with the institution which in a modest way I helped establish."

Mr. Carter, in his statement, emphasized that Col. Wortham would continue to be as much a factor in the business as he had always been, and that the Star-Telegram had not been sold and was not for sale.

"No stock has been sold to outside parties," Mr. Carter stated. "None is held in trust of any character. With the exception of the stock of Mrs. Ethel Lary Burton, the entire capital stock of the company is owned by the men whose names appear as directors. Ninety per cent of its stock is owned by men actively engaged in the operation of the business. The men associated with me in the purchase of part of Mr. Wortham's holdings have all been identified with the paper for years; with one exception from the very start, 18 years ago. There will be no changes whatever in the editorial policy of the paper. It will continue along the same broad lines of constructive service, tolerance and fairness so ably laid down by Mr. Wortham, and so rigidly adhered to during his active direction."

Runyon Leaves Whittaker Company

O. H. Runyon, formerly assistant manager, Whittaker Paper Company of Chicago, is now associated with the Mid-West Paper Company, Chicago.



LOUIS J. WORTHAM



AMOS G. CARTER



The Americans are coming and Viscount Burnham is happy

Tell It to SWEENEY!

—John McCormack does

THE lights fade out. Beyond the dimmed footlights, massed on the stage, row upon row of listeners wait, intent. Before him, a murky pit of living shadows, blurred banks of white faces in the moving, breathing darkness. And as the piano approaches the opening note, you see his white shirt front rise a little, his head go back . . . and then the rich, high lyric strain . . .



Snow white hair, tiara-topped and unbridled flapper bobs, opera capes and faded shawls, décolletage agleam with pearls and shrunken, old, lack-lustre faces, slippers of gold and shapeless, worn shoes, chatelaines and cooks, priests and policemen, bankers and bus boys, magistrates and milkmen, artists and amateurs, students and shop clerks, dilettantes and dumbbells . . . a McCormack audience. There are Stuyvesants there, dress circle folks with money and means, masters of this world; and the Sweeneys, the average, plain people. Some of them come to hear Bach and Handel; others wait through the program for an encore like "Mother Machree" All of them come to hear McCormack.

Plays to the crowd? Perhaps. But because he sings to capacity houses in the Century or Hippodrome, as well as in the Metropolitan, is McCormack any less the artist, or his voice any less the voice? Sings for the crowd . . . but has any artist a larger, more devoted or more appreciative public; or, vulgarly getting back to business, larger box office receipts?

THERE are business men and advertisers that perhaps, like singers, do not like to do business with the general public, the Sweeneys.

Oftentimes, it is inconvenient to extend a business to the mass market.

"Tell It to Sweeney" has been issued in folder form. Write for the series.

The high calibered sales force used to select accounts and large single orders may not wholly approve making more calls per day and picking up small orders.

The cashiers prefer crisp cheques to soiled bills of small denominations.

The accounting department may protest against the multiplication of small credits and extra entries.

The shipping department may complain about the additional work involved in sending small lots and split units.

BUT—the treasurer will never stop to ask whether the receipts come from the best people; the board of directors

will never disapprove new business; the firm's bankers will never frown upon profits from the proletariat! The annual statement takes no cognizance of the quality of your customers, but only of the quantity of your orders and your profits.

AT no previous period in the world's history did any business man have so wide a market, so much wealth to trade with, so many potential customers, as the mass market in New York, the Sweeneys, offer today. And no business man of any other era ever had such an easy access to such a market as advertising is today; nor such an efficient, inexpensive instrument of sales as THE NEWS.

Here is a massed population of six million people in one city, the richest, most prosperous, best living people in all the world. And to match this superb market is a medium of more than seven hundred thousand circulation, the largest DAILY circulation in America—ninety-seven percent concentrated in New York City and suburbs. Responsive readers, more reader attention, less advertising to see, and a lower line cost! And News advertising sells! Get the facts!



**The Largest
Daily Circulation
morning or evening
in America!**

December, 1923
Daily Average—
716,327
Sunday Average—
615,849

THE NEWS
New York's Picture Newspaper

25 Park Place, New York Tribune Building, Chicago

RADIO SHOULD BE MADE THE PARTNER OF PRESS, KALTENBORN SAYS

Greatest Influence in Newspaper World Today, Brooklyn Eagle Man Believes—Has Affected Advertising and News—Must Be Studied and Used

FOR ten years the Brooklyn Daily Eagle has conducted a Current Topics meeting in the Eagle auditorium at 11 o'clock on Tuesday morning. These weekly expositions by members of the Eagle staff, summarizing the big events of the week, have been so popular that the capacity of the auditorium alone limits the attendance. The Eagle has long been known as an institutional newspaper, and has developed many new departments for the benefit of the Brooklyn public.

For the past two months the Eagle has expanded this free public service by broadcasting the principal talk every Tuesday evening through Station WEAF. From 8:30 to 9:00 H. V. Kaltenborn, associate editor of the Eagle, is on the air with a rapid-fire editorial summary of the four or five principal news topics of the week, with particular emphasis on national and international events.

The public reaction to this particular radio feature has been amazing. More than 1,000 appreciative communications, each one representing several "listeners-in," have been received week after week in response to a single talk. Because of the widespread popularity of Mr. Kaltenborn's talks, the American Telephone & Telegraph Company, which operates Station WEAF, transmits them to Washington by telephone wire and broadcasts them again through WCAP, its Washington station. Last week the Eagle was asked to make arrangements to broadcast them in Chicago.

The following has been written by Mr. Kaltenborn in response to a request from the EDITOR & PUBLISHER for an account of his experience in broadcasting:

"Radio is the greatest means for obtaining unified thought and action that man has devised. It goes into more homes and enforces a larger measure of vivid attention than any medium through which an idea or an appeal can be transmitted. Its effect upon civilization is likely to surpass that of the printing press, for it reaches millions unable, or unwilling to read.

"Newspapers should make the closest possible study of the effect of radio on circulation and advertising. It is the most influential single factor in the newspaper field today. The attitude which the press as a whole takes towards radio may determine whether this marvelous medium will count for the weal or the woe of the publishing business.

"The influence is here and is growing. On Jan. 1, Station WEAF largely increased the power of its radio transmission, thereby securing a circulation radius surpassing that of all the newspapers published in 100 cities near New York. Radio 'circulation' is increasing more rapidly than that of all newspapers and magazines combined. General advertisers are clamoring for an opportunity to get 'on the air' with entertainment that will be presented in their name to a grateful public. They are spending large sums for the privilege of providing this entertainment.

"Already the larger stations in the East are setting new program standards. 'Canned' music is barred. Cheap features are taboo. Artists good enough to be broadcast are good enough to be paid. The value of radio advertising is rated so highly that the advertisers pay for the best talent available for the privilege of associating the name of their product with a favorite radio feature. One daily radio talk has resulted in the creation of a special magazine which has already achieved a circulation of more than 100,000.

"The dual effect of radio upon advertising has already been noted by every newspaper publisher. It has increased revenues in so far as sellers of radio sets and parts have advertised their wares. It has decreased revenue in reducing the newspaper proportion of the

advertising appropriation of some general advertisers who are using radio extensively. There is a similar duality in connection with circulation, although this is more difficult to trace. Many newspapers have had an immediate increase in circulation as the result of putting on radio magazines or increasing their radio news. The general interest in newspapers is lessened because of the time and attention newspaper readers devote to 'listening in.'

"A careful analysis of the thousands of letters which I have received since I began broadcasting my weekly summary of world news justifies some general conclusions. Practically all the letters indicate amazement and delight with the new world which radio has opened to the writers. Many write they do not follow the news carefully from day to day and feel very grateful for an analysis and summary that saves them the trouble of 'wading through the papers.' They feel an obligation to keep up with the big news events, and yet can not, or will not, take the trouble to follow the extensive and sometimes confusing accounts in the daily press.

"On the other hand, there is a considerable number, more eager-minded, who declare that my weekly talks stimulate their interest in the newspaper and make them read more fully about events I have discussed. Many inquire if the talks are published (they are not) and the phrase 'your talks make us think the Eagle must be worth reading' occurs frequently.

"The response to specific suggestions made by radio is large and immediate. When I made one casual humorous reference to getting lost in the New York City subways and offered to send my radio listeners a little subway guide issued by the Eagle, 1,500 wrote in and asked for it. On the other hand, when Columbia University broadcast a series of 10 lectures on Browning and worked very hard to sell a syllabus of the course, they only got rid of about 75. The Eagle's subway guide was free. The syllabus cost \$5.

"The biggest personality in radio today is S. L. Rothapel, with his Sunday night Capitol Theatre program. 'Roxie,' as he is familiarly known to a million radio fans, has a popular touch, an easy geniality, a sense of humor, a glib tongue and an appreciation of heart interest that make all who hear him like him. Moreover, he is backed by a group of singers and players who bring the greatest art to bear upon the simplest music.

"The biggest single feature in radio is Dr. S. Parkes Cadman's talk and forum broadcast from the Bedford Y. M. C. A. Branch in Brooklyn every Sunday afternoon. His profound scholarship, deep sincerity, big heart, love of laughter, and

a gift of speech unrivalled by any pulpit giant of our time, make each one of his addresses a memorable experience. His answers to questions at the conclusion of the talk is the most amazing platform exhibition of mellow wisdom and intellectual acumen available to our generation.

"Radio is doing big things in a big way. It is here to stay and to grow. To ignore it is to be blind to one of the great powers of the time. To oppose it is to kick against the pricks. We must study it and learn to use it. Making it a partner may prevent it from becoming too much of a rival."

DAILIES ZIEGFELD'S TRUE LOVE

"Follies" Impresario Bans All Other Ad Media for Newspapers

CHICAGO, Ill., Jan. 10.—Value of newspaper advertising over any other form of publicity was emphasized by Flo Ziegfeld, of "Follies" fame, who declared that he has decided to abandon all forms of advertising except newspaper space.

"Years of experience in the show game have proven to me that newspaper advertising is the best medium," he declared. As a result, the "Ziegfeld Follies" will no more be advertised from bill-boards or other mediums so dear to the heart of the theatrical producer.

The Follies also broke into the radio for the first time in their history last week. The entire company went to the Chicago American studio in the Hearst Building on its opening night, and broadcast an elaborate program. Numbers from the "Chauve Souris" also were broadcast.

Goldman Sells Missouri Daily

Joseph Goldman, who held most stock in the Jefferson City (Mo.) Democrat-Tribune, the oldest paper in the Missouri capital, has sold the controlling interest to J. F. Koester. Mr. Goldman has owned and edited the paper since 1915. Under various names the Democrat-Tribune has been in existence nearly 75 years. Mr. Koester is owner of the Missouri Volksfreund, a German weekly.

Charles Grasty Much Improved

Charles H. Grasty, editorial correspondent of the New York Times in Europe, who has been ill at his home in London for several weeks, has been encouraging improvement during the few days. It was said this week that he was now considered virtually out of danger.

Noyes Portrait in Luxembourg

A portrait of Frank B. Noyes, of Washington Star and president of the Associated Press, painted by the artist Perelma, has been presented by the artist to the Luxembourg. Mr. Perelma recently became an American citizen and painted the picture several years ago. It was exhibited at the National Museum in Washington.

Old-Time Printers to Banquet

Thirty-ninth annual banquet of the Time Printers' Association will be in Chicago Jan. 19. The occasion commemorates the 218th anniversary of Benjamin Franklin's birth.

The Trading Center of a Rich Commercial Empire

When the first white settlers built their rude log cabins opposite the mouth of the Licking River, they were merely repeating history. Ages earlier the pre-historic race of "Mound Builders" had located their principal trading center here,—the natural distributing point between North and South, East and West.

Today the Cincinnati Southern Railway, built and owned by the City of Cincinnati, is the greatest single artery of commerce between the North and South, while eighteen other railroads unite the City with the East and West. More than four thousand students receive instruction in the Liberal Arts, in Medicine and Law, in Engineering and Commerce at the municipally owned University of Cincinnati. For fifty years the Cincinnati May Musical Festivals have made the City the Mecca for the music lovers of the nation.

Annually the bonds that unite Cincinnati in community of interest with the teeming agricultural, mining and industrial cities that surround her are being knit more tightly. Hundreds of business and professional men from the "Queen City," in special trains, visit the sister cities of this inland empire, supplementing by personal contact and social intercourse the business visits of their sales representatives and "selling their city" to her logical market.

To have efficient distribution in Cincinnati is therefore to have immediate access to the markets of Indiana, Kentucky and the South.

For marketing details relative to your proposition address Cincinnati's leading newspaper, The Times-Star.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

FOR the calendar year 1923, the Baltimore Sun (morning, evening and Sunday issues) carried

32,092,298

agate lines of paid advertising, a gain of 3,075,862 agate lines over the year 1922.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

Boston Globe's Biggest Year

Printed 13,682,102 Lines of Advertising in 1923, leading all other Boston papers—Total volume of business greatest in paper's history.

Boston Globe First in Total Advertising, Department Store Advertising, Automobile and Accessory Advertising and Want and Classified Advertising during the year 1923

Total lines of advertising printed in Boston papers having Daily and Sunday editions during 1923:	Total lines of Department Store advertising in Boston papers having Daily and Sunday editions during 1923:	Total lines of Automobile and Accessory advertising in Boston papers having Daily and Sunday editions during 1923:	Total number of Want and Classified advertisements in Boston papers having Daily and Sunday editions during 1923:
Globe 13,682,102	Globe 3,683,681	Globe 1,552,380	Globe 603,319
2d Paper 12,130,006	2d Paper 3,032,254	2d Paper 1,095,670	2d Paper 108,091
3d Paper 11,577,226	3d Paper 2,111,931	3d Paper 677,489	3d Paper 61,333

Ten Great Years For the Boston Globe —1913—1923—

Circulation Net Paid			Total Volume of Advertising	
	Daily	Sunday		
Dec. 1923 . .	275,324	335,099	1923	13,682,102 lines
Dec. 1913 . .	156,711	276,010	1913	8,334,751 lines
Gain	118,613	59,089	Gain	5,347,351 lines

In the Boston Metropolitan district and in the rich and populous territory of which it is the industrial and shopping center, the Boston Globe is the great outstanding home newspaper. It has the respect of all the people—they believe in its news columns—they have faith in its advertising columns. A clean home newspaper, with a tremendous circulation, in a wonderful field for advertisers. The Globe should be first on your Boston list during 1924.

PROBE OF "PROPAGANDA" BEHIND PRESS SUPPORT OF MELLON PLAN ASKED

Congressional Investigation of Unanimity of Newspaper Approval Demanded by Senator Reed and Representative Frear—Charge Misstatements Being Printed

By SAM BELL

(Washington Correspondent EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 11.—The unanimity of newspaper opinion in favor of the so-called Mellon tax program, particularly in the eastern section of the country, and the prominence which has been given all news relating to the tax reduction fight, has stirred up an agitation in Congress in favor of an investigation of an alleged organized propaganda to influence congressional action.

Senator Reed of Missouri has introduced a resolution in the upper house calling for such an investigation and Representative Frear, leader of the progressive bloc in the House, has addressed himself on several occasions to what he termed "organized publicity" in behalf of the tax reduction plan.

No direct charge of organized propaganda is made against the newspapers by either Senator Reed or Representative Frear, but intimation is made that the publications are absorbing and printing misstatements regarding tax reduction furnished them by interested persons and that the divergent political complexion of newspaper printing the same "facts," is proof that an organized propaganda is at work.

Supplementing the remarks on the subject made in the House by Representative Jones of Texas, Rep. Frear called attention to editorials recently printed that the "farmers were for the Mellon plan" and that "a petition of more than 330,000 names of tillers of the soil" in favor of that specific proposal was on its way to Washington to be exhibited to members of Congress.

"I'll agree to vote for the Mellon plan," said Representative Frear, "provided you can find that those petitions were ever instituted with any thought of the Mellon plan. It is not propaganda but pure misrepresentation of the worst kind by the editorial when a statement like that is put out by a reputable paper.

"Metropolitan papers and letter writers are predicting dire results for all of us unless we surrender our judgment and admit that unparalleled propaganda inspired by great interests must be substituted for mature study and judgment when legislating for the whole people on taxation.

"Every great newspaper in the country, with rare exceptions, for many weeks has been absolutely and unqualifiedly for the Mellon bill that never was released until a week ago. Influential magazines like the Saturday Evening Post, the Literary Digest and other journals for many weeks have depicted the beauties of the Mellon tax bill and incidentally scored the 'politicians.'"

Senator Reed's resolution, referred to the Committee to Audit and Control the Contingent Expenses of the Senate where it is being given serious consideration, is as follows:

Resolved: That a special committee of five, two of whom shall represent the Republican Party in the Senate, two of whom shall represent the Democratic Party in the Senate, and one of whom shall represent the Farmer-Labor Party in the Senate, shall be forthwith appointed by the President pro tempore of the Senate, and said committee is hereby authorized and directed immediately to investigate and report to the Senate whether there is an organized effort being made to control public opinion and the action of Congress upon legislative matters through propaganda by use of money, by advertising, or by the control of publicity, and especially to inquire what, if any, such methods are being employed to control the action of Congress on revenue measures, and whether or not the profiteers of the war are now contributing to defeat the soldiers' adjusted compensation bill by money or influence, and what, if any, such influences are being employed by American citizens or the representatives of foreign governments or foreign institutions to control or affect the foreign or domestic policies of the United States.

"Said committee is authorized to send for or subpoena persons, books, and papers, to administer oaths, and to employ a stenographer and shall report the evidence to the Senate as early as is reasonably possible."

Rochester Daily Now 8-Column

Rochester (N. Y.) Herald, a morning and Sunday publication, on Monday of this week published its first edition in 8 columns. During the past the paper has been published in 7 columns with a 12½ em line. With the 8 columns a 12 em line is used. Lines of column and a half width are used on the editorial page. The change to the 8 columns was accompanied by a dressing up operation that has greatly enhanced the appearance of the publication.

NEWS MEN HOLD CITY JOBS

Five Former Reporters Aid Schenectady Municipal Administration

SCHENECTADY, N. Y., Jan. 10.—Among those who are holding public office under Mayor William W. Campbell are 5 former newspapermen. The mayor himself heads the list. While at college and at law school Mr. Campbell wrote for Schenectady, Albany and Hoboken newspapers. His secretary, William B. Osborne, has been a writer for years, working for various newspapers and news organizations.

Douglas K. Miller, the new city clerk, was on the staff of newspapers in

Schenectady, Elizabeth, N. J., and Danbury, Conn. Clifton E. Bradt, purchasing agent, formerly wrote for Minneapolis and other newspapers. Joseph A. Memelo, track inspector, has been associated with "Il Corriere," an Italian weekly of Schenectady.

Theatre Fined for Billboard Ad

Park Theatre Company of Boston was fined \$5 in East Cambridge court, Dec. 28, for violating the law relative to displaying a sign within public view of a public highway. This case was the first of its kind to come within the scope of a statute passed by the Massachusetts legislature dealing with disfiguring the public highways. The sign in question advertised a moving picture. Testimony was given to show that the Metro Company leased the theatre and was responsible for the sign. Rep. A. E. Adlow, who appeared for the Metro Company, appealed the fine for the purpose of making a test case of the new law.

Disabled Veterans Honor Daily

Worcester (Mass.) Telegram-Gazette has been made an honorary member of the National Standby Association of the Disabled American Veterans of the World War, in recognition of patriotic service rendered to the cause of wounded and disabled American veterans of the war. National headquarters of the association is in Cincinnati, O. It is composed of American citizens who have pledged themselves to support and stand by disabled veterans.

EDITORIAL FREEDOM ANALYZED

Exists Only Where Daily Is Financially Sound, Carroll Says

No newspaper can continue to be strong, virile and independent in its title for the common welfare, unless it is on a financially sound basis, Frank Carroll, advertising manager, Indianapolis (Ind.) News declared before the recent banquet given in Indianapolis for 150 members of the advertising department of the News and the heads of various other departments of that paper.

Carroll in his address pointed out the great importance of having an advertising department which continued to be a business on a solid, substantial basis which came in year after year from great many sources and thus left the paper absolutely independent of any particular group.

A short address was also made by Hilton U. Brown, general manager of the News. Richard A. Fairbanks representing the Fairbanks Estate, owners of the News, was present as well as a number of Indianapolis agency men, former members of the News advertising department.

Newspaper Men in New Film

Arthur Brisbane, Irwin S. Cobb, Harry Witwer, "Bugs" Baer, Harry Herbin and Damon Runyon appear in the new picture "The Great White Way," a cosmopolitan picture woven in and around life on Broadway, just opened in New York. The production is based on H. C. Witwer's story, "Cain and Mabel."

Who's Who in the CONSOLIDATED PRESS



STUART P. WEST

STUART P. WEST, head of the financial staff of the Consolidated Press, has been writing a daily financial dispatch for twenty years.

Stuart P. West was the only financial writer in America who in March, 1923, gave warning that the advance in Wall Street had gone too far and that the buying movement in industries had been overdone. The sequel was the violent and prolonged decline on the Stock Exchange early in April.

All through June and July and early Autumn, when other writers were pessimistic, Mr. West told business men not to fear the Wall Street slump because there was nothing seriously the matter with the business situation. When other analysts were urging business men to retrench, Mr. West pointed out that there had been no credit overstrain and no general overpurchase of goods at inflated prices. The pronounced recovery in the closing months of the year 1923 confirmed Mr. West's analysis. His fore-shadowing of the fall of the French franc was a striking accomplishment.

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



CLARENCE

By CRAWFORD YOUNG

The Free Press, London, Ont.,
Can., is the new paper this week.

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

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

During 1923

The Cleveland PLAIN DEALER

published

19,211,808

Lines of Paid Advertising

(A gain of 2,029,272 lines over 1922)

This is the largest volume of
advertising carried by any
Cleveland newspaper

Exceeding Cleveland's
second newspaper
by 4,351,816 lines

Exceeding Cleveland's
third newspaper
by 5,719,700 lines

NATIONAL ADVERTISING FOR 1923

The Plain Dealer again carried approximately as
much National Advertising as ALL other Cleve-
land newspapers COMBINED—

3,973,816 lines

Exceeding Cleveland's
second newspaper
by 1,742,790 lines

Exceeding Cleveland's
third newspaper
by 2,198,602 lines

The Plain Dealer

1 Medium - 1 Cost **ALONE** *Will Sell It*

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

R. J. BIDEWELL CO.
Times Building
Los Angeles, Cal.
742 Market Street
San Francisco, Cal.

DAILIES CARRIED 70 PER CENT OF ALL NATIONAL ADVERTISING IN 1923

New York Paper Talks Cold Figures When Agency Questions Newspaper Prestige in "Foreign" Field—Magazines Lag Behind

NEWSPAPERS, as advertising media, are gaining in prestige, with present estimates indicating that 70 per cent of all national or foreign advertising for 1923 will be found in the columns of the daily press.

Thus does a New York newspaper reply to N. W. Ayer & Son, who recently wrote to larger journals of the country, seeking to sell their service "Advertising Advertising."

N. W. Ayer & Son, in their letters, ask the questions:

"Why is it that advertisers do not use the press to a greater extent, particularly the so-called 'foreign' advertisers?"

"Is it because there is a prevailing opinion on the part of advertisers that newspapers have little prestige, or because they think newspapers are suited only for advertising certain kinds of articles?"

"Are newspapers gaining in prestige with advertisers as fast as other mediums?"

Having unburdened its chest of these questions, N. W. Ayer and Son wonder if there is not "more or less complacency on the part of the publishers."

"Is anyone asleep?" is the final question asked.

Then the advertising concern proceeds to point out: "The one great way to increase the advertising prestige of newspapers is to make newspaper advertising pay the advertiser better than it has." Newspaper readers, the agency boldly assumes, must not be as responsive to the advertising as they should be.

But the New York newspaper dispels the worry clouds of the N. W. Ayer & Son by bright rays of facts.

Indeed, the newspaper suggests N. W. Ayer & Son's "most important statements are based upon faulty premises." Then categorical answers are given:

"Newspapers reached their peak in foreign advertising in 1920 when they carried space to the value of \$200,000,000," the New York newspaper states. "They held this in 1922, and from incomplete estimates at hand they will exceed it in 1923.

"Magazines also reached their peak in 1920, with \$110,767,000, a little more than half of the newspaper lineage. They lost 43 per cent in 1921, a little better than held their own in 1922, and will close 1923 with an estimated volume of \$96,000,000, still a loss of 15 per cent from the peak of 1920.

"In other words, present estimates indicate that 70 per cent of all national, or foreign, advertising for 1923 will appear in newspapers, which certainly isn't an indication of losing prestige.

"To reduce the question to a local issue, the newspapers of Greater New York gained nearly 5,000,000 lines of foreign business in 1922, and show an

estimated gain for 1923 of more than 4,000,000 lines."

"Is it because there is a prevailing opinion on the part of advertisers that newspapers have little prestige, or because they think newspapers are suited only for advertising certain kinds of articles?" N. W. Ayer and Son asks.

To this the same New York newspaper replies:

"The vast bulk of all advertised merchandise reaches the ultimate consumer through the department store or specialty shop, and the stiffest test to which the newspaper is subjected 365 days a year, not 12 times or 52 times a year, is to move the local merchant's goods for him within 24 hours after the appearance of his advertisement. No magazine in Christendom is ever subjected to this test, nor could it meet the requirements of the moment if the opportunity were given it. To question the efficacy of the newspaper in moving merchandise of every class and character is to raise a doubt as to the commercial sanity of 99 out of every 100 merchants in the country. New York merchants can cite, in support of this contention, their experiences during the 10-day pressmen's strike last September, when, without advertising in local newspapers, business came to a virtual standstill, and every conceivable subterfuge was undertaken to convey to the public the ordinary merchandising news of the day.

"I can give you no better evidence of the importance of the newspapers to the department stores than the following comparisons:

September Sales—		
New York and Brooklyn:		
1921	1922	Increase
\$26,000,000	\$31,000,000	19 per cent
1923		
\$32,000,000		3 per cent

"During the July preceding the pressmen's strike, New York department store sales gained 9 per cent over the preceding year. In August they gained 10 per cent, and in October, the month following the strike, they gained 11 per cent. The year-to-year gain in department store sales averages 8 per cent according to the figures of the Federal Reserve Bank of New York, so that a drop of 3 per cent during the strike month is of the utmost significance, representing as it does a loss of \$4,000,000 in gains as between the increase of 1922 and the increase of 1923.

"In commenting on this, the Monthly Review of the Federal Reserve Bank of New York, stated:

"The index of department store sales maintained by this bank, in which allowance is made for seasonal variations, year-to-year growth, and changes in prices, declined from 1 per cent above normal in August to 3 per cent below normal in September. Sales in New

York City were relatively smaller than those in other cities of the district due in part to the newspaper pressmen's strike which prevented stores from carrying out their usual advertising program."

Replying to the question: "Are newspapers gaining in prestige with advertisers as fast as other mediums?" the newspaper continues:

"It is unfortunate, but the latest really informative figures covering this question are the United States Census reports for 1921 which show:—

"I—That newspapers carried 77 per cent of all advertising, against 23 per cent for the magazines.

"II—That newspapers in that year gained 183 per cent in advertising over 1914, against a corresponding magazine gain of 117 per cent.

"III—That newspapers in that year gained 40 per cent over 1919, against a magazine gain of 0.3 per cent.

"IV—That newspaper circulation gained 2.3 per cent in 1921 over 1919, while the weeklies lost 26 per cent and the monthlies lost 8 per cent.

"Ordinarily, in an inquiry of this nature, the newspapers could be depended upon to stand on their own bottoms, without recourse to comparisons. But we notice no effort on your part to establish values, and we believe that industrial economy plays just as important a part in advertising as it does in any other phase of commerce. In any comparison between the newspaper field and the magazine field, the Saturday Evening Post is chosen not only because it is most representative of the opposing field, but because it offers a better value,

and therefore a fairer representation of its class, than any other publication in the weekly or monthly list.

"Let us assume the case of a manufacturer, and there are literally hundreds of similar instances, who is urged by his agent to contract for space in the Saturday Evening Post at a time when his distribution, by reason of his eastern factory and sales-contracts, hasn't progressed much beyond the Mississippi. He pays \$11 a line, and included in his purchase are the following absolutely blank territories so far as his product is concerned:

District	Per cent of Post Circulation	Cost per Line
Three Pacific States.....	9%	.99
Eight Mountain States ...	4%	.44
Four Southeastern States.	5%	.55
	18%	\$1.98

"Thus, the advertiser pays \$1.98 per line for advertising his goods in 15 states where he hasn't a chance of making a sale by reason of his 'spotty' distribution. How much better it would be for him to buy 616,300 circulation in 52 morning and evening dailies in Connecticut, Rhode Island and Vermont—territories where he already had distribution, where he could cover his trade through salesmen, and practically keep his eye on every sale.

Considerable comment among newspaper men resulted from the letter.

One publisher, while approving the high class character of the service in the past, insists that it should be modified to read "newspaper advertising."

GILMAN, NICOLL & RUTHMAN

Announce that they have been appointed National Representatives of

THE BRIDGEPORT POST & TELEGRAM

AND

THE BRIDGEPORT SUNDAY POST

EFFECTIVE JANUARY 7, 1924

GILMAN, NICOLL & RUTHMAN

Canadian Pacific Building
NEW YORK


Tremont Building
BOSTON

Tribune Building
CHICAGO

Monadnock Building
SAN FRANCISCO

We also represent the following leading Connecticut Newspapers
The Hartford Courant The New Haven Journal-Courier
The Waterbury Republican and American
The Meriden Record The New London Day

FIRST IN OHIO



For the first eleven months of '23 the Columbus Dispatch published 19,419,664 lines exceeding next Ohio newspaper (Cleveland) by over 1,900,000 lines.

The Columbus Dispatch regularly publishes more than double the news appearing in the other Columbus evening newspaper. That is why it has the

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

15,350,986



11,065,180 Lines of Local Advertising, which is 348,838 lines more than The News' best previous year, and 1,841,742 lines more than in 1922.

Daily Net Paid	2,671,004	Lines of National Advertising, which is 289,688 lines more than in 1922.
Circulation Over 75,000	1,614,802	Lines of Classified Advertising, which is 275,730 lines more than in 1922.

Sunday Net Paid
Circulation Over
80,000

15,350,986 *Total Advertising Lineage, which is 2,407,160 lines more than 1922, and 4,491,536 lines more than both of the other Birmingham newspapers combined.*

That's the Record Made by The Birmingham News During the Year Just Closed.

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
NEW YORK

J. C. HARRIS, JR.
ATLANTA

KELLY-SMITH CO.
CHICAGO

TENNIS STARS DEFEND THEIR NEWS WRITING

Tilden, Fischer, Condemn Association for "Professional" Threat—Declare Their Articles Promote Best Interests of Game

PHILADELPHIA, Jan. 10.—News that the United States Lawn Tennis Association might place the stigma of professionalism on tennis players who profit substantially by their writings brought a fusillade of condemnation on the part of Big Bill Tilden, Carl Fischer and other players in Philadelphia, who in their leisure moments are scribes.

Tilden has written fiction, books, special articles, and has covered many meets, while Fischer, though not profiting "substantially," has acted as correspondent for Philadelphia newspapers ever since he came into prominence and has written special articles.

Both Tilden and Fischer object on the grounds that the publicity given to the sport has made it better and cleaner, has brought more players into the field and has won national recognition for the game.

"The association has no right to prohibit amateurs from writing," said Tilden. "Furthermore, it has no right to prohibit the men from using their names."

"The ruling appears drastic and the game will probably suffer through the loss of tennis articles by men who know the game," said Tilden. "I personally do not see how it can affect me, as I was in the newspaper game three years before I competed in the national championships, and I have written continuously for newspapers and magazines since that time."

Mr. Tilden, although the rumor went about that he, Fischer, Vincent Richards, of Yonkers, and Frank Anderson, of Brooklyn, were being discriminated against, refused to comment on the political aspects of the case.

"There is a possibility that the U. S. L. T. A. can prohibit a man from using his title, but I cannot see how he can be prohibited from writing, which is an honorable and recognized vocation."

Fischer was equally indignant. He said that not the stars, but the game itself would be affected by the proposed ruling.

"It is my belief that the ruling serves no real purpose for good," said the left-handed star, who is rated among the "first ten" in the net game. "In the first place a man must know tennis to write it. The sport alone will lose by forbidding those who know the game to write about it."

"Bill Tilden's name over a story means that it is reliable and accurate. It means that a large number of readers will profit and that they will become interested in tennis. As for the commercial angle, there is very little in it financially. The players who write about tennis are paid poorly, and they do it mostly to aid the game."

GERMAN LANGUAGE DAILY SOLD

Col. Flynn, Oklahoma Publisher, Buys St. Louis Amerika

(By Telegraph to EDITOR & PUBLISHER)

ST. LOUIS, Mo., Jan. 10.—Control of Amerika, a German language morning newspaper, has been acquired by Col. J. D. Flynn, of Tulsa, Okla., who has announced he will issue it as a morning English and evening German paper, with a particular appeal to organized labor.

Col. Flynn said he expects to be able to start the English edition within the next 30 days, for which he will organize an entirely new staff. A new press and considerable equipment will be installed, he said. The present working force will remain intact.

The Amerika was organized in 1872, and is a \$300,000 corporation. In addition to its newspaper equipment, there is a job printing plant.

Col. Flynn has owned at various times, newspapers in Oklahoma City, Tulsa and Sapulpa, Okla. His last connection was

with the Sapulpa American. He was the Republican candidate for lieutenant-governor of Oklahoma at the last election. He was endorsed by organized labor. He states that he has no financial associates in the present enterprise.

Col. Flynn served on the staffs of 3 Oklahoma governors. His wife was formerly of St. Louis. Seventeen children have been born to the couple, 10 of whom are living.

PURCHASE RUMORS DENIED

St. Louis Star Declares Report of Its Sale "Utterly False"

(By Telegraph to EDITOR & PUBLISHER)

ST. LOUIS, Mo., Jan. 10.—Under the heading "Denying a Rumor," the St. Louis Star published the following in a box on the front page Thursday:

"Ordinarily the St. Louis Star would not dignify with a reply the circulation of baseless rumors. It is believed, however, that an exception should be made in the case of a rumor that has gained considerable circulation in the past two weeks to the effect that the Star has been or is about to be sold or consolidated with some other newspaper. This assertion has made its appearance in various forms since the publication in a local Ku Klux Klan organ in its Dec. 27, 1923, issue of a story that such a transaction had taken place. Both the story referred to, and the rumors which have followed it, are utterly false and without foundation. In fact the great bulk of the 103,000 staunch followers of the Star are not apt to be misled by these rumors, but for fear that some few might give credence to them, this denial is published."

Dailies Decreasing in Canada

With the absorption by the Guelph (Ont.) Mercury of the Guelph Herald which took place at the first of the year, only two cities in Ontario with populations under 50,000 are left with two daily newspapers, these being Kingston and Belleville. In 1915 there were 12 cities in Ontario under 50,000 supporting two dailies. In the all-Canada field at least 40 dailies have disappeared in the last 10 years. Commenting on the situation the Toronto Star says, "in some respects the results have been beneficial but whether local issues are discussed as vigorously as before is a question."

Florida Stores Banning Billboards

Wide publicity is being given in central Florida to the announcement of Yowell-Drew Company, operators of one of the largest department stores in Florida, located at Orlando, that their concern has just canceled the contracts for all their large road signs, which ran out Dec. 15. They are now being taken down. The announcement was made in the form of a letter to the Orange County Beautification Commission. Other large concerns doing away with road signs, the commission states, includes Dickson-Ives Company, Orlando department store operator; the Orange County Citrus Sub-Exchange of the Florida Citrus Exchange.

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

A Food Medium

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

Circulation 36,237 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

CANADIAN PUBLISHERS CANCEL ST. JOHN WIRE

Action, Effective March 31, Voted at Halifax Meet—Follows Loss of Government Subsidy—To Study Wire Situation

A special meeting of the daily newspaper publishers of eastern Canada, members of the Canadian Press, was held in Halifax, N. S., Jan. 4. The meeting was called to discuss the withdrawal of the Canadian government subsidy of \$50,000 annually.

A resolution was passed ordering the cancellation of the Montreal-St. John leased wire, effective March 31, 1924, as it was agreed that because of the increased cost and unfavorable economic conditions in the maritime provinces of New Brunswick, Nova Scotia and Prince Edward Island, it would be impossible to continue the service, after that date, without the federal grant.

It was also agreed that deep study be given to the question of providing wire news for the maritime provinces' daily newspapers, and a committee be appointed to bring in a report to a subsequent meeting. The cost of providing news by wire was considered prohibitive owing to the long haul. The withdrawal of the subsidy has created the most serious problem the publishers of daily newspapers in the eastern Canadian territory have ever been called on to cope with.

Attending the meeting were: E. Norman Smith, of the Ottawa Journal, president of the Canadian Press; J. F. B. Livesay, of Montreal, general manager of the Canadian Press. The presiding officer was G. F. Pearson, of the Halifax Chronicle, who is second vice-president of the Canadian Press. Others in attendance were: J. W. Sutherland, New Glasgow (N. S.) News; W. H. Dennis and A. W. Robb, Halifax Herald and Mail; J. C. Keating, Moncton (N. B.) Times; J. D. McKenna, St. John (N. B.) Telegraph-Journal and Times-Star; J. H. Crockett,

Fredericton (N. B.) Gleaner; F. B. Ellis, St. John (N. B.) Globe, a member of the board of directors of the Canadian Press; P. C. Black and George Zwicker, Amherst (N. S.) News; O. L. Barbour, Moncton (N. B.) Transcript; H. P. Buchemin, Sydney (N. S.) Post; C. C. Blackadar, Halifax Recorder.

Canadian Dailies Plan 1924 Meet

Tentative arrangements are now being made by the Canadian Daily Newspapers Association for the holding of the 1924 annual meeting in Vancouver. This will involve an excursion to the Pacific Coast by Eastern Canadian publishers. The draft itinerary covers visits to Edmonton, Jasper Park and Prince Rupert, with a run by boat from Prince Rupert to Vancouver. The return will be by way of Banff and Calgary. The meeting will probably be held during the first week of June. The Canadian Press, membership in which is nearly identical with that in the C. D. N. A., will also hold its annual meeting in Vancouver during the same week.

Seeking Canadian Press Franchises

At its meeting in Toronto next month the board of directors of the Canadian Press will have before it 3 applications for membership which may give rise to considerable debate. The Southams of Hamilton, who own or control the Hamilton Spectator, Ottawa Citizen, Winnipeg Tribune, Calgary Herald, Edmonton Journal and Vancouver Province, are seeking a franchise for an evening paper in Windsor, Ont. The two Oshawa, Ont., papers, the Telegram and the Reformer, are entering the daily field and are applying for telegraphic service.

Chelsea (Mich.) Papers Merged

Chelsea (Mich.) Tribune has been merged with the Chelsea Standard, and will be issued in the name of the Chelsea Standard in the future. The Tribune has been issued twice a week in the past but will be converted into the weekly issue of the Standard.

First in 1923

The New York Times continues to lead all New York newspapers in volume of advertising. No newspaper in the world publishes a greater number of high class censored announcements. Its readers form the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper.

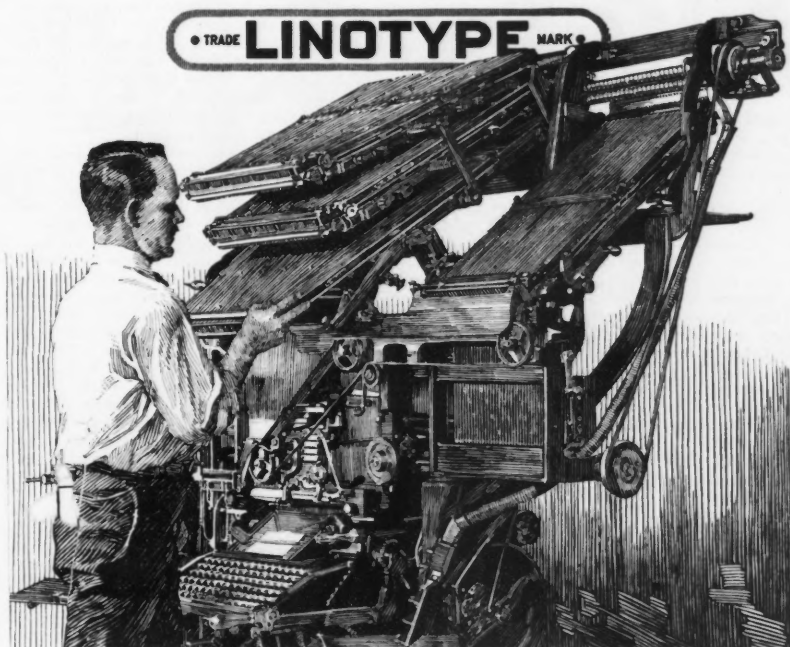
Advertising Record for 1923

	Agate Lines
The New York Times	24,101,226
Second New York morning newspaper....	17,370,838
Third New York morning newspaper....	12,977,964
Fourth New York morning newspaper....	11,067,210
Fifth New York morning newspaper.....	9,590,400

The excess of The New York Times over the second New York newspaper is 6,730,388 lines and the volume published by The Times is over 3,000,000 lines more than the combined total of the two other newspapers popularly classed with The Times as to quality of circulation.

The average net paid daily and Sunday sale of The New York Times is more than 350,000 copies. On Sunday the sales exceed 575,000.

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION



Quick Magazine Changes

The first Linotypes were one-face, one-body machines. Today Linotype composition is as flexible as hand composition. The Linotype operator brings any magazine on the machine into operation instantly. Complete changes of magazines are made by simply lifting off and on from the front of the machine.

This greatly increased usefulness has resulted from a long series of Linotype inventions, such as the Quick-Change Magazine, the Split Magazine, the Front Removability of All Magazines, the Automatic Matrix Locking Bar.

Users of forty-six thousand Linotypes throughout the world are profiting daily from the Linotype Company's policy of constantly developing the Linotype to meet today's needs.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

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

The Circulating Matrix
The Slug (Complete Line of Type)

The Spaceband
The Power-Driven Keyboard

The Two-Letter Matrix
The Quick-Change Magazine

The Auxiliary Magazine

The Split Magazine

The Front Removal of Magazines

The Multiple-Magazine Machine

The Seventy-two Channel Magazine

The Display Machine

The Text-and-Display Machine

The Multiple Distributor

The Two-Pitch Distributor Screw

The Universal Mold

The Four-Mold Disk

The Recessed Mold

The Automatic Font Distinguisher

The Universal Knife Block

The Universal Ejector

The Sorts Stacker and Multiple Sorts Stacker

The Forty-two-Pica Measure Machine (1897)

Linotype Typography
AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to
Space Buyers

XIII.—SPOKANE—Hub of an Inland Empire

By HARRY R. DRUMMOND

IN describing commercial New York City one would quite naturally dwell upon Fifth avenue, Broadway, Thirty-fourth street, Forty-second street, Twenty-third street, Fourteenth street, Fifty-seventh street, One Hundred and Twenty-fifth street and One Hundred and Eighty-first street—not because they are typical, but rather because they are out of the ordinary—and worthy of special attention.

In crossing the continent certain trade centers have been selected for special consideration, not because they are typical—for they are not; not because they compare with others—for they do not—but, because of something local, because of some extraordinary circumstance they are distinctive and unusual.

There is an erroneous impression that trading centers may be intelligently gauged by comparing population statistics—or bank statistics. This is downright foolish, and can not be seriously considered by anyone who has taken the trouble to investigate.

Such figures may be accurate—probably are—but while important, have little or no real bearing on the market conditions of any city.

A case in point is Spokane, Washington. Spokane has a smaller population than has Hartford, Bridgeport or New Haven, Connecticut; Cambridge, Fall River or Lowell, Mass.; Camden, Trenton, Jersey City or Paterson, N. J.; or Albany, N. Y., and yet, being more than 300 miles from any city even remotely approaching it in size, Spokane, as the hub of a tremendous inland empire, far outranks any of these cities as a retail center.

Spokane as a city had 104,437 inhabitants in 1920 and it is now estimated to have in excess of 116,000.

Of this population 78.2% are native born whites; 19.6% foreign born whites; 1.2% negroes and 1% Asiatics.

The foreigners come in the order named from England, Canada, Germany, Ireland, Italy and Scandinavia. The per cent illiteracy is but .08% and the non-English reading 4%.

Comparing these figures with those of cities of similar size on the eastern coast Spokane averages very, very high indeed.

Spokane is 348 miles from Butte; 309 miles from Seattle; 368 miles from Portland and 1,136 miles from San Francisco and for 150 miles north, south, east and west, has no competition as a retail market—which sets Spokane apart and by comparison with eastern cities of equal size makes it prominent on the commercial map.

There are 27,178 families in Spokane. For the housing of these families there are 22,325 detached residences, numerous apartment buildings and the Davenport Hotel—12,500 of these homes are tenant owned, attesting the stability and permanence of the residents.

Spokane is 1891 feet above sea level and occupies 25,120 acres or 39½ square miles.

There are 325 factories of various kinds in Spokane, employing 12,500 people, with a combined payroll of \$15,000,000 and an output valued at \$108,787,191 annually.

Lumber, flour, paper, meat products and food products make up the bulk of the manufacturing in Spokane.

There are 38 public schools, with an enrollment of 17,005, two high schools with 4,897; two junior high schools, 8 parochial schools, 2 universities and 27 other private educational institutions with a total enrollment of 29,506.

There are 140 churches in Spokane housing practically all the religious denominations.

Two legitimate theatres, two vaudeville houses and nine motion picture houses furnish amusement for theatre loving Spokane.

Five trunk line railroads—The Canadian Pacific, Union Pacific, Chicago, Milwau-

kee and St. Paul, Great Northern and the Northern Pacific, enter Spokane which is by the way, the hub of more railroad mileage than any other point west of Omaha.

In 1918 the Interstate Commerce Commission readjusted freight rates for Spokane. That year Spokane did a jobbing business of \$50,000,000. Four years later, under the new rates this jumped to \$181,000,000 making Spokane a jobbing center of tremendous importance—in fact permanently establishing it as one of the big jobbing cities of the country—with 234 wholesale houses.

There are 52 steam passenger trains and 36 electric passenger trains into Spokane daily and the automobile traffic is—well.

There are 28,608 automobiles in Spokane proper, and 66,000 in Spokane's trading territory, and, in addition, there are 111 miles of street railway track over which 150 street cars run.

All of this goes to show that Spokane is pretty much of a city—and one might begin wondering what makes Spokane a city—what feeds Spokane.

Uninterrupted, almost any Spokane man would unblushingly testify that Spokane's influence extends from the center of the Pacific Ocean to a point somewhere close to Chicago and from Nome, Alaska perhaps, to just south of Paso del Norte—but, not being Spokaneese, we are going to be ourselves and squeeze the territory down to 150 miles, north, south, east and west of Spokane, and probably find in this restricted territory—restricted to a distance equal to that between New York and Scranton, Pa., or Mauch Chunk, Pa., or Lancaster, Pa., or Albany, N. Y.—and more than half again as far from New York to Philadelphia a population of 533,598 people, centered into 130,145 families, occupying 522 towns and villages and having 10,085 miles of improved roads, on which to wheel their 66,000 automobiles into Spokane to buy their Hart Schaffner & Marx or Kuppenheimer suits, their Wooltex cloaks and suits, their Douglas shoes, their Vassar or Merode undies, their Interwoven or Onyx hosiery, their Ford or Rolls Royce cars and their Spearmint chewing gum.

This 150 miles of territory depends upon agriculture, mining and lumbering to furnish pin money for the women folks to spend on trifles.

Agriculturally this territory, in 1922 produced on farms and orchards \$230,000,000 worth of products—\$55,000,000 worth of dairy products and the lumbering industry ran to \$45,000,000 while the mining amounted to \$55,000,000.

As a side line, so to speak, 37,000,000 pounds of wool was clipped from sheep in this 150 miles—selling for some \$15,000,-

000, making the new wealth production \$400,000,000 for the year which means something like \$75.00 for every man, woman and child if divided equally.

The apple crop shipped from Spokane goes all over the country and finds a ready market, for Washington apples are now as famous as Washington cherries were from the time George cut down the cherry tree until Mr. Volstead cut out the Manhattan cocktails.

Spokane is the center of the nation's greatest water power, much of which is as yet undeveloped. The Spokane river, one hundred miles in length, now has 7 power plants and these 7 plants develop 186,280 horse power.

Most of these plants are the property of the Washington Water Power Company, a local concern and one of the few public service corporations that is managed by human beings and will listen to reason.

This power is placed on the market at rates which go a long way toward developing manufacturing industries in Spokane and is one of the big assets of the city and country. The rates are so low that many housewives use electricity in the kitchen for cooking in preference to gas.

Now having established an excuse for the existence of Spokane as a retail distributor let us see what it amounts to.

Riverside, Main and Sprague avenues, running parallel, east and west, for 10 blocks and the side streets for two blocks along the way form some 50 blocks of the heavy sugar retail trading district.

There are in all, some 1,075 retail stores in Spokane. Six big department stores rank as follows: Crescent, Culbertson's Kemp & Hebert, The Palace, Blakeley's and the White House. Collectively these stores do some \$11,000,000 a year.

The stores are well built, good looking up-to-date, but very little really style merchandise is shown or sold. Frankly, Spokane is not a well dressed city. The citizens wear good clothes, but carelessly. Spokane business men are tremendously public spirited. They quickly buy anything that is for the good of the community—although they want to be shown.

They work together, in packs or drove—usually called committees—and they are the liveliest bunch of go-getters you could imagine.

If anyone could sell them the idea of dolling up, nine out of ten people would go to dinner at home in Tuxedos and patent leather dancing pumps instead of shirt sleeves and slippers.

Spokane homes average high. There are no tenement districts and very few pretentious mansions. The people live well—but not ostentatiously. There are some pretty rich men in Spokane but they have not learned how to be anything but just regular folks and it is hoped they never will learn, for it is simply wonderful to see how these masters of finance and business are so darned American—if you please—just decent and human and not stuck up in any way.

Spokane is a market, all right, but it is a market for medium grade merchandise—solid, substantial—plain, but good quality.

The And Spokane is not through growing.

It is worth mentioning that each year people move away from Spokane—but not far. Quite a lot of the Spokane agricultural and fruit land is farmed by former residents of Spokane who, getting the itch for the farm, and knowing from experience how profitable it is, reverse things and leave the city for the farm—which is a good sign.

The Kansas City Star Continues to Grow!

The Star is the only newspaper in Kansas City to show a gain in paid circulation during 1923!

These figures tell the story:	1923	1922	Gain
Evening & Sunday aver.	239,218	227,536	11,682
Morning average	233,327	221,479	11,848

And 1923 was the record year for The Star in advertising lineage. During this year this newspaper printed 26,465,536 lines of paid advertising—a gain of 2,144,787 lines over 1922—and 1,776,736 lines over 1920, the previous high mark.

These records not only reflect Kansas City's growth, but also indicate its ever increasing prosperity. It further indicates that Star advertisers, local and foreign, have found Star advertising profitable.

THE KANSAS CITY STAR

A MARKET MAGNET

for

Electrical Sales

Buffalo—where cheap electrical current rates, made possible by Niagara Falls power make electrical appliance selling easy when combined with judicious newspaper advertising. All you need is the pulling power of the BUFFALO EVENING NEWS ALONE.

A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS

Edward H. Butler
Editor and Publisher
KELLY-SMITH CO.

National Representatives

Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

The Best of Circles In North Carolina



Served by the

The News Paid Circulation in Greensboro to Double That of Any Other Newspaper

GREENSBORO DAILY NEWS Circulation 43,525

France Will Not Agree To Reduction Of German Debt Or Allow Reparation Commission To Be Divested of Power

AMERICA'S ENTRY INTO REPARATION MEANS SHE WILL AID ONE COUNTRY

TWO MILLION DOLLAR HOME OFFICE BUILDING OF JEFFERSON STANDARD LIFE INSURANCE COMPANY IN GREENSBORO IS NEARLY COMPLETED

JEFFERSON STANDARD MOVING INTO ITS TWO MILLION DOLLAR HOME

GREENSBORO DAILY NEWS

THE ONLY A. B. C. Newspaper in Greensboro

GREENSBORO

NORTH CAROLINA

The Center of "The Best of Circles"
Has a Population of 43,525 U. S. Census 1923

Change your figures accordingly. For years Greensboro, North Carolina, has been shown in the census figures as a city of less than 20,000 because of small city boundaries. The growth of this city in the last decade has been so rapid that two-thirds of the population have resided outside of the city limits. By an act of the North Carolina legislature the limits of Greensboro were extended on March 15th, 1923, and a special census by the United States Government, announced April 29th, 1923, credits Greensboro with 43,525 population.

A Population — A Prosperity — A Newspaper

Three Facts which Give to a Circle With a Fifty-Mile Radius and the Center in

GREENSBORO

An Unassailable Claim to the Title, "The Best of Circles" in North Carolina

Greensboro is a combined Jobbing-Industrial-Educational city. Its central location and excellent railroad facilities—on the double track system of the Southern Railway with lines radiating from it in seven directions—make it an ideal distributing point for the Carolinas, in fact for the entire Southeast. Because of its unusual accessibility, upwards of 1000 traveling men make Greensboro their headquarters.

Greensboro has the home offices of the largest life and fire insurance companies of the South. Tobacco is raised extensively in this vicinity and Greensboro is one of the big warehousing points for this important crop. A big percentage of the entire cotton crop of the South is warehoused and sold through Greensboro. The largest denim mills in the world are located here, an important part of a great textile industry that operates throughout the eastern and central sections of the state. Furniture, terra cotta products, brick, cigars, proprietary medicines, fertilizers, overalls, elevators and candy represent other principal manufactured products.

Hard Surface Highways a Big Factor

Forty-seven exclusive jobbing houses with a total volume in 1922 of \$24,000,000 are located here. Over four hundred and fifty retail stores serve an influx of shoppers from all points of this circle.

Because of the high character of these stores Greensboro is the popular shopping center of "The Best of Circles." Hard surface highways connect Greensboro with more than a hundred towns. Motor bus lines running on regular schedules bring into Greensboro with daily regularity large numbers of shoppers from these outlying towns. Sixty-six passenger trains daily bring shoppers from every point of this area and get them home again the same day.

Concentrated Buying Power Found Within "The Best of Circles"

Its widely varied production gives "The Best of Circles" a unique economic advantage. Dependent on no one line of activity, business slumps or "hard times" are practically unknown. A steady year-round payroll of only slight fluctuation gives the people within "The Best of Circles" a spending power seldom found in such a restricted area.

Fourteen of the principal institutions of learning of North Carolina are within the "Best of Circles." Seven of these are in Greensboro and enroll the greater percentage of the total student body of the "Best of Circles" for state and denominational schools and colleges.

THE GREENSBORO DAILY NEWS

Occupies an enviable position in this rich section. The circulation of this newspaper (Six months ending October 1st, net average paid circulation: Over 21,000 daily; over 29,000 Sunday) while state-wide, centers in "The Best of Circles" and is easily the

dominating factor in the dissemination of news and advertising for this area. Without the Greensboro Daily News this circle would not be so far superior to many other circles of equal area. It is the com-

bined density of population, year-round prosperity and the influence of such a newspaper as the Greensboro Daily News that makes this area "The Best of Circles" and worthy of your thoughtful consideration.

Representatives: Cone, Hunton and Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City, Los Angeles. Geo. M. Kohn, Inc., Atlanta.

ACCURACY—Initiative—Courage—Thoroughness—Enterprise—Independence

Exclusive News

Reliable Cable Reports
Unusual Special Articles

EVERY FEATURE OFFERED IN THIS SERVICE IS
USED BY THE WORLD IN ITS OWN COLUMNS.

Satisfied clients using the World service include:

Washington Post
Detroit News
Philadelphia Inquirer
Cleveland Plain Dealer
New Orleans Item
Toledo Times
Denver News
Salt Lake City Telegram
Knoxville Sentinel
Peoria Journal
Mobile Item
Tacoma Tribune
Richmond Times-Dispatch
Fort Worth Star-Telegram
Oakland Tribune
Lincoln State Journal
Dayton News
San Antonio Light
Atlanta Journal
Springfield Union
Providence Journal
Philadelphia Public Ledger
St. Louis Post-Dispatch
Boston Globe
Baltimore Sun
Pittsburgh Post
Memphis Commercial Appeal
Cleveland Times
Louisville Courier-Journal
Milwaukee Journal
Portland Oregonian
Philadelphia Bulletin
Philadelphia Record
Seattle Times
Los Angeles Express
Dallas News
Scranton Republican
Atlantic City Press-Union
Cincinnati Enquirer
San Francisco Bulletin
Chicago Journal
New Orleans States
Atlanta Constitution
Milwaukee Sentinel
Buffalo Times
Des Moines Tribune
Syracuse Herald
Indianapolis Star
Minneapolis Journal
Cleveland News
Boston Post
Cincinnati Commercial Tribune
San Francisco Chronicle
Kansas City Star
Omaha Bee
Omaha World-Herald
Buffalo Courier
Rochester Herald
Louisville Post
Montreal Star
Melbourne Herald
Toronto Mail & Empire
Buenos Aires La Nacion
Tokyo Asahi Shimbun

The cable reports in **The World** Service include not only the news gathered by experienced correspondents like

JOHN L. BALDERSTON, LONDON
FERDINAND TUOHY, PARIS
ARNO DOSCH-FLEUROT, BERLIN
BEATRICE BASKERVILLE, ROME

but also the thought and opinion of Europe interpreted by such competent writers as

WILLIAM BOLITHO, CLARE SHERIDAN, SAMUEL SPEWACK.



Offers the tested Features that

F. B. KNAPP
Manager World Syndicate

Features of Unusual Cultural value, offered exclusively by THE WORLD SERVICE
Broun, "F. P. A.," Deems Taylor, Quinn Martin, Forbes Watson and Laurence
Washington Service including "A Looker-on in Washington," and a useful "Line

and

The New Leader
in Sunday Comics

THE MAN IN THE BROWN DERBY

By H. T. Webster

Introduced only a few weeks ago, this funny human Sunday comic page
already has become nationally famous.

Here are some of the comments made:

Irvin S. Cobb:

"Webster has always been one of my favorite humorous artists, but it seems to me that in 'The Man in the Brown Derby' he has even out-Webstered Webster. It's Webster unabridged—if you get what I mean."

C. B. Blethen, Seattle Times:

"We consider Mr. Webster's cartoons one of the strong features in the Seattle Times and feel sure 'The Man in the Brown Derby' will make a big hit with our readers."
Loren Palmer, managing editor of Collier's:

"I never saw anything of Webster's that did not make me happy. He is philosopher and story teller combined. He provides not only laughs but understanding. I can sincerely congratulate you on the new feature."

H. R. Galt, St. Paul Pioneer Press:

"'The Man in the Brown Derby' is one of the cleverest cartoons produced in recent years. Webster has crowned his long list of successes with his latest comedy."

A. F. Allen, Sioux City (Ia.) Journal:

"Confident that 'The Man in the Brown Derby' will go over big and win instant popularity. Webster's cartoons and comics are excellent because so human. It is like holding the mirror up to nature. People see reflected in these caricatures their own unconfessed foibles and weaknesses, all portrayed with irresistible good humor."

L. S. Levy, Oakland (Cal.) Tribune:

"'The Man in the Brown Derby' is rich contribution to the Sunday comic field and should duplicate the popularity of the daily Webster cartoon."


For samples of Webster's New Colored Sunday
Derby," and price for your territory, write to



Room 1111, —63 Pa

Dependence-Importance-Timeliness-Interest-Truthfulness-ACCURACY

SERVICE for 1924

that make The  World famous.

R. E. MOYER
Manager World News Service

D SERVICE include Heywood
laurence callings—A complete
eful "Business News" Service

THE RBY

c page

he cleverest
as crowned
ly."

'rby' will go
's cartoons
It is like
reflected in
and weak-
mor."

contribution
e the popu-

red Sunday Comic Page, "The Man in the Brown
write to

World Syndicate

—63 Park Row, New York.

Best Comic Features

Live Magazine Pages

A Blanket Service

FEATURES GOOD ENOUGH FOR THE WORLD TO
USE ARE GOOD ENOUGH FOR YOU TO CONSIDER
USING.

Ask The World
Service about
Leased Wire and
Pony News Re-
ports.



Other
COMIC
Features
by
Frueh,
Ketten,
Dirks,
Locher,
Mager,
Vic
Brinkerhoff
Counihan,
Gross,
Whittington

And the famous "Metropolitan Movies," to
which many talented artists contribute.

Leading papers already using
H. T. Webster's cartoons,
daily or Sunday, include:

- Philadelphia Public Ledger
- St. Paul Pioneer Press
- Seattle Times
- Kansas City Star
- Cincinnati Times-Star
- Washington Star
- Omaha World-Herald
- Pittsburgh Post
- Buffalo Express
- Syracuse Post-Standard
- Rochester Journal-Post Express
- Atlanta Journal
- Houston Despatch
- Milwaukee Sentinel
- Rochester Herald
- Fort Worth Star-Telegram
- Sioux City Journal
- Oakland Tribune
- Indianapolis Star
- St. Joseph News Press
- Providence Journal
- Bridgeport Post
- Louisville Post
- Oklahoma Oklahoman
- Springfield Republican
- Sioux Falls Argus Leader
- Des Moines Register-Tribune
- Charleston Gazette
- Brockton Times
- Troy Record
- Colorado Springs Gazette
- Nashville Tennessean
- Beaumont Enterprise
- Peoria Transcript
- Johnstown Tribune
- North Adams Transcript
- Norfolk Ledger Dispatch
- Rome (N. Y.) Sentinel
- Watertown Times
- Meriden Journal
- Amsterdam Recorder
- New Haven Register
- Worcester Gazette
- Youngstown Vindicator
- Joliet News
- Portsmouth Sun
- Richmond News Leader
- Akron Times
- Quincy Whig Journal

Attention of the publishers and editors of evening newspapers
is especially directed to

The Evening World BLANKET SERVICE

that supplies mats, not only of good comics, but also of readable
human interest features that make circulation. Samples of this
service will be sent on request.

BECKWITH, DEAN OF SPECIALS, FOR 43 YEARS HAS BUILT ON "SERVICE"

By ROSALIE ARMISTEAD HIGGINS

MANY are the contributory causes responsible for a man's success, but if you look deep enough you will find there is usually one dominating factor which has made him an outstanding figure in the business world.



J. T. BECKWITH

Sometimes it is an ambition to be a leader of men, sometimes it's necessity, again it may be the desire for wealth, or perhaps any one of a dozen things, but it can nearly always be found. In the case of J. T. Beckwith, president of the S. C. Beckwith Special Agency, the oldest firm of special representatives today, it has been a steadfast devotion and admiration for his brother Sam, who founded the business, and the unswerving determination to continue the building of that business upon the principles of honesty and truth which were synonymous with the name of Sam Beckwith. Any of the old timers in the special agency game will tell you, to use the familiar expression, that "Sam Beckwith was all wool and a yard wide."

They will also tell you that J. T. Beckwith has followed in his brother's footsteps, with the result that today he is one of the most respected and best liked men in the business of special newspaper representation.

J. T. Beckwith was born in Cambridge, Md., in 1867, and received his education in that little city, graduating from Cambridge Academy. At the age of 18, he left Cambridge and came to New York, where he obtained his first job and the only one he has ever had. It was with his brother Sam, and from that day to this, J. T. Beckwith has been with the S. C. Beckwith Special Agency.

Sam Beckwith had come to New York in 1880 as an advertising solicitor for the Baltimore Bulletin. His office was at 13 Park Place.

The next paper he added to his list was the Kansas City Times, and he was their first New York representative at the magnificent sum of \$25 a week. There was a difference of 11 years between the elder and younger Beckwith, and so it was but natural that J. T. Beckwith should become associated with his brother, for he was more like a father to him. When the company was incorporated, J. T. Beckwith was made secretary and treasurer, but, according to his own statement, he worked as hard seeking pleasure as he did seeking business.

Then on June 20, 1905, a crushing blow came. S. C. Beckwith was one of 20 persons whose lives were snuffed out in the wreck of the Twentieth Century at Mentor, O.

J. T. Beckwith immediately changed his habits. He resigned from his clubs, he gave up his pastimes—he had no time for these things. The business of the S. C. Beckwith Special Agency must go on, as his brother had planned. He devoted every moment to it, and found his pleasure in the keen satisfaction that year by year it was growing into a bigger and better business.

In speaking of his brother's death, Mr. Beckwith said: "Just a little while before we were discussing business affairs and how much business we would have done when the end of the year came. The year previous we had fallen a little short of the million dollar mark, and Sam exclaimed enthusiastically he believed we would reach that figure at the end of the year. We did, but he never lived to see it. Last year we paid to our publishers more than \$3,000,000 in cash. I wonder what Sam would have thought of that. We have built our business on absolute honesty with publisher and ad-

vertiser. We always check the interest of the publisher, just as we do the advertiser, and last year we paid to our publishers more than \$7,000 above what they billed us for.

"I have heard many expressed opinions about advertising conditions today and those of yesterday. The extraordinary changes in the growth of business, the expansion of the country at large, would lead one rather naturally into the idea that as commerce advanced and business widened its scope, so advertising, the handmaiden of business, should have changed with them. But has it? Both business and advertising are only co-ordinated forms of salesmanship, and I personally cannot see any difference in selling advertising at the present time and 25 or 30 years ago. It is the individual, after all, who must sell everything. The individual writes the copy with reader appeal behind it, and this has never changed.

"There is only one way of stating a fact or telling the truth. It must be simple, forceful, terse, and carry conviction to win. That is exactly what selling newspaper space means, also.

"I have always held that you can make good advertising men simply by teaching them confidence and making them understand the meaning and value of service.

"Personally, I do not believe there is such a thing as advertising theory. Advertising practise is our only real guide, and so, in telling our publishers we give them 'Beckwith Service,' for instance, that is the whole works of our organization. The keenest man to show appreciation of service is the advertiser, and next to him is the publisher.

"If I were asked to name the dominating thing behind our 43 years of success with our publishers, it could all be summed up in the foregoing thoughts on service, coupled with three cardinal virtues of successful business, system, energy and perseverance.

"Looking back down the road over which we have traveled nearly half a century, I find that the rough spots have been many, but the way has been straight. I could not find a better incentive for the future than our record. It is the stimulus that drives us ahead.

"A word aside from these personal views. I feel that newspaper advertising, with all of the pounding that it has had from opposing forces, which are increasing all the time, is strong enough to continue to make advances and to be the greatest power in publicity, because it is the closest-knit to the heart of mankind."

The S. C. Beckwith Special Agency maintains offices in New York, Chicago, Detroit, Kansas City, St. Louis, Atlanta, San Francisco and Los Angeles, and employs 27 advertising solicitors.

J. T. Beckwith is president and treasurer; R. W. Beckwith, vice-president and general manager, and Thomas F. Flynn, secretary.

It has represented the Salt Lake Tribune and the Leadville (Col.) Herald-Democrat for 40 years. It is not an unusual thing for a publisher to make a 10 years' contract with the Beckwith Agency, and one recently made a unique contract which read "as long as you are in business." Certainly this is a record

to be proud of, and J. T. Beckwith has every reason to feel that he has indeed "carried on."

To Honor Sir Charles Higham

Six Point League has planned a luncheon in honor of Sir Charles Higham, English advertising man, to be given at the Waldorf Hotel, New York, Jan. 18, at 12.30. Joseph Finley, of Story, Brooks & Finley, president of the league, will preside. Sir Charles will be the chief speaker.

New York Agency Elects

At a meeting of the stockholders of Edwin Bird Wilson, Inc., Advertising Agency, New York, Jan. 7, directors were elected as follows: Edwin Bird Wilson, Edward J. Byrnes, George Kinner Reed. The directors elected the following officers: Edwin Bird Wilson, president; Edward J. Byrnes, vice-president and treasurer; T. D. MacGregor, George Kinner Reed, Robert Ball, and John C. Madden, vice-presidents; Alice M. Darragh, secretary; Charles T. Sweeny, assistant treasurer.

To Publish Sunday Radio Section

New York Herald, commencing Jan. 13, will publish a Sunday Radio section in magazine shape. R. P. Clarkson will conduct a page feature, entitled "Behind the Panel."

Timberman Heads Chicago Office

A. R. Timberman is now manager of the Chicago sales office, Ault & Wiborg Company, Cincinnati, printing inks and lithographic supplies.

Capper's Weekly to Be Tabloid

Commencing Jan. 19, Capper's Weekly, Topeka, Kans., and Washington, D. C., will be published in tabloid size, according to an announcement made by L. R. Booth, advertising department. The paper will have four columns 13 3/4 inches deep. Simultaneously the circulation guarantee will be increased from 900,000 to a million, and the column width from 2 1/6 to 2 5/16 inches. No increase in advertising rate has been announced.

Negro Editor Fined for Libel

As the outgrowth of an editorial attack on Thomas Campbell, negro attorney, made by Victor Walker, negro, editor of the new American weekly negro newspaper published at Denver, Colo., Walker was recently fined \$250 and costs on charges of criminal libel. A motion for a new trial was denied. Walker will appeal his case to the Supreme Court. He was granted a 60-day stay of execution.

Stockholm Publisher Visits U. S.

Karl Otto Bonnier, Scandinavian publisher, and his wife are visitors at Miami Beach, Fla. Mr. Bonnier is in America primarily on business. He is here also to study American publishing methods. He is decidedly interested in American newspapers. Among his purchases while in this country has been a new rotary press for one of the newspapers he controls, the Stockholm Dagens Nyheter (Daily News).

Low Rate— per line? or per sale?

By extending its uniformity of rate for national and local advertising to classified advertising, the January Rate sheet of the *Boston Evening Transcript* becomes practically unique.

A higher rate for National advertising is, in effect, a subsidy to the local advertiser.

Yet with this subsidy absent in the case of the *Boston Evening Transcript*, local advertisers—who are on the spot and know relative values by the cost per sale rather than the cost per line—continuously increased their purchases of space in 1923 over preceding years.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

In
New Orleans
it's
**THE
ITEM**

Even if Every Family in NEW ENGLAND

Does Not Own Its Own Home
Nearly

40% Do

How does that compare with your territory? Find out, then draw your own comparisons for advertising guidance.

There are over 1,250,000 homes in New England for 1,703,812 families. You can get over 2,000,000 daily circulation in the newspapers to carry your message where population is thickest and results are quickest.

Let These People See Your
Advertising NOW
in These

NEW ENGLAND DAILY NEWSPAPERS

MASSACHUSETTS—Population, 3,852,356			
	Circulation	3,500 lines	10,000 lines
**Attleboro Sun(E)	5,344	.0275	.0175
†Boston Globe(M&E)	282,437	.45	.45
†Boston Globe(S)	322,418	.55	.55
**Fall River Herald(E)	14,020	.045	.045
**Fitchburg Sentinel(E)	11,191	.055	.045
**Haverhill Gazette(E)	15,500	.055	.04
**Lynn Item(E)	16,498	.06	.045
††Lowell Courier-Citizen and Evening Leader(M&E)	21,098	.06	.06
**New Bedford Standard-Mercury(M&E)	32,425	.08	.08
**New Bedford Sunday Standard (S)	26,087	.08	.08
†North Adams Transcript.....(E)	9,334	.0375	.03
††Pittsfield Eagle(E)	16,007	.04	.035
†Salem News(E)	20,702	.09	.07
Taunton Gazette(E)	8,288	.04	.08
**Worcester Telegram-Gazette(M&E)	80,506	.24	.21
**Worcester Sunday Telegram..(S)	46,589	.18	.15
MAINE—Population, 766,014			
††Bangor Daily Commercial....(E)	14,448	.05	.04
**Portland Press Herald....(M&S)	82,473	.08	.08
**Portland Express(E)	28,400	.10	.07
**Portland Telegram(S)	28,734	.10	.07
(Sunday Edition Express)			
††Waterville Sentinel(M)	5,888	.085	.025
NEW HAMPSHIRE—Population, 443,683			
**Concord Monitor-Patriot(E)	5,178	.0375	.025
††Keene Sentinel(E)	8,422	.08	.024
**Manchester Union Leader..(M&E)	28,277	.10	.07
RHODE ISLAND—Population, 804,897			
††Newport Daily News.....(E)	6,580	.0838	.0293
**Pawtucket Times(E)	24,453	.10	.08
†Providence Bulletin(E)	81,238	.15	(A),.215
**Providence Journal(M)	35,129	.09	(A),.215
**Providence Journal(S)	53,167	.14	.14
††Providence Tribune(E)	22,648	.10	.09
**Westerly Sun(E&S)	4,601	.025	.025
**Woonsocket Call(E)	18,583	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.			
VERMONT—Population, 352,428			
**Barre Times(E)	6,719	.08	.025
††Bennington Banner(E)	3,051	.0125	.0125
**Burlington Free Press.....(M)	12,230	.05	.05
**Rutland Herald(M)	10,245	.04	.04
††St. Johnsbury Caledonian-Record (E)	3,810	.0214	.015
CONNECTICUT—Population, 1,880,631			
†Bridgeport Post-Telegram..(E&M)	45,201	.14	.14
†Bridgeport Post(S)	19,926	.09	.09
**Hartford Courant(D)	33,157	.08	.08
**Hartford Courant(S)	50,185	.11	.11
††Hartford Times(E)	45,125	.12	.12
**Meriden Record(M)	7,255	.045	.025
†Middletown Press(E)	7,897	.03	.025
††New Haven Register.....(E&S)	97,068	.11	.10
**New London Day(E)	11,850	.06	.045
††Norwich Bulletin(M)	12,248	.07	.05
**Norwalk Hour(E)	5,800	.03	.08
**Stamford Advocate(E)	3,827	.0375	.08
**Waterbury Republican American (ME)	22,337	.08	.07
**Waterbury Republican(S)	15,298	.06	.05

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

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



DAVID E. SMILEY

WHEN Cyrus H. K. Curtis decided to invade New York's newspaper field, he enlisted the brains of David E. Smiley, editor-in-chief, Philadelphia Public Ledger, also a Curtis publication, to assist him. Mr. Smiley, a success in the Quaker City, is spending a great deal of time these days in Manhattan attending to the editorial heart of the New York Evening Post.

Critics, writing of Mr. Curtis, ascribe his remarkable achievements as publisher to his ability to choose from the best for editorial direction. His selection of Smiley, first for the post of managing editor, Public Ledger, 1916, and then editor-in-chief, is a compliment, than which it would, perhaps, be difficult to find another more flattering. It is compliment deserved.

Meeting and talking to Mr. Smiley is very much like talking to an ideal modern newspaper. He submerges his own personality in the newspapers he is making. "I don't believe in personal journalism," he insists. "It is the composite character of the newspaper itself that endures.

"The greatest newspaper successes of the world have had definite characters of their own. A newspaper's character, to repeat, should be the composite of all characters concerned with its creation. Great successful newspapers have been absolutely independent of any single human personality," he continues.

"A newspaper should be by itself a living vital force, according to the lights of the composite and traditional editorial mind. It is the individuality and character of the newspaper that survives.

"Some of the so-called great editors, of other days, I do not consider great. They were always 100 per cent for or 100 per cent against a question, person, problem or principle. This attitude is not true to life.

"Newspapers should have no axes to grind. They should have nothing in mind but the common good.

People today are more intelligent than before, more inclined to reason. People today are more businesslike, more practical. People today are more honest. People today are more intelligent than before, more inclined to reason. People today are more businesslike, more practical. People today are more honest.

In speaking of a nagging woman, Beckwith said: "I know a newspaper man who forewore d. n. t. and remain in it that and how much the Philadelphia Public Ledger done when the New York Evening Post.

The year previous to 18, he started in work on short of the Philadelphia Evening Star. This Sam exclaimed: "When offered its employees I believed we would have more experience in country at end of the year. The editorial staff consisted of lived to see it. These 6 had to do all sorts publishers more that set out the paper. At the I wonder what Sam was spoken of as that "nice absolute honesty newspaper."

"They couldn't pay much money," Mr. Smiley said, "but they certainly gave a great experience."

Before he was 19, Smiley was city editor of the Evening Star. Later he became assistant city editor of the Philadelphia Evening Bulletin. Then he covered state politics and had experience in Washington.

About this time, Smiley began to study law at night. Working all day at the newspaper office, he would read law every evening, sometimes until 4 o'clock the next morning. In 1906, he was admitted to the bar.

In order to find time to practice, Smiley now went back to the Public Ledger and night work. Daytimes he was a lawyer; at night a newspaper man. This continued until 1912, with the strain becoming increasingly great, until Smiley faced a dilemma, which would he be, lawyer or newspaper man. He chose the latter and became dramatic editor and editorial writer of the Philadelphia Bulletin.

Mr. Curtis purchased the Public Ledger in 1913. He invited Smiley to be his managing editor in 1916. This position was accepted and by 1918, he became editor-in-chief of the Evening Public Ledger. In December, 1922, Mr. Curtis saw fit to make him editor-in-chief in charge of the morning, evening, and Sunday Public Ledger. Now he also has brought him to New York.

Smiley believes his law training has been invaluable aid in preparation for his present editorship. It has given him that experience in logic, he considers absolutely necessary.

"In writing editorials today," he explains, "a man must be able to find the facts and apply principles to them. Men able to distinguish facts and treat with them in a logical manner, are the men needed by journalism."

Other ways of fitting oneself for the editorial chair, however, Smiley considers important.

"A man should get all the experience he can in a newspaper office," he advises. "No job is unimportant to know."

Smiley himself has held every newspaper position, except, he claims, society editor.

"Then a man wishing to get ahead in the newspaper profession ought to read every newspaper he can get hold of, newspapers from all parts of the country. He should pay particular attention to the editorial pages."

Of course, as an editor, Smiley lives up to the last injunction faithfully. He has definite ideas now as to what a good editorial should be.

The Smiley editorial and the Smiley newspaper is friendly, non-partisan, logical, reliable. It is built for people of intelligence.

WRIGHT VISITS CLEVELAND

Washington Correspondents' Chief Inspects Convention Press Facilities

James L. Wright, recently elected chairman of the standing committee of Washington correspondents, visited Cleveland last week, to make preliminary arrangements for seating newspaper men who will report the proceedings of the national Republican convention opening June 10.

Mr. Wright is of the Washington bureau of the Cleveland Plain Dealer. He was accompanied on his trip by James D. Preston, superintendent of the senate press gallery. They conferred with members of the national Republican committee.

Samuel Mather, Cleveland capitalist, has been made chairman of the reception committee. George B. Harris, prominent Cleveland Republican, is chairman of the local committee on hotels and accommodations, and the press committee includes George F. Moran, president of the News-Leader Company, chairman; H. R. Briggs, of the Cleveland Press, vice-chairman.

New Daily for Chicago

Chicago (Ill.) Weekly Worker will enter the daily field commencing Jan. 13. J. Louis Engdahl will be editor; Moritz J. Loeb, business manager, and S. T. Hammersmark, advertising manager. Headquarters will be at 1640 North Halsted street, Chicago.

Ohio Editors Meet Feb. 4

Associated Ohio Dailies and the Buckeye Press Association are scheduled to meet in Columbus, O., the week of Feb. 4. A memorial report in honor of the

late President Harding will be read at one of the sessions. An exhibition of newspapers will feature the Buckeye Press Association convention. Prizes will be awarded papers for the best front page, best editorials, best make-up and most interesting farm news.

Seidman to Start Agency

Nathan Seidman has resigned as president of the American Association of Foreign Language Newspapers, Inc. The resignation became effective Jan. 2. Mr. J. Pessin, formerly manager Writers Agency, has assumed control. Mr. Seidman will conduct an advertising agency.

Electric Ad Costs \$60,000 Yearly

The Fair, Chicago department store spends \$60,000 annually for one huge electric sign at the north end of Michigan avenue, according to a statement made in connection with a recent sale of property. The sign is operated by Thomas Cusaek Company, outdoor advertisers.

Employees Give Dinner

Employees of the Atlantic City, N. J. Press-Union Publishing Company gave a dinner to their employers Jan. 3. Served under the direction of Edward Ely, mechanical superintendent, the banquet took place in the mechanical room which had been gaily decorated. One hundred and twenty persons sat down to a real family meal of turkey and all the fixin's.

Vanderbilt Daily Raises Price

Illustrated Herald, Cornelius Vanderbilt's new San Francisco daily, has increased its price to two cents a copy.

To increase the advertising value of your newspaper

THE clean, bright looking newspaper compels attention. Its display lines stand out with marked individuality, reflecting the character of both the management and the advertiser, and increasing reader interest.

Your paper can have this individuality. You can have new type in abundance without any expensive storage system in your plant. How? By installing the Ludlow System for advertising and display composition. This system will give you new type in slugs from 6 to 60 point, doing away completely with worn, battered, or broken letters.

You can brighten up your pages with beautiful full-flowing, close-fitting Ludlow italics that will not break under pressure. Your compositors can make their own type lines as they need them in any quantity desired. This insures an abundance of new, clear-cut type for all occasions, thereby forming one of the chief factors for increasing the advertising value of your newspaper.



Ludlow Typograph Company

2032 Clybourn Avenue

SAN FRANCISCO:
Hearst Bldg.

Chicago

NEW YORK:
606 World Bldg.

PENNSYLVANIA

The manufacturer who is looking for a state that will yield close to 100% returns can do no better than take his wares to Pennsylvania, get his merchandise into the local stores and then tell the people of Pennsylvania about his goods in the local newspapers, adding the information of where these goods are to be had, and his selling campaign is right.

PENNSYLVANIA'S POPULATION

is located in 169 cities of over 5,000 people. This means 58% of the people of the state. It means that these prospective buyers of your products—over 5,000,000—are close to the retail outlets for your goods. So close, in fact, that you are sure to get quick response to your advertising, if it is placed in the newspapers listed on this page.

Cultivate Pennsylvania as the market for your goods. Get to the people. Tell them all about your goods and your representatives.

THESE ARE THE DAILIES TO USE FOR YOUR MESSAGE

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Allentown Call(M)	28,398	.09	.09	**Pottsville Republican and Morning Paper.....(E&M)	16,239	.08	.07
**Allentown Call(S)	17,114	.09	.09	††Scranton Republican(M)	32,645	.12	.10
††Bloomsburg Press(M)	6,990	.029	.029	††Scranton Times(E)	39,412	.12	.10
**Chester Times(E)	14,110	.055	.055	**Sharon Herald(E)	5,861	.021	.021
††Coatesville Record(E)	6,097	.035	.03	††Sunbury Daily Item(E)	4,302	.021	.018
**Connellsville Courier(E)	6,006	.02	.02	**Warren Times-Mirror(E&M)	6,905	.036	.036
††Easton Express(E)	21,039	.07	.07	**Washington Observer and Reporter(M&E)	16,971	.06	.05
††Easton Free Press(E)	12,711	.05	.05	††West Chester Local News.....(E)	11,057	.03	.03
††Erie Times(E)	28,595	.08	.08	**Wilkes-Barre Times-Leader.....(E)	22,599	.08	.05
**Harrisburg Telegraph(E)	39,537	.095	.095	††York Dispatch(E)	17,873	.05	.05
††Johnstown Ledger(M)	15,879	.05	.05	††York Gazette and Daily.....(M)	17,360	.05	.05
**Oil City Derrick(M)	6,296	.035	.035				

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

WHAT OUR READERS SAY

Outdoor Advertising Defended

CHICAGO, Jan. 3, 1924.

TO EDITOR & PUBLISHER: Occasionally there appears in EDITOR & PUBLISHER advertising matter to the outdoor advertising medium. I assume that these attacks are not directed toward outdoor advertising as a medium, but against certain methods of practice, for it is scarcely conceivable that a publication of such evident distinction as yours would subscribe to unfair, misleading, and hurtful propaganda. I assume also that EDITOR & PUBLISHER is not unmindful of the resolution passed by the Executive Committee of the Associated Advertising Clubs of the World protesting attacks by one medium upon any other legitimate means of advertising.

From your issue of Dec. 15, I quote the following:

"War on the bill boards continues. Minnesota is the latest state to join the ranks of the militant opponents of landscape disfigurement. Success in advertising, whereas the fact is that not on conception and execution. That is the one great lesson that has not been learned. Neither position nor mere size will ever overcome the offense of brusque intrusion. Advertising is something more than display."

The first sentence implies that there is a war on outdoor advertising, whereas the fact is that there is an effort being made by public groups, state officials and reputable outdoor advertisers to improve certain conditions and methods of practice in outdoor advertising. The only semblance of a general war on the medium as a medium arises from the confusion created by publication of colored and misleading information and reports. There are a few individuals and a very few group opposed to outdoor advertising, just as there are individuals and groups opposed to any medium of advertising or to any other institutions. You know there are persons who gain the newspapers and advise their abolition. Yet the newspaper as an institution flourishes. It should, for it is fundamentally right, vitally necessary and helpful to our age. Its few opponents represent types cut of time with the present.

Similarly the few opposed to all forms and practices of outdoor advertising are merely representative of a type seemingly indigenous to a different world not now within the horoscope of our developing business and social life.

The second sentence infers that outdoor advertising is landscape disfigurement. Certainly an outdoor display can be so located as to disfigure landscape, but it does not follow that all outdoor displays disfigure landscape, or that outdoor advertising cannot be and is not done in such manner as not to disfigure. Evidently your article is inspired by the Minnesota law. Perhaps it will interest you to know that reputable outdoor advertisers are not opposed to a law intended to keep the space within the limits of the highways clean and free from any form of advertising or objects foreign to the need of travel.

This Minnesota law represents no war on legitimate outdoor advertising; on outdoor advertising in conducting a reputable outdoor advertising business desires to locate his placements on the highways. This alleged war is merely a war of rumor and of print.

Trusting that your interest in the matter of methods and practice in the outdoor advertising field, as well as the candor and fairness of mind proverbial in the ethics of the newspaper profession, will bear up under an aggression on your time, I am giving a brief outline of our position in the outdoor advertising field and methods of practice.

There are responsible print bulletin companies who exercise the greatest care in placing their structures along highways so as not to intrude upon nature's splendor. These responsible companies are also careful never to place their structures where traffic might be endangered by the obstruction of vision around curves or at road intersections.

But the writer is concerned in the cause of the members of the Poster Advertising Association, Inc. This association is an organization of about 1,500 members operating poster plants in more than 11,000 cities and towns of the United States.

Memberships in the Poster Advertising Association, Inc., have been and are now granted only for cities and towns, and the location points are circumscribed by the corporate limits plus the adjacent population areas. Consequently, a poster plant never existed on a highway as a part of the plant membership in the association. It has been the judgment of the association that its panels are peculiarly adapted to towns and cities. Clients are solicited and campaigns sold on the basis of town and city display. It would naturally follow that association members could use but few highway boards even were they disposed to violate the principle of service advertised by the association. Due to the solicitation of a few advertisers, largely local, some of our members located a small per cent of their panels along highways on leased space. But the panels of this association are placed in a very select 5 per cent of the total number. However, to make the association's stand upon the matter clear to the members, and so that poster panels may no longer be erected on highways under the apparent approval of the association, the directors at their Philadelphia meeting in June passed a resolution definitely proscribing the building of poster panels on the highways and setting forth a procedure whereby those relatively few that now exist on highways shall be eliminated within three years.

This action of the directors was taken without prejudice to those legitimate companies who do highway advertising in a proper way without reference to the advertising value of highway displays. The directors simply believe

that poster panels belong in cities and towns; that the service is sold upon that basis, and that it is very unwise to seemingly encroach upon a field which is the source of a great deal of violent agitation against outdoor advertising. Because poster plants suffer in the unfavorable reflection this highway agitation entails, since all outdoor advertising is designated by that unfortunate misnomer—"billboards," the association members naturally frown on highway advertising as is now commonly exists. That highway advertising conducted by responsible companies who properly place their locations (meaning not to put boards where they would cause traffic danger, spoiling beauty spots, or where otherwise reasonable criticism would be justified), erect attractive bulletin boards, and maintain their placements neatly and attractively is neither objectionable nor without advertising value, the association does not deny.

The point with the association in passing this resolution is that it considers, since its members do not do highway advertising, it should say so explicitly, prohibit poster panels on highways owned by the county or state, i. e., the people. We believe that the highways proper should be free from signs except those maintained by the highway authorities giving directions and notices of danger, etc.

The association is absolutely against advertising of any kind or description within the boundaries of the highways, that is, the right of way owned by the county or state, i. e., the people. We believe that the highways proper should be free from signs except those maintained by the highway authorities giving directions and notices of danger, etc.

Advertising copy on poster panels is only of goods of worth. The censorship committee of the association safeguards the medium from objectionable copy, and any copy that is untruthful, misleading or sensational is considered objectionable. The by-laws of the association prohibits acceptance of copy advertising of proprietary preparations for diseases or conditions peculiar to men and women, medicines for venereal diseases, or objectionable displays of theatrical or motion picture advertisers. The association prohibited the advertising of liquor on its panels several years before the Volstead Act.

Members of this association operate under a business code, called Standards of Practice which I believe you will admit is a code of fine principles and high ideals. A copy of the Standards of Practice is enclosed.

Poster panels are of one standard size, 25 x 11 feet, and are built according to specifications laid down by the association. This insures not only uniformity, but also strength and safety of structure. The panel face on which the poster is posted is of rust-resisting metal, and surrounding the panel face is a molding always kept freshly painted. A strip of white blanking paper surrounds the surface between the poster copy and the molding. Thus the effect of the display is an attractive framed picture.

Poster copy is designed in many cases by such artists as Underwood, Penfield, Rockwell, Leyendecker, Flagg, Wveth, Parrish, Trielder, Schröder, Neysa McMein and others of equal renown.

Our panels are located in cities and towns at points of greatest circulation. You will readily see that residential districts are not points of circulation. The poster panel is kept in repair, painted, and attractive looking. The grounds about the panel are kept clean of rubbish and weeds.

We believe that outdoor advertising has a place in the business scheme of things, that it is vitally useful and necessary in helping along with the merchandising of the goods of our great industries; that outdoor advertising can be and is being properly done by many of those engaged in this field of advertising.

For the snipes, the tack signs on road or in city we have no patience. Nor do we hold any brief for the irresponsible "billboard" man who erects cheap structures anywhere and any place without regard either for the advertising value to the advertiser or for the sensibilities of the public. We deprecate the conditions caused by the irresponsible, irregular type of outdoor advertiser, and we are exerting every possible influence to correct abuses in outdoor advertising.

The vision of the Poster Advertising Association, Inc., is for greater improvement in outdoor advertising; more copy of artistic merit, neater plants, the highest type of business conduct, and for harmonious relations with other mediums looking forward to greater business and greater prosperity.

POSTER ADVERTISING ASSOCIATION, INC.

JOSEPH HARRIS,
Promotion and Research Department.

Radio Man Answers Bickel

NEW YORK, January 3, 1924.

TO EDITOR & PUBLISHER.—After reading Karl A. Bickel's very interesting commentary on the new communication situation in the Far East, published in your issue of Dec. 22 under the heading "Pacific Communications a Disgrace," the thought occurred to me that his sweeping and rather severe arraignment of the communication companies was somewhat of an injustice to the successful efforts of the Radio Corporation of America in reducing press rates over its systems.

Prior to the advent of trans-Pacific radio communication which was permanently established by this corporation in March, 1920, the cable press rate from San Francisco to Honolulu was 10¢ per word, and to Japan 35¢ per word. The Radio Corporation cut the Honolulu rate in half and quoted a reduced press rate of 36¢ per word to Japan. These reductions soon resulted in the lower-

ing of the cable press rate to Japan to 32¢ per word, which is the present cable rate for all press matter. The Radio Corporation, however, made a further large reduction of 9¢ per word, and since March, 1921, has been handling press to Japan at the comparatively low tariff of 27¢ per word.

It is a fact, then, that the efforts of the Radio Corporation in the past four years have resulted in a net reduction of 50 per cent and 30 per cent in the press rates to Honolulu and Japan respectively.

As far as Hawaii is concerned, I might point out that the press rate of 5¢ per word quoted by the Radio Corporation is one of the lowest on record for long-distance trans-oceanic communication, and that it is an unprofitable one is demonstrated by the fact that the corresponding cable rate is still maintained at 10¢ per word.

It is true that the United States Naval Radio offers a press service to Hawaii and the Philippines at 3¢ and 6¢ per word respectively, but this is tantamount to a subsidized service, and could scarcely be maintained by any company seeking a fair return on its investment.

The Radio Corporation of America has repeatedly endeavored to secure a foothold in the Philippines, but on account of the opposition of the Insular Government its efforts so far have been unsuccessful, and it is therefore not a factor in the press communication situation that exists in regard to this important possession.

As for China, the Radio Corporation is vitally interested in the development and operation of a direct wireless service between that country and the United States, and in cooperation with the Federal Telegraph Company has completed its plans for the erection of the necessary stations and the speedy establishment of a direct Chinese service with full facilities for press and other traffic.

I would greatly appreciate the publication of these facts in an early issue of your valuable organ, and can assure Mr. Bickel and other gentlemen of the press that even as reduced rates have ever followed the inauguration of transoceanic radio services, so will our efforts in the future result in the provision of those increased facilities for the dissemination of American news that are so essential for the maintenance of our supremacy in this field.

W. A. WINTERBOTTOM,
Traffic Manager.

BROTHER BUYS SUNDINE'S STOCK

Druggist Becomes Secretary and Half Owner, Moline Dispatch

August Sundine, druggist, brother of the late John Sundine, half-owner and business manager of the Moline Dispatch, has purchased the interest of his brother's estate in the Dispatch and this week joined the Dispatch force.

The late John Sundine bequeathed his interest to his father and six brothers and sisters, but the action of August Sundine prevents dissolution of this holding. In the reorganization, it is announced, there

will be an increase in capitalization and L. R. Blackman and Harry Sward, veteran employees of the editorial and business offices, acquire blocks of stock.

The change brings no shift in the editorial department and has resulted in the following election of officers: President, P. S. McGlynn; vice-president, August Sundine; secretary, L. R. Blackman; treasurer, Harry A. Sward.

Mr. Sundine will dispose of his drug store interests to devote his entire time to the newspaper.

Gilroy Made Assistant Ad Manager

Foster Gilroy has been appointed assistant advertising manager of the New York World and the Evening World. Mr. Gilroy came to New York from Philadelphia some years ago as promotion manager of the Frank A. Munsey magazines and newspapers, and subsequently became general manager of the latter when that weekly was purchased by Nathan Straus, Jr. Upon the purchase of the property by William Randolph Hearst, he was made editor-in-chief. Puck was discontinued during the war and Mr. Gilroy went to Europe as representative of a New York banking group. He has handled the advertising promotion of the World since his return, some three years ago.

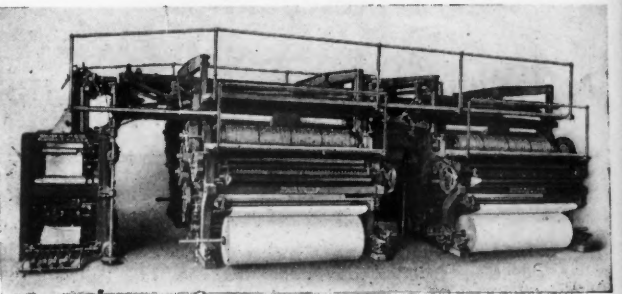
Davis Heads Dinner Committee

Howard Davis, business manager, New York Tribune, has been appointed chairman of the committee to arrange for the annual dinner of the Bureau of Advertising of the American Newspaper Publishers' Association to be held in connection with the A. N. P. A. convention next April. Other members of the committee are: Louis Wiley, New York Times; and David B. Plum, Troy (N. Y.) Record.

Dunn Made Editor of Omaha Bee

Ballard Dunn, who began his newspaper career in 1899 on the old St. Louis Chronicle and for 15 years worked on newspapers in Chicago, St. Louis and Colorado Springs, has been appointed editor-in-chief of the Omaha Bee. For the past 4 years Mr. Dunn has been a junior official of the Equitable Life Insurance Society at New York City.

SCOTT PRESS BARGAINS



Single, Double and Triple Octuple

Scott "Multi-Unit" Presses

consisting of 24 units and 12 folders now printing

THE DETROIT NEWS, DETROIT, MICHIGAN.

These presses are being replaced by larger presses printing an additional column on each page. They are in good condition and will be available early in the new year. Print 7 or 8 columns to the page, length cut off 23 9/16 inches.

SEND FOR DETAILED DESCRIPTION.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

1441 Monadnock Block

1457 Broadway, at 42d Street



What Rotogravure has done for a Baltimore Silversmith

How Rotogravure Helps Newspapers and their Advertisers

- 1 Gives added tone
- 2 Gets results, for local advertisers
- 3 Creates new advertising
- 4 Increases circulation
- 5 Intensifies national magazine advertising at local points

"Photogravure advertising space has proved profitable for us in the full sense of the word.

"The Photogravure process very successfully reproduces the beauty of our fine hand-wrought patterns and conveys to the readers a clear impression of the quality of Stieff Silverware.

"We are always represented 52 weeks in the year, even in the so-called 'dull' summer season; and we find the advertising brings direct returns. In many cases clippings from the advertisements are brought into our store at the time the purchase is made. Our business has shown a steady increase in volume month by month, as compared with the same month of the previous year, ever since our advertising started."

The Stieff Company BALTIMORE

ROTOGRAVURE

Prints Perfect Pictures - the Universal Language

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement, of which the preceding page is a part, is published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Boston, Mass.	Herald	New York, N. Y.	Corriere D'America
Boston, Mass.	Traveler	New York, N. Y.	Evening Post
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Forward
Buffalo, N. Y.	Courier	New York, N. Y.	Herald
Buffalo, N. Y.	Express	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	Tribune
Cincinnati, Ohio	Commercial-Tribune	New York, N. Y.	World
Cincinnati, Ohio	Enquirer	Omaha, Neb.	Bee
Cleveland, Ohio	News-Leader	Omaha, Neb.	News
Cleveland, Ohio	Plain Dealer	Peoria, Ill.	Journal-Transcript
Denver, Colo.	Rocky Mountain News	Philadelphia, Pa.	Public Ledger
Des Moines, Iowa	Register	Providence, R. I.	Journal
Detroit, Mich.	Free Press	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	News	St. Louis, Mo.	Globe-Democrat
Erie, Pa.	Dispatch-Herald	St. Louis, Mo.	Post-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Pioneer Press-Dispatch
Hartford, Conn.	Courant	St. Paul, Minn.	Daily News
Havana, Cuba	Diario De La Marina	San Francisco, Calif.	Chronicle
Houston, Texas	Chronicle	Seattle, Wash.	Times
Indianapolis, Ind.	Indianapolis Star	South Bend, Ind.	News-Times
Kansas City, Mo.	Journal-Post	Springfield, Mass.	Republican
Los Angeles, Calif.	Times	Syracuse, N. Y.	Herald
Louisville, Ky.	Courier-Journal	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Herald	Washington, D. C.	Post
Memphis, Tenn.	Commercial Appeal	Washington, D. C.	Star
Mexico City, Mex.	El Universal	Waterbury, Conn.	Republican
Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, roto-gravure and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 21 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 310 W. 5th St.

ROTOGRAVURE
Prints Perfect Pictures - the Universal Language

RICHARD S. BARRETT

Senior Catskill Representative of New York Dailies Dies

Richard S. Barrett, 53, who for the past 30 years represented the Brooklyn (N. Y.) Eagle in upper New York State, reporting, circulation and business capacities, died in Catskill, N. Y., Jan. 4. He was also for 25 years connected with the circulation department of the New York World and was for 22 years manager of the World Information Bureau in Catskill. For the past two years he was on the circulation staff of the New York American. He was a member of Albany Lodge of Masons, No. 49, of Athabasca Tribe of Red Indians of Catskill, of the New York Press Club, and of the New York Circulation Managers' Association.

HARRY J. TAFT

Senior Boston Newspaper Man Dies in Miami, Fla.

Harry J. Taft, 55, for the last 8 years head of the Newspaper Service Bureau, Boston, Mass., died suddenly Jan. 6 at Miami, Fla. Mr. Taft worked for the Boston (Mass.) Post as night editor and Sunday editor for 10 years. He then became city editor, Boston Journal, under Frank A. Munsey, and was sent by Mr. Munsey to reorganize the Baltimore (Md.) News. Later he started the Philadelphia Evening Times for Mr. Munsey. Masonic funeral services were held in Philadelphia, with burial in Arlington cemetery.

Obituary

GEORGE F. BEAKLEY, 75, editor and publisher, Johnstown (N. Y.) John County Democrat, weekly, died Jan. 5, in Johnstown. He purchased the John County Democrat 40 years ago.

RICHARD ANTHONY ROBB, eight-years-old son of Arthur T. Robb, Jr., managing editor, EDITOR & PUBLISHER, died Jan. 5.

GEORGE W. CHILDS HASKELL, 31, former newspaperman and son of Col. E. Haskell, vice-president, International Paper Company, died in Los Angeles, Jan. 8. Following education in European schools, he began his business career on the Minneapolis Journal.

MARION T. SALOZER ("Sal"), 42, for the last 12 years sporting editor of the San Francisco Bulletin, died Jan. 4.

Mrs. CHARLES A. COMFORT, Iowa newspaper correspondent, died at North-ridge, Ia., Dec. 22.

GEORGE CLARENCE HOLMES, 70, for nearly 33 years Brockton, Mass., correspondent for the Boston Globe, and the Associated Press correspondent in that city, died there Jan. 2, following a long illness. He retired from active newspaper work in 1911, and at that time he was probably the oldest Globe employee in point of service, having first become associated with that paper in October, 1878.

GEORGE BYRNE, 64, editor, Williamson (Va.) News, and one time member of the staff, Baltimore Sun, died at his home in Williamson recently.

WESLEY LAFFERTY, advertising man, former newspaper publisher, died recently in Grand Rapids, Mich. Mr. Lafferty was at one time publisher of the Baltimore (Md.) Record, and since 1906 been proprietor of the Lafferty Advertising Service.

W. V. SMYTHE, 44, former Indianapolis advertising man and founder of Advertising Club of Indianapolis, died recently.

WENN A. PAULSON, Sioux City, Ia., newspaperman and correspondent, died recently following a 4-day illness.

EARL B. CAMP, 70, is dead at Billings, where he formerly edited the paper. He had been mayor.

MARY PIERCE WHITNEY, wife of M. Whitney, former Boston

newspaper man and director of the Washington bureau of the American Defense Society, died Jan. 2, in Washington, after a long illness.

WALTER R. KILBURN, 67, for 30 years a printer on the Macon (Ga.) News, was killed when he fell to the bottom of an elevator shaft in the News building Jan. 2. Less than a week before the typographical union of Macon had voted him a pension.

CECIL G. RICE, 45 newspaper man of Pittsburgh, died Jan. 3. Prior to locating in Pittsburgh, he was city editor, Parkersburg (W. Va.) News. While in Pittsburgh he was for a time affiliated with the Pittsburgh Post. At the time of his death he was manager of the Associated Bureaus of the Pittsburgh Railways Company, Duquesne Light Company, Philadelphia Company and associated corporations. He was active in the affairs of the Pittsburgh Press Club.

HUGH M. WEST, an early publisher and owner, Shenandoah (Ia.) Post, died at Seattle, Wash., recently.

C. D. MARR, head of the Fremont foundry, and a former member, Fremont (Neb.) Tribune staff, died Jan. 1 at Fremont.

Mrs. ROSE ANN MARTIN, mother of the late Don Martin, war correspondent, died recently at her home in Silver Creek, N. Y.

FRED M. TAYLOR, 75, former master printer, proprietor of a job printing establishment in Denver for years and an old-time newspaperman, died Jan. 2.

ROBERT FOULKES, 79, for 25 years a compositor, Portland Oregonian, and father of David Foulkes, mechanical superintendent of that paper, died Dec. 31.

MARCUS E. SPERRY, 39, editor of Lumber and secretary of the Commercial Journal Company, its publishers, was found dead in his home, St. Louis, Mo., on Jan. 4. Sperry went to St. Louis in 1918 as a reporter on Lumber. He had worked on newspapers in Texas and Florida, his native state.

JOHN G. OVERSHINER, 71, former publisher, Ramona (Cal.) Sentinel, died at Wilmington, Cal., Dec. 29. He was a native of Illinois.

DONALD C. FITZMAURICE, 65 editorial writer, St. Louis Globe-Democrat, died suddenly at his home in San Diego, Cal., Jan. 2. He was born in Cincinnati, O., and had devoted the greater portion of his life to newspaper work. At one time he published a paper at Alton, Ill.

JOHN F. CRAMER, 82, who was president of the Western Newspaper Union and vice-president and treasurer of the Wisconsin Printing Company, died Jan. 3 at his home in Milwaukee, Wis.

JOHN J. FARRELL, 53, for many years connected with the Somerville (Mass.) Citizen, died Jan. 2, at his home.

Mrs. GEORGE ROBINSON, 73, sister of John C. Shaffer, publisher of the Chicago Post, died at the home of a daughter in Chicago last week.

HANNA ESTATE SETTLED

Cleveland Financier-Publisher's Holdings Totaled \$3,426,000

Executors of the estate of the late Daniel Rhodes Hanna, Cleveland capitalist and publisher who controlled the Cleveland Sunday Leader and News at the time of his death, at Yorktown, N. Y., Nov. 3, 1921, have filed an accounting of their stewardship, showing that Mr. Hanna left \$3,426,000.

Expenses of administration and legal fees took \$1,470,000 from this, leaving a balance of \$1,955,000. The executors are Daniel Rhodes Hanna, Jr., Carl A. Hanna, and Mark A. Hanna, children, all of Cleveland.

Mr. Hanna owned 10,000 shares of the stock of the Cleveland Publishing Company, valued at \$724,452; 24,000 shares of the Hanna Building Company, valued at \$495,320; 1,750 shares of the Hanna Paper Corporation, appraised at \$131,250; 900 shares of the Champion Paper Company, valued at \$72,000, and other stocks.

The Galveston News

"TEXAS' OLDEST NEWSPAPER"

ANNOUNCES THE APPOINTMENT OF

THE JOHN BUDD COMPANY

AS ITS

NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE JANUARY 1, 1924

Circulation Structure

Ask the Publisher who has taken my service.

F. M. Lindsay,
DECATUR HERALD

Decatur, Ill.

knows and will tell

Clifford Hewdall

ASAA (LONDON, ENG.) CRA (INDIANA)
ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY

Income Tax

System

Auditing

How Are You Betting?

Some of Columbus' contemporaries bet their reputations that the world was flat—others that it was square. Columbus bet his life that it was round.

He was right, incidentally—but only incidentally, because nothing that he or anyone else thought had the slightest effect on the shape of the world.

Today some people say that Classified Advertising should be promoted in one way—some in another. We say that the only way to promote it is as a public service to all a newspaper's readers.

How are you betting?

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors
Philadelphia Pennsylvania

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

時事新報

JAPAN—

Land of

Greater Opportunities

Close upon the heels of destruction came the spirit of determination which always leads to greater things. Japan of today is a land of greater opportunities for American exporters—a market that should be given immediate attention by the American manufacturers.

All Japanese from the most humble worker to the most influential citizen are anxious to emphasize their appreciation of the wonderful American generosity which has brought such great relief to thousands of stricken people. Words fail to express the gratitude that is in the heart of every Japanese. This American generosity has made possible the rapid upbuilding of the great Japanese markets.

IMPORTANT ANNOUNCEMENT

The Jiji Shimpo resumed printing regular editions September 12. Since September 2 so called "extra" editions, reduced in size, were printed every day until regular editions were possible. The entire Jiji plant was destroyed but co-operation in publishing circles and the spirit of progress so characteristic of the modern Japanese press has made it possible for the Jiji to resume its position of leadership with complete editions every day.

THE JIJI SHIMPO

Cables: "Jiji Tokyo," Tokyo, Japan
Bentley Code Morning and Evening Editions

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

"In Japan, the Buyers Read THE JIJI"

N. Y. PAPERS GAIN 1.5% IN 1923 LINEAGE

NEW YORK newspapers printed 1.5 per cent more advertising in 1923 than in 1922, their total of 160,425,514 lines representing the highest point ever reached. The gain would of course have been materially greater had it not been for the 10-day strike of pressmen during September and the amalgamation of the Sun and Globe in June.

New peaks were reached in the 1923 total by seven of the 15 newspapers listed and all but five exceeded their 1922 lineage.

Total pages printed increased from 159,442 to 160,422, a rise of slightly more

than one half of one per cent. Globe's passing was in large part responsible for the smallness of this. Morning papers printed a total of 79,499,672 agate lines in 1923 against 289,996 lines a year ago.

Evening papers printed a total of 925,842 lines, against 80,711,752 lines in 1922.

Separate figures for Sunday lineage not been tabulated by the New Evening Post Statistical Department when EDITOR & PUBLISHER went to press.

Totals for the years, 1923-1922 same periods follow:

Pages		Percentage of total space		YEARS 1923-1922		Gain
1923	1922	1923	1922	1923	1922	
14,412	13,926	American	8.1	112,977,964	**11,211,662	1,766,302
12,772	13,528	Brooklyn Eagle	9.8	15,783,676	15,382,124	401,552
6,916	6,280	Brooklyn Times	2.6	4,136,330	3,474,612	661,718
12,688	11,204	*Evening Journal	8.1	13,011,766	11,789,500	1,222,266
6,382	5,930	*Evening Mail	4.1	6,568,024	5,938,340	629,684
6,256	5,980	*Evening Post	2.6	4,135,756	3,878,688	257,068
6,760	6,844	Evening Telegram	4.4	7,035,650	6,862,302	173,348
8,330	8,056	*Evening World	5.1	8,258,736	8,673,406	...
33,076	6,676	*Globe	2.4	33,825,302	17,306,734	...
11,908	12,282	Herald	6.9	11,067,210	11,947,256	...
11,648	10,316	News (Tabloid)	2.7	4,392,034	3,348,350	1,043,684
7,432	7,896	Standard-Union	4.7	7,481,310	7,785,230	...
8,312	7,666	*Sun and Globe	6.7	10,689,292	19,620,816	1,068,476
17,912	17,506	Times	15.0	24,101,226	24,142,222	...
11,486	11,004	Tribune	6.0	9,590,400	9,396,416	193,984
14,112	14,348	World	10.8	17,370,838	17,244,090	126,748
160,422	159,442	Totals	...	160,425,514	158,001,748	2,423,766 Net Gain

*No Sunday edition.
†332,394 lines American Weekly, January 1 to May 31, 1923, not included.
**248,628 lines American Weekly, July 1 to December 31, 1922, not included.
‡Sun and Globe combined June 4, 1923.
§January 1 to June 2, 1923, inclusive.

Pages		Percentage of total space		YEARS 1923-1917		Gain
1923	1922	1923	1922	1919	1918	
12,977,964	11,211,662	American	10.355,214	10,869,294	10,820,642	8,954,915
15,783,676	15,382,124	B'klyn Eagle	13,687,818	13,403,456	11,445,058	8,542,714
4,136,330	3,474,612	B'klyn Times	3,441,258	†.....	†.....	†.....
13,011,766	11,789,500	Eve. Journal	10,885,820	9,985,090	9,579,660	7,183,506
6,568,024	5,938,340	Eve. Mail	6,263,922	6,441,770	4,824,119	4,174,098
4,135,756	3,878,688	Eve. Post	5,574,897	5,628,471	4,490,629	3,783,959
7,035,650	6,862,302	Eve. Tele-gram	6,648,488	7,538,530	9,192,795	7,806,620
8,258,736	8,673,406	Eve. World	8,927,348	9,789,770	7,907,884	4,922,253
3,825,302	7,306,734	Globe	7,220,590	8,056,835	8,395,112	5,267,659
11,067,210	11,947,256	Herald	12,100,740	12,035,237	8,734,682	6,595,075
4,392,034	3,348,350	News (Tabloid)	2,761,148
7,481,310	7,785,230	Standard-Union	6,915,482	8,596,922	7,141,268	5,528,955
10,689,292	9,620,816	Sun and Globe	8,200,724	8,958,858	8,421,293	5,427,009
24,101,226	24,142,222	Times	21,652,613	23,447,395	19,533,642	13,497,525
9,590,400	9,396,416	Tribune	9,522,745	10,197,262	8,138,022	4,170,812
17,370,838	17,244,090	World	14,520,594	18,152,009	17,819,269	14,754,242
160,425,514	158,001,748	Totals	148,679,401	153,100,899	136,444,075	100,609,342

†Figures not recorded.

Pages		Percentage of total space		DECEMBER, 1923-1922		Gain
1923	1922	1923	1922	1922	1922	
1,348	1,272	American	9.0	1,270,436	**974,750	295,686
1,168	1,214	Brooklyn Eagle	9.5	1,345,450	1,335,418	10,032
606	560	Brooklyn Times	3.1	430,448	326,856	103,592
1,156	1,166	*Evening Journal	8.6	1,205,464	1,187,612	17,852
618	524	*Evening Mail	4.8	678,414	571,170	107,244
594	540	*Evening Post	2.9	410,514	369,668	40,846
596	546	Evening Telegram	4.4	621,618	566,228	55,390
688	820	*Evening World	5.0	703,664	848,998	...
586	586	*Globe	713,038
1,046	1,052	Herald	6.7	941,346	1,062,096
1,084	944	News (Tabloid)	3.1	442,538	329,784	112,754
602	696	Standard-Union	4.5	633,558	729,390
808	664	*Sun and Globe	7.9	1,115,314	1,892,912	222,402
1,620	1,542	Times	14.9	2,106,652	2,058,834	47,818
1,074	1,004	Tribune	6.5	909,548	891,426	18,122
1,152	1,236	World	9.1	1,288,528	1,413,964
14,160	14,366	Totals	14,103,492	14,272,144

*No Sunday edition.
**39,710 lines American Weekly not included.
‡Sun and Globe combined, June 4, 1923.

Pages		Percentage of total space		DECEMBER, 1923-1917		Gain
1923	1922	1923	1922	1919	1918	
1,270,436	974,750	American	845,940	837,856	972,416	750,514
1,345,450	1,335,418	Brooklyn Eagle	1,160,280	1,018,576	969,024	743,529
430,448	326,856	Brooklyn Times	301,120	308,904	†.....	†.....
1,205,464	1,187,612	Evening Journal	1,099,744	1,043,290	956,528	785,960
678,414	571,170	Eve. Mail	575,916	586,434	559,788	334,635
410,514	369,668	Eve. Post	460,792	659,726	460,554	369,602
621,618	566,228	Eve. Telegram	548,868	500,922	791,602	687,392
703,664	848,998	*Evening World	833,038	981,688	879,558	509,347
941,346	1,062,096	Globe	679,988	728,834	775,034	535,203
442,538	329,784	Herald	1,062,096	1,047,030	703,748	571,862
633,558	729,390	News (Tabloid)	626,752	734,444	687,852	489,623
1,115,314	1,892,912	Standard-Union	755,706	817,382	890,070	566,192
2,106,652	2,058,834	Sun and Globe	1,853,932	1,777,524	1,887,110	1,285,516
909,548	891,426	Times	881,068	906,200	893,114	434,446
1,288,528	1,413,964	Tribune	1,153,542	1,153,542	1,476,001	1,186,265
14,103,492	14,272,144	Totals	13,178,060	13,312,760	12,902,399	9,250,086

†Figures not recorded.

“OHIO FIRST”

Ohio daily newspapers give both quantity of circulation and quality of circulation—a winning combination.

“Ohio First” newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

With a thorough knowledge of local conditions, an intimate acquaintance with local merchants, these newspaper publishers have service departments functioning properly—able to furnish surveys and general conditions of tremendous value.

These Ohio daily newspapers go into the homes every day.

They tell the home news—political news—church news—business news. They tell the people where to spend money and where to save money while spending it.

The list of Ohio daily newspapers here presented can help you a whole lot—they can give you local market knowledge and can do great work for the national advertiser.

	Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal..... (E)	39,177	.10	.10
**Akron Times (E)	24,591	.06	.06
**Akron Sunday Times (S)	23,415	.07	.07
††Bellefontaine Examiner (E)	4,631	.02	.02
††Cincinnati Enquirer (M&S)	75,017	.17-.35	.17-.35
††Columbus Dispatch (E)	87,561	.17	.16
††Columbus Dispatch (S)	75,961	.17	.16
Columbus, Ohio State Journal. (M)	50,147	.12	.11
Columbus, Ohio State Journal.. (S)	33,124	.12	.11
†Conneaut News Herald..... (E)	3,040	.0225	.0225
†Dover Daily Reporter..... (E)	4,771	.02	.02
††Hronton Irononian (M)	3,400	.0179	.0179
††Kenton Democrat (E)	2,500	.014	.014
††Lima News and Times-Dem. (E&S)	16,970	.06	.06
Lima Republican-Gazette ... (E&S)	10,610	.05	.05
Lorain Journal (E)	4,866	.025	.018
††Middletown Journal (E)	5,279	.025	.025
††Newark American-Tribune.... (E)	7,643	.025	.025
New Philadelphia Times..... (E)	6,780	.025	.025
Piqua Call and Press Dispatch.. (E)	6,071	.03	.03
††Portsmouth Sun and Times. (M&E)	17,746	.06	.06
††Portsmouth Sun-Times (S)	12,575	.04	.04
**Springfield Sun (M)	14,022	.035	.035
††Staubenville Gazette (E)	8,546	.03	.03
**Toledo Blade (E)	107,009	.27	.25
††Toronto Tribune (E)	1,138	.015	.015
**Youngstown Vindicator (E)	27,856	.07	.07
**Youngstown Vindicator (S)	26,559	.07	.07

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

INDIANA

Merely a Matter of Millions

Millions of people, growing

Millions of bushels of wheat

Millions of bushels of oats

Millions of bushels of corn

Millions of head of cattle

Millions of head of sheep

Millions of head of hogs

All of which are turned into

MILLIONS OF DOLLARS

Not only is Indiana prolific in producing crops and cattle, but also merchandise, coal, oil, automobiles, iron and steel. This heavy production makes Indiana a good buying state.

Indiana people are intensely interested in Indiana, Indiana products, Indiana business and Indiana newspapers.

National advertisers may obtain profitable results by cooperating with Indiana merchants in Indiana daily newspapers in reaching Indiana people.

	Circulation	Rate for 5,000 lines
††Decatur Democrat(E)	3,186	.025
**Evansville Courier and Journal (M)	26,872	.08
(E)	11,402	
**Evansville Courier and Journal.....(S)	33,443	.08
*Fort Wayne Journal-Gazette(M)	26,279	.07
*Fort Wayne Journal-Gazette(S)	31,008	.07
*Fort Wayne News-Sentinel(E)	39,165	.09
**Gary Evening Post-Tribune.....(E)	11,292	.05
**Indianapolis News(E)	127,361	.23
**Lafayette Journal & Courier (M)	7,415	.06
(E)	12,360	
††La Porte Herald(E)	4,124	.025
**Newcastle Courier(E)	4,474	.025
**South Bend News-Times....(M)	9,676	.06
(E)	11,987	
**South Bend News-Times.....(S)	19,776	.06
**South Bend Tribune... (S)	19,107	.06
*Terre Haute Tribune(E&S)	24,442	.06

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

DAILY AIDS MERCHANTS PRINT AD ORGAN

Hollywood (Cal.) Citizen Does the Unusual by Co-operating with Retailers on "Shopping News"—Both Parties Benefit

Co-operation between a "Shopping News," issued by merchants, and the local newspaper, instead of the customary battle, is being demonstrated in Hollywood, Cal. Women's Wear of Jan. 5, prints the story.

Hollywood's Shopping News, it seems, and the Hollywood Citizen, oldest established local newspaper, are lying down like lambs together. In fact, the Citizen prints the Shopping News for the merchants, attends to distribution, and handles the whole thing at 50 per cent less cost.

Basis of arrangements as printed in Women's Wear follows:

"First, the Citizen to have complete financial control of the Shopping News, to issue the News as cheaply as possible, and not be forced to give any division of profits as might accrue to the merchants.

"Second, the merchants to have complete control of the policies of the paper in that they would determine the character of advertisements to be accepted, when merchants were unethical and should be dropped as advertisers; and so on.

"To give the Shopping News a good start, enough of the interested merchants signed up for space for a year to guarantee a six-page issue each week of the paper.

"The next step was to determine prices for advertising. After a considerable amount of figuring it was found that advertising, rates should be flat rates, as follows: One-eighth page, the minimum rate, \$12; quarter page, \$20; half page, \$38, and full page, \$70, with every space carrying without extra charge the privilege of a first page box.

"There was to be no reading matter in the paper other than the advertisements and some copy at the top of the front page of each issue boosting the community in any way that the manager of Shopping News, H. B. Link, should see fit.

"It was arranged with the Citizen to collect all advertising bills from the merchants each month in the same way the Citizen collects for the advertising appearing in its columns. This was a feature that greatly appealed to the merchants, as on the plans they had been working to issue the paper themselves they would have been forced to pay for the advertising space in advance."

SMALL GROCERS POOL ADS

Denver Stores Co-operate on Space to Buck Larger Dealers

DENVER, Col., Jan. 10.—Fifty residential grocery stores of Denver have formed a co-operative advertising company known as the Snappy Service Stores Company, which will handle advertising and publicity for the stores co-operatively in an effort to compete with the large-space newspaper advertising of the big down-town markets.

"We realize that the life of the corner grocer depends these days upon successful advertising," said Harry I. Moon, president of the new company.

"Competition between the large market and the small corner grocer along advertising lines can only be fair when the smaller merchants organize and raise sufficient funds by individual contribution to put across a substantial advertising campaign."

STRAWBERRY MEN TO USE ADS

Florida Growers Planning National Campaign for Next Fall

LAKELAND, Fla., Jan. 10.—An intensive advertising campaign, the first copy to start running in the newspapers and magazines of the country in the early fall, is the plan just announced by the newly organized Lakeland Strawberry Association. The program planned by the strawberry men will be one of the most ambitious advertising campaigns ever undertaken by any co-operative marketing organization in Florida, officers of the association state.

Co-operative marketing and the shipping of selected strawberries under the

name of the "Lakeland Brand" is the purpose of the new organization. The Lakeland association is the first co-operative strawberry organization in the United States that has attempted to establish a brand and nationally advertise that brand.

According to present plans, every strawberry cup shipped under the Lakeland Brand label will carry a stamp giving the name of the grower. The plan to supervise the picking, packing, and grading of the berries grown under the Lakeland Brand will result in the marketing of a standard grade of highest quality, the association believes.

The officers of the association, recently elected are: A. H. Roberson, president; Thomas Webb, first vice-president; L. V. Lewellen, secretary and treasurer. The board of governors is composed of L. E. Ellis, Paul Collins, A. R. Miller, T. H. McArdle and J. B. Speth. Mr. Lewellen was unanimously elected manager of the association.

A. P. Opens New Oregon Wire

Associated Press has installed a new day state wire from its Portland office to serve the Medford Mail-Tribune, the Salem Capital Journal, the Pendleton East Oregonian and the Roseburg News-Review.

Fire Damages Charleston Plant

Fire of unknown origin in the press rooms of the Charleston (S. C.) Post recently caused a loss of \$2,000.

TIPS FOR AD MANAGERS

Barrows & Richardson, Drexel Bldg., Philadelphia, Pa. Placing account for the West Electric Hair Curler Company.

George Batten Company, 283 Madison avenue, New York. Placing account for William L. Gilbert Clock Company, Winsted, Conn.

Bauerlein, Incorporated, 1027 Hibernia Bldg., New Orleans, La. Has secured account for Squeez-Ezy Mop Company; placing account for American Bank & Trust Company.

T. B. Brown, 33 West 42nd street, New York. Making 3,000-line contracts for Winnarnis.

Dorrance, Sullivan & Company, 31 Milk street, Boston, Mass. Making contracts with New England newspapers for Fruit-Nut Cereals, Inc., advertising Fruit-Nut Cereal and Fruit-Nut Health Bread, 130 West 47th street, New York; placing account for the Savage Arms Corporation, of Utica, N. Y., advertising the Savage Washer and Dryer.

Charles H. Fuller Company, 623 South Washburn avenue, Chicago. Using one full page, one time for E. R. Page & Co.

H. H. Good Company, 45 Murray street, New York. Again placing advertising for the Carter Medicine Company.

Griffin, Johnson & Mann, 350 Madison avenue, New York. Placing account for the Goulds Manufacturing Company, Seneca Falls, New York.

Guardian Advertising Agency, 511 5th avenue, New York. Making 3,000-line contracts for the International Consolidated Chemical Corporation.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 10,000-line contracts for the Corn Products Refining Company.

Honig-Cooper Company, 74 Montgomery street, San Francisco, Cal. Placing account for M. J. Brandenstein & Co., San Francisco, M. J. B. coffee and Tree Tea.

Lord & Thomas, 400 North Michigan avenue, Chicago. Making 5,000-line contracts for Bauer & Black; placing account for Lucky Strike Cigarette, manufactured by the American Tobacco Company.

MacManus, Inc., 83 Hancock avenue, East Detroit, Mich. Making contracts and sending out orders for Hupp Motors.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia, Pa. Placing account for the Stead & Miller Company, Philadelphia.

McJunkin Advertising Agency, General Motors Bldg., Detroit, Mich. Making 5,000-line contracts for A. Stein & Co.

Metropolitan Advertising Agency, 111 Broadway, New York. Making 3,000-line contracts for George P. Ide & Co.

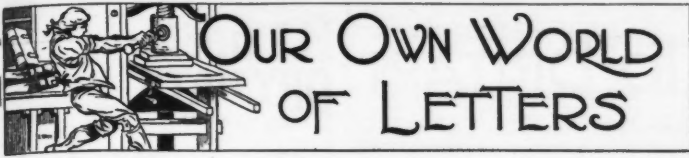
Wm. H. Rankin Company, 1 West 37th street, New York. Making contracts for the General Cigar Company.

Snodgrass & Gayness, 489 5th avenue, New York. Making contracts and sending out orders for Independent Starch Company (Fluffy Ruffles Starch).

Trades Advertising Agency, 665 5th avenue, New York. Sending out orders for Seaboard By-Products Company.

Williams & Cunyngnam, 6 North Michigan avenue, Chicago. Placing account for Tuxedo Tobacco, manufactured by the American Tobacco Company.

Wood, Putnam & Wood, 178 Tremont street, Boston, Mass. Using 200 lines, 13 times for the American Woolen Company.



By JAMES MELVIN LEE

SINCE the election of Hylan of New York and Thompson of Chicago in the face of newspaper opposition, it has become the fashion to question the influence of the press in municipal elections. That newspaper support or opposition still determines the fate, to a considerable extent, of men and measures is shown in an article entitled "Community Forces: A Study of Non-Partisan Elections" by R. D. McKenzie which appears in the January issue of the Journal of Social Forces.

The article points out that in Seattle in the course of the last 5 or 6 years, the men and measures advocated by the majority of Seattle papers were endorsed by the voters. The article also emphasizes the fact that while newspaper opposition does not necessarily mean the defeat of a candidate; to be ignored by the press is invariably fatal.

* * *

LAST year in commenting upon the World Almanac in this department I pointed out the usefulness of that book of facts to the newspaper worker, and added by way of proof a remark once made to me by the late Charles R. Miller, editor of the New York Times. The edition for 1924 is now off the press. About all I can do is to put ditto marks under what I wrote last year.

I can add, however, a bit of personal testimony. I have a little daughter in my home who is a walking interrogation point. Frequently, I have to put her off with a remark that I'll answer her question after I go to the kitchen for a match to light my pipe. On the way to the kitchen I grab a copy of the World Almanac, and by the time I have got my pipe well going, I have found the answer.

* * *

HON. ARTHUR CAPPER, United States Senator from Kansas and publisher of the Capper publications at Topeka, answers in Success for January, the question, "What was the turning point of my career?" His answer may be helpful to those in the game who want to become publishers and so I am quoting the following:

The first real ambition of my youth was to own and operate my own newspaper. At the first opportunity, therefore, I got a job in a newspaper office in my little home town. Opportunity then led me to Topeka, where I secured employment as a typesetter on the Daily Capital, later transferring to the rectorial staff.

While employed as a reporter the desire for ownership was always uppermost in my mind. So when I learned that a small paper in an obscure western Kansas town was for sale I immediately got on a train and started for that town, hoping upon my arrival to purchase the paper and realize my ambition. But upon reaching my destination I learned with dismay that another man had beaten me to it and that his name instead of my own would grace the masthead of that paper as proprietor. A disappointed young man returned to Topeka and took up his old job. But one of the beauties of life is the fact that disappointment doesn't reside long with it.

Some time later came the opportunity to apply my meager savings on the purchase of the North Topeka Mail, a small weekly paper devoted largely to rural activities. That was the real beginning of my business career. That paper is still a part of my organization and I cherish it as my first love.

* * *

WALTER B. PITKIN, formerly of the Pulitzer School of Journalism at Columbia University, has collected and put into his volume, "As We Are" (Harcourt, Brace and Company), a number of striking short stories which depict class lines, class feelings, class prejudices, and class activities. Interesting as these tales are, the introduction written by Mr. Pitkin to justify the publication of these stories, has even more value for the newspaper publisher. In his introduction Mr. Pitkin says:

Whenever a strong realistic story appears, some critic offended by the harshness of its content and lesson promptly asks: "What's the use? Isn't there enough misery, folly, ignorance, viciousness and blank disaster in the world? Why add to the already insupportable burden by depicting woes? Why doesn't the able author write pleasant, uplifting tales exclusively? Why doesn't he produce works which, in the language of William Allen White, 'may be read of an evening before all the old people without making father fidget'? Let him show us mankind—to quote another commentator—"not as things, but as spirits walking through the world with faith in some divinity, hope of some happiness higher than pleasure, and charity for all their weak and perverse brethren." These are all fair questions.

In justifying the printing of short stories which "tell the truth and shame the devil and horrify the herd," Mr. Pitkin gives the reasons why similar news stories dealing with the same topics should find a place in American newspapers. The 13 stories in the volume are worth reading, but the introduction demands a careful study in order to understand the philosophy of modern realism.

* * *

I AM a trifle surprised that Franklin P. Adams has not made some mention in his column in the New York World about "Mr. Samuel Pepys, Advertising Man," in view of the following item printed in the Living Age for Jan. 5, 1924:

Mr. Samuel Pepys, having been exhumed from the dusty shelves of the Bodleian, deciphered, broadcast to the winds,—if not of heaven, at least of the library,—read, parodied, loved, and laughed at, is undergoing his final humiliation in the very city where the fascinating Diary was written. The London Magazine is devoting a special section of its advertising pages to "The Posthumous Ad-Diary of Samuel Pepys, Esquire."

The "Ad-Diary" occupies five pages, the first of which is devoted to a huge portrait of the diarist and the unquestioned statement that "most of the editions of Pepys's Diary are incomplete"; but not every slave of the Pepys habit will be able to accept the authenticity of all that follows. Mr. Pepys learns to patronize a mail-order house, is advised to buy toothbrushes and encourages his wife to buy them for Christmas presents, discovers a new patent sole and an artificial leather, and ends by considering the manifold excellences of a new brand of perfume.

* * *

A NEW edition of "It's The Way It's Written" by Henry Justin Smith, has just been issued by the Chicago Daily News. This revised edition also contains "Writing Versus Everything Else." The author told me recently that he had put into this revised edition all he knew about news writing. Personally, I think he needs a lecture on the sins of exaggeration. But this booklet does contain "traces"—to borrow a phrase from an analysis of water—of what he knows. EDITOR & PUBLISHER does not guarantee my comments, but I shall be only too willing to refund the 10 cents, the price of the booklet, to any purchaser who is dissatisfied.

* * *

IN the Atlantic Monthly for January, F. Lauriston Bullard of the Boston Herald prints the second of his series of articles on industrial matters in America. His January contribution is entitled, "A Program For Labor Unions." Of special interest to newspaper publishers is his comment about the case of the Duplex Printing Company of Battle Creek, Michigan.

* * *

EDWARD ELWELL WHITING, also of the Boston Herald, reviews in the Atlantic for January, Mr. Villard's "Some Newspapers and Newspapermen." His review is something quite different from what I wrote for EDITOR & PUBLISHER, but I am glad to call attention to it merely as a matter of news.

IOWA

A State Where Nearly Everybody Reads the Papers

The publications of Iowa have great influence. They act as a clearing house of information. They lead and direct progress. It is only natural that journalism should thrive in Iowa, which leads all the states in literacy.

This may account for the large circulation of Iowa newspapers and farm journals. Iowa farmers read—they progress with the times.

The agricultural journal is the farmer's trade paper. He reads the daily newspaper for current events, market reports and knowledge of the world's activities.

The best market for any product is among the educated. Greater knowledge leads to multiplied desires, and Iowans have the money with which to satisfy these wants.

Advertisers find the Iowa market as fertile as its soil. Concentrate your advertising in this intelligent field.

Tell Your Story Through These Papers Which Cover the State.

	Circulation	Rate for 5,000 lines
**Burlington Gazette (E)	10,706	.04
**Cedar Rapids Gazette (E)	20,668	.06
**Council Bluffs Nonpareil (E&S)	15,797	.05
**Davenport Democrat & Leader (E)	14,801	.06
**Davenport Democrat & Leader (S)	17,660	.06
††Davenport Times (E)	24,447	.07
*Des Moines Capital (E)	62,780	.14
*Des Moines Sunday Capital (S)	28,769	.14
**Iowa City Press-Citizen (E)	6,176	.035
**Keokuk Gate City (E)	5,656	.03
††Mason City Globe Gazette (E)	12,330	.04
**Muscatine Journal (E)	7,961	.035
**Ottumwa Courier (E)	13,045	.05
**Waterloo Evening Courier (E)	16,636	.06

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

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

††Government Statement, Oct. 1, 1923.



'JOHN BULL' takes its own medicine

LIKE all great national journals, "JOHN BULL" largely depends for its existence upon the Advertising it carries.

It receives much from advertising—but it also spends much.

There is not a weekly in Britain whose announcements loom so large in the public eye as do "JOHN BULL'S."

On every hand—everywhere—on hoardings, on flashing electric signs, in the pages of the press, "JOHN BULL'S" announcements appear. Thousands of London Tramcars carry on their rear-boards its weekly contents bills, which, also, are displayed on practically every newsstand and news agent's shop throughout Britain.

Britishers would not be allowed to forget "JOHN BULL"—even if they wanted to!

JOHN BULL

BRITAIN'S DOMINANT
WEEKLY

NOTE: "JOHN BULL'S" great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net sales exceed 800,000, rate based on 600,000.

For Rate Card, Specimen Copy and full particulars write:

Philip Emanuel, Advertisement Mgr.
ODHAMS PRESS, LTD.
57-59, Long Acre London, W.C.2
England



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Glasgow's Thousand:—The Convention Secretary has just been notified that the proprietors of the Glasgow Herald, Messrs. George Outram & Co., Glasgow, Scotland, have voted a sum of £1,000 to the central fund. The Glasgow Herald is one of the few papers outside of London approximating in standing, influence, and national importance, to the London Times. The same proprietary issue a daily picture paper, the Bulletin, and a largely circulated evening newspaper, the Evening Times. The editor in chief is Sir Robert Bruce, one of the most notable literary journalists of modern times.

Fleet Street Club Annual Luncheon:—On Friday, Dec. 21, when the Fleet Street Club held its twenty-eighth annual luncheon, W. S. Crawford presented the club with a presidential chair. This club is the oldest of the advertising organizations in Great Britain, and its popularity today is such that the company numbered more than 300. Mr. Charles Crane was in the chair and W. S. Crawford took the opportunity of reminding the club and its visitors of the great work which lay before advertising men in this year's convention. His presentation to the club was the signal for an outburst of applause. Sir Charles Higham responded to the toast of the visitors.

City of London Recognition:—Andrew Milne, the convention secretary, tells me that the Lord Mayor and Sheriffs of London have definitely accepted the invitation to be present at the convention banquet, Jan. 9. As it is rare that the Lord Mayor is accompanied by the Sheriffs to public functions unless the affair is one becoming to the dignity of the city, this signal honor means that the Lord Mayor (Sir Louis Newton) is fully cognizant of the importance of the advertising convention, of which the banquet is the official inauguration.

SIR CHARLES TO BOOST TEA FOR TEETOTALERS

British Ad Man Arrives in New York to Start Newspaper Advertising Campaign—Enthusiastic for London Meet

With a million dollars to help him, Sir Charles Higham, K.B.E., arrived in New York this week from England to make America a land of the teacup.



SIR CHARLES HIGHAM

Sir Charles represents the British-India Tea Growers and has a notion that advertising and Volstead will popularize in the United States "the cup that cheers, but does not inebriate." Then, too, he thinks it high time England did more advertising in this country to make "the balance between England and America a bit more even."

"American advertising in Great Britain has increased mightily in the past year or so," he said. "American automobiles, furniture, sporting goods, safety razors, tooth-pastes, chewing gum, breakfast foods, evaporated milks, fruits, boots and shoes—a whole host of American manu-

Convention Influence Already Felt:

—If present plans mature, this year's visitors may see on British billboards posters executed by Royal Academy artists, an advance in advertising standards considered by many to be due partially, if not wholly, to the influence being shed by this year's advertising convention. The London, Midland and Scottish Railway Company is entrusting to 17 artists, of whom 13 are Royal Academicians, and four associates of the Royal Academy, the work of preparing pictures of railway scenes and centres for use as posters in connection with their system. As it is expected that the series will be ready in the spring, the posters should all be in active use by the time our American visitors arrive.

McDougall's Return:—A postal mailed in mid-Atlantic bearing Christmas greetings from Thomas McDougall, reminds me that this enthusiastic convention delegate is back with us again.

Convention Printing Is Admired:—The printed matter being produced in connection with the Advertising Convention Headquarters work is quite a little typographical education in itself. The London District letterhead is a thing of joy, and the first propaganda folder a piece of printing that would rejoice the heart of any lover of print. The banquet ticket is the latest example of this artistic outfit, and its intimate quiet, balance, and simplicity are worthy of any printer-expert. Of course, by all that is right and proper, this is only what should be expected, but how often, with you as with us, does it happen that where example is looked for in minor details, those who should be leaders fail us. I believe young Andrew Milne is responsible; but I know that many who thought they knew something of types and borders have expressed their admiration.

factures are presented to the British public through the medium of British newspapers, magazines, and trade papers daily. "We send you some rubber, but you send it back in the form of tires and other rubber goods. We also send you some textiles, cutlery, a little high grade steel and a few special manufactures.

"If we could increase the American imports of British-India tea it would help both countries.

"We believe now the time is ripe for a campaign to increase tea-drinking in the United States. A cup of good tea is just as stimulating to talk over as a highball, and much better for you."

Newspapers will be used in the tea advertising campaign. Sir Charles said. William H. Rankin Agency is drawing up the schedule.

The British advertising man brought over to this country many messages from advertising men of Great Britain, regarding the international advertising convention to be held in London next July.

"Just before I left London I was the guest at a farewell dinner given by Horace Imber of the Daily Mail and attended by Harold Vernon, president of the Thirty Club; W. S. Crawford, of the British Empire Exposition; Col. Lawson, of the London Telegraph; John Cheshire; Jack Akerman of the Times, and other prominent publishers and advertising men at which I was charged with the friendliest and most cordial greetings to their friends on this side of the water.

"It would seem that all our dreams about advertising hands across the sea creating a better understanding and a firmer friendship are about to be realized."

TRADE MARK
**FLEXIDEAL
DRY MATS**
REG. U.S. PAT. OFF.

Start Right!

About this time of the year the angels on high will be surveying a sorry looking lot of resolutions, some frayed, some badly bent and some even broken!

If you resolve to supply your stereotype department with Flexideal or Maxitype Dry mats, your RESOLUTION will not be among the sorry spectacle but instead will stand forth with its head on high. When 1925 rolls around in her chariot, you will be more resolved than ever to continue year in and year out with Flexideals or Maxitypes.

It is not too late to start now! It will pay you to get acquainted by trying some samples in your own plant; they cost you nothing but can be made to pay you manifold.

Start RIGHT by STARTING NOW!

The Flexideal Co., Inc.

Sole U. S. & Canadian Distributors
15 WILLIAM ST. NEW YORK

TRADE MARK
**MAXITYPE
DRY MATS**
REG. U.S. PAT. OFF.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

If you want Evening Circulation in Baltimore use

THE NEWS

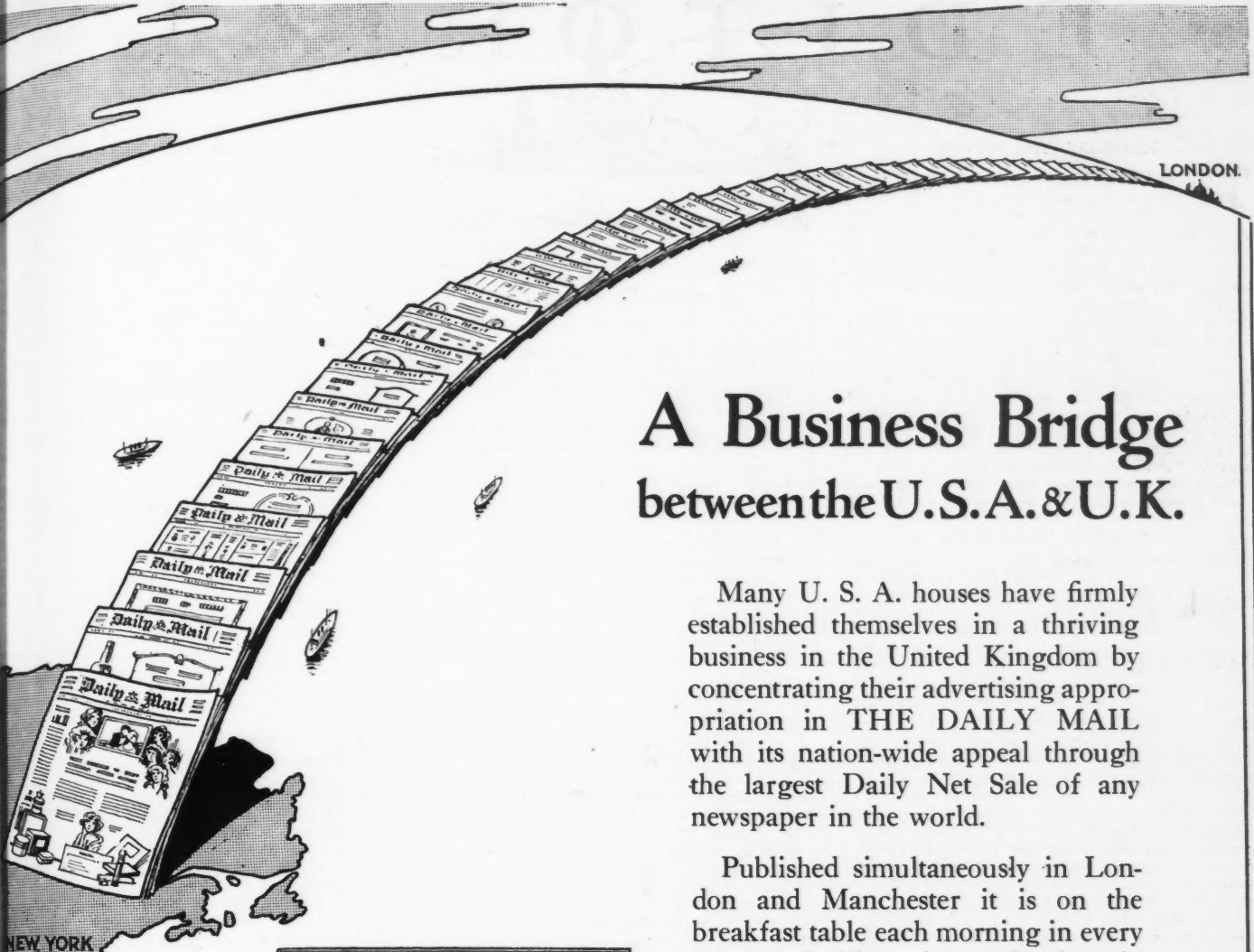
If you prefer Morning Circulation use

THE AMERICAN

That is what the local merchants are doing and that is what we offer you.

NO FORCED COMBINATIONS when you buy

THE BALTIMORE NEWS
and The
BALTIMORE AMERICAN



A Business Bridge between the U.S.A. & U.K.

Many U. S. A. houses have firmly established themselves in a thriving business in the United Kingdom by concentrating their advertising appropriation in **THE DAILY MAIL** with its nation-wide appeal through the largest Daily Net Sale of any newspaper in the world.

Published simultaneously in London and Manchester it is on the breakfast table each morning in every town and village from Aberdeen in the North to Plymouth in the South, and from Lowestoft (East Coast) to Liverpool.

It is also on sale each morning in Scotland and Ireland and with very few exceptions its net sale in the Country Districts is greater than that of the local press.

Great Britain and Ireland with its more than 47,000,000 inhabitants represents one of the richest and most compact markets in the world.



Specimen copy and
Advertisement Rates
will be sent on applica-
tion to **THE DAILY
MAIL** Offices, 280
Broadway, New York.
Phone Worth 7270.

Daily Mail

(LONDON)

"A Campaign In Itself"

EDITORIAL

FRANKLIN, THE EDITOR

THOUGHTS of Benjamin Franklin always vision him to us as a printer, a statesman and philosopher. He has never been given his proper place among our great editors. However, he would no doubt, be the first to belittle this idea. It was probably his ability to measure his own shortcomings that makes him stand out more and more each year as great.

The chief attribute of both leadership and editorship is satisfaction with the yesterdays and pleasures and hopes for the tomorrows. In the case of Franklin it found most complete expression in his self-written epitaph. He says:

"The body of Benjamin Franklin, printer, (like the cover of an old book, its contents torn out, and stripped of its lettering and gilding) lies here food for worms. Yet the work itself shall not be lost, for it will (as he believes) appear once more in a new and more beautiful edition corrected and amended by the author."

No matter how much Franklin may have disclaimed his natural bent to editorship, it is true that his leadership and his lasting hold on American opinion was obtained through the printed word.

Many of the knacks of the modern successful editor were his. He was probably the first of all American newspaper men to recognize power of the picture and cartoon. He, more than any other American editor, was responsible for the political cartoon as a weapon in time of battle, when victory was dependent upon the influencing of public opinion. He was responsible for the famous snake cartoon in which that reptile was pictured as being divided into thirteen parts, and which played such a prominent part in welding together the thirteen original colonies and making possible this republic.

There is no one of the fathers of this country whose writings left for posterity are so rich in the common sense idealism which was the guiding factor in laying down the principles upon which this republic was born.

At this time when the entire nation is giving its attention to the peace plan of Edward W. Bok, another editor and another Philadelphian by adoption, it is well for us to turn back the pages to the days of the first struggle for independence and read again the thoughts and the ideals expressed by that first outstanding moulder of public opinion, Benjamin Franklin, who wrote at the birth of this nation:

"I join with you most cordially in the return of peace. I hope it will be lasting, and that mankind will at length, as they call themselves responsible creatures, have reason enough to settle their differences without cutting throats; for, in my opinion, there never was a good war or a bad peace. What past additions to the conveniences and comforts of life might mankind have acquired, if the money spent in wars had been employed in works of utility!

"What an extension of agriculture, even to the tops of the mountains; what rivers rendered navigable, or joined by canals; what bridges, aqueducts, new roads, and other public works, edifices and improvements, rendering England a complete paradise, might not have been obtained by speeding those millions in doing good, which in the last war have been spent in doing mischief—in bringing misery into thousands of families and destroying the lives of so many working people, who might have performed the useful labors."

That was not written by an idealist, a propagandist, or a radical in 1776, but by one of the greatest of the fathers who dreamed and conceived this nation in 1776. What Benjamin Franklin wrote then is true today—he was a great editor.

It is all very well for the United States Lawn Tennis Association and the Amateur Athletic Union to take action to prevent the public from being cheated through the use of big names over sport stories. However, the greater question will continue to be just what the mental attitude of the editor is to his public if his conception of journalistic enterprise is the payment of \$500 for the use of a name and \$30 a week to a man with brains enough to write the story that goes in under his high-priced purchase.



THE HAPPINESS OF THE GODLY

Psalm 1: 1-6

BLESSED is the man that walketh not in the counsel of the ungodly, nor standeth in the way of sinners, nor sitteth in the seat of the scornful.

But his delight is in the law of the Lord; and in his law doth he meditate day and night.

And he shall be like a tree planted by the rivers of water, that bringeth forth his fruit in his season; his leaf also shall not wither; and whatsoever he doeth shall prosper.

The ungodly are not so: but are like the chaff which the wind driveth away.

Therefore the ungodly shall not stand in the judgment, nor sinners in the congregation of the righteous.

For the Lord knoweth the way of the righteous: but the way of the ungodly shall perish.

ADVERTISING'S HEADQUARTERS

ADVERTISING now has what can be rightly termed a national headquarters in New York City. The Advertising Club of New York in its new home takes rank as among the finest institutions in the country. For beauty, conveniences and detail of design it is unexcelled by any of the other great clubs in the metropolitan district. Here will be the meeting place of advertising men and publishers of every part of the world.

This masterpiece of Stanford White and former home of J. Hampden Robb, built around century-old carved woods and works of marble gathered from the palaces of Europe, stands not as a monument but as a milestone in the progress of advertising.

The officers and membership of the Advertising Club of New York have made a great dream come true by the purchase of this palatial home. They deserve success and should have the support not only of the advertising men and those interested in advertising of Greater New York, but also others who have occasion to visit the city during the year and wish to have a part and a place in a home that they can call their own.

ACQUITTAL of Carl Magee, New Mexico editor, following closely on his pardon for other charged libels growing out of the present case, proves again that the average American as represented on the American jury still believes in the good faith of the individual where the public interest is concerned.

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EDITOR & PUBLISHER

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THE EDITOR & PUBLISHER CO.,

1115 World Building 63 Park Row, New York

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Ben Mellon, Associate Editor.
Arthur T. Robb, Jr., Managing Editor.
Fenton Dowling, Business Manager.
J. B. Keeney, Advertising Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Filch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; \$4 a year; foreign \$5 Canadian \$4.50

ON-TO-BRITAIN

JUST an inkling of the great plans that the British are making for the 1924 convention of the Associated Advertising Clubs of the World is disclosed in the cabled accounts of the meeting held at the Savoy Hotel, London, Thursday night, appearing in this issue of EDITOR & PUBLISHER.

In the presence of more than five hundred business leaders of the British capital, and with the Mayor of London and many provincial mayors as guests, Lord Burnham, owner of the London Telegraph and president of the On-to-Britain Committee, made it clear that it is England's purpose to host this a world assembly for the discussion of business problems. This was the inaugural business and the opening of the campaign for preparation what is destined to be the most important gathering in the history of the A. A. C. W.

Of importance equal to the enthusiasm of the occasion was the announcement of Harold Vernon, president of the Thirty Club of London that the hospitality fund now amounts to over twenty thousand pounds.

It will probably come as a surprise to Americans to learn that the British are preparing to entertain six thousand delegates from every part of the world and they are going to entertain on a scale that has never before been attempted at national or international gatherings.

Lord Burnham in his address paid high tribute to the advertising fraternity of the United States and he said:

"We do well to take America for our pattern example in this great enterprise, because America has taught us to pay to advertising the honor and credit that belongs to it in the organization of manufacturing and business. It has raised the advertising calling to the highest plane of trade and business when applied to the necessities and luxuries of manufacturing."

Some idea of the high purposes that actuated Lord Burnham in bidding so high for the coming convention and now entering so wholeheartedly, so extensively in their plans for entertainment of more than a thousand delegates was probably contained in a statement of Lord Burnham in which he said:

"I heard in the West Indies an excellent phrase which tells us to catch one another's ways. The convention will spread the contagion by the contact of its visiting personalities."

In this is found the keynote of the whole On-to-Britain Movement, and if carried out in that spirit, great good will come to England, America and the entire business world.

COMMON sense continues to command a following in the ranks of the country's union press, who this week renominated without opposition for president, George L. Berry, and his associates for another term at the head of the international organization. Major Berry, publicly at least, tributes his renomination to the stand he and his colleagues took for straight thinking and honest action in the recent New York newspaper strike. That, in all probability, was a factor, but it was the concrete demonstration of the square deal for the union member and employer that Berry has been preaching and practicing during his present term, the prior two decades. While such principles as these, the union is assured of a tranquil and prosperous existence and employing printers and publishers exist upon production uninterrupted by disputes and broken contracts.

"**I**S anyone asleep?" is the very pertinent question the advertising agency of N. W. Ayer & Sons puts up to the newspapers of America in a letter on the subject of national advertising and responsibility of newspaper readers to the same. They say that this, among other thoughts expressed in the past has long been in their minds. And answered by them in the affirmative until now, we should say—justified by a comparison of the lineage placed in magazines and amount of free publicity sent by that firm to newspapers to bolster the former. Answer to the question is simple. With Ayer seeking light on newspaper advertising, everybody seems to be awake.

PERSONAL

ARTHUR E. BRAUN, president, Pittsburgh Post and Sun Publishing Company, with Mrs. Braun and their daughter, returned recently from a trip to Nassau where they spent the Christmas holidays.

Frank P. Glass, editor, St. Louis Star, left New York this week, arriving in St. Louis on Jan. 11, and returning to St. Louis Jan. 11. His visit, he said, was purely personal.

H. B. Baker, general manager, P & A Photos, returned this week from a two-month tour abroad visiting that firm's branches. After a few weeks' stop at the eastern headquarters he will leave on a month's tour that will extend as far west as the Pacific Coast.

F. W. Sprague, editor, Scottsville (N. C.) News, has been named vice-president for Virginia of the National Editorial Association.

William F. Metten, publisher Wilmington (Del.) Evening News, has been appointed by Mayor George W. K. Forrest a member of the Bok Peace Award Committee of that city.

V. V. McAdoo, proprietor, Seio (Ore.) Tribune, with Mrs. McAdoo, has returned from a visit of two months at Kansas City.

W. C. Jarnagin, for many years connected with Des Moines, Ia., newspapers, has been elected president of the Storm Lake (Ia.) Commercial Club. In April Mr. Jarnagin assumed active management of the Storm Lake Pilot-Tribune which he purchased from Charles H. J. Mitchell, now with the Sioux Falls (S. D.) Press.

William R. Buchanan, former owner and publisher, Brockton (Mass.) Times, accompanied by his wife and daughter Marie, have gone to St. Petersburg, Fla., to spend the winter.

Prof. John O. Simmons, formerly of the Providence (R. I.) Journal and Springfield (Mass.) Republican, and Mrs. Simmons, are the parents of a daughter, Jean Gordon, born Dec. 27. Prof. Simmons is on the journalism faculty of Syracuse University.

Col. Henry W. Shoemaker, president Altoona (Pa.) Tribune Publishing Company, and a member Pennsylvania Forest Commission, and Pennsylvania Historical Commission, who has been seriously ill at St. Bartholomew's Hospital, New York, following three operations, is reported to be convalescent. It will be some time before he is able to leave the hospital.

Willis J. Abbott, editor, Christian Science Monitor, and Mrs. Abbott sailed from New York, Jan. 10, on the Pan-American liner Manchuria, bound for Cuba and California, via the Panama Canal.

Arthur Brisbane, Jan. 8, purchased for \$25,000 the New Rochelle, N. Y., home of Mrs. Nell B. McRae, better known as Nell Brinkley, newspaper artist. It is understood Mr. Brisbane is interested in the construction of a modern hotel on the site.

IN THE BUSINESS OFFICE

ROY M. HACKLER, for past 8 years associated with Nels B. Updike in Omaha and Milwaukee, has been appointed business manager, Omaha Bee.

Bryan Akers has been advanced from advertising manager to advertising director, Phoenix (Ariz.) Gazette, and has succeeded in the former position by Carl Bartle, formerly El Paso (Tex.) Times.

Charles P. Saylor, business manager Wilmington (Del.) Labor Herald, has been re-elected treasurer of the Wilmington City Democratic Committee.

S. Edgar Phillips, manager, Hagerstown (Md.) Herald-Mail Publishing Company, and Mrs. Phillips entertained editorial, mechanical and business offices of the two papers at a New Year's reception at their home in Hagerstown. Mr. Phillips was recently made manager

to succeed C. E. Whipple who resigned last July.

Luther Weaver, former service man, St. Paul Dispatch-Pioneer Press and later connected with a Minneapolis advertising concern, has withdrawn therefrom and engaged in general publicity.

T. M. Butler, formerly circulation manager, Marion (Ind.) Chronicle, is now with the advertising staff, Kokomo (Ind.) Dispatch.

T. Lewis has been appointed Western representative of the Boston Advertiser with offices in Chicago.

H. E. Dreier, local advertising manager, Oklahoma City Oklahoman and Times, has been appointed national advertising manager.

IN THE EDITORIAL ROOMS

RAY W. FELTON has succeeded Roy Pinkerton as editor of the Seattle Star. Felton was formerly the city editor, which office is now being filled by Fielding J. Lemon, former assistant city editor.

A. G. Dexter, Winnipeg Free Press, has been appointed to represent that paper at Ottawa, Canadian federal seat. He began his newspaper career as an office boy with the Free Press and has been with the paper steadily, with the exception of 3 years spent overseas.

Isadore Reichler, city editor, Utica (N. Y.) Press, has been appointed associate editor of the "Square and Compass" a monthly Masonic journal.

R. M. Megginson, Wilmington (Del.) Journal, has been re-elected president of the Democratic League of that city, and in recognition of past services, has been presented with a gold watch.

Archie Watts, has resigned as managing editor Olympia (Wash.) Olympian, to assume the editorship of the Pacific Builder and Engineer, a weekly trade journal published in Seattle.

Allan Shoenfield, for the past year and a half Berlin correspondent for the Detroit News, has just completed a trip through Czechoslovakia and a "swing" around Europe, obtaining special stories.

Karl W. Miller, son of George E. Miller, editor-in-chief, Detroit News, has been in South America for the past 8 months writing special articles for his paper and is now on his way northward toward Mexico.

John A. Jones is now editor, Weirton (W. Va.) Leader. He was formerly with the Steubenville (O.) Herald-Star.

Walter J. Christy, political editor, Pittsburgh Gazette Times has been appointed delinquent tax collector of Allegheny county.

Arthur Chapman, formerly managing editor, Denver Times, who was granted a leave of absence from his New York newspaper work in which to write a textbook on Colorado history, has completed his book. Upon its acceptance by the educational committee of Greater Colorado, Inc., he will return to New York.

Albert Crane of the Attiea (Ind.) Ledger and Tribune is seriously sick at his home.

F. J. Brettle, veteran editor, Cherry Creek (N. Y.) News, retired Jan. 1. He is succeeded by R. R. Thorngate. Mr. Brettle had been editor of the News for 13 years prior to his retirement.

Warren E. Boyer, secretary, Denver Press club, Denver newspaper and publicity man, has published a book, "Vanishing Trails of Romance," woven about the historic incidents and traditions of Colorado's scenic spots.

William H. Hill, state editor, Wilmington (Del.) News, presented each fellow newspaper man of Wilmington with a book of his original poems, entitled "Thoughtlets," as a Christmas and New Year's remembrance.

Mrs. C. M. Peck of Los Angeles, is now assistant society editor San Diego (Cal.) Union, succeeding Mary Elizabeth Irwin, who has gone to Chicago to take a course in short story writing.

Mrs. Nancy Barr Mavity, recently on

the staff, San Francisco Chronicle, has been given an assignment by the Sunset magazine for a series of articles on the Orient. Mrs. Mavity will spend 8 months on the assignment.

Russell C. Barnes, on the Detroit News staff for past 5 years, and for the last year correspondent for the News at the Capitol at Lansing, is assisting Jay G. Hayden, Washington correspondent, during the present session of Congress.

C. F. Davidson, formerly of the Marion (O.) Tribune and lately of the Wilmington (O.) News-Journal, replacing Raymond B. Howard, several years in that position. Howard has purchased the London (O.) Madison Press.

Louis J. Giffels, formerly assistant state editor, Detroit News is now state editor, succeeding Fred Gaertner, Jr. He is succeeded by Edward E. Herwig as assistant state editor.

Fred Gaertner, Jr., for some time state editor, Detroit News, became metropolitan editor on Jan. 1. Arthur Hathaway and C. K. Lysinger are his city assistants.

P. A. Burrows, formerly lieutenant governor of Nebraska and managing editor of the Madison (Neb.) Star-Mail since his retirement from public office, will be in charge of the organization of the third congressional district of Nebraska preparatory to the coming elections.

Joseph N. Mackrell, formerly political writer, Pittsburgh Chronicle-Telegraph, was inducted into office Jan. 7, as register of wills, Allegheny County.

Grayce Druitt Latus, travel editor, Pittsburgh Post, on Jan. 9, started a series of 12 weekly radio talks on travel based on her recent trip abroad.

Vance W. McCray, for two and one-half years farm editor, Cedar Rapids (Ia.) Gazette, has resigned to take a position with the Agricultural Foundation of the Sears-Roebuck Company of Chicago. He will be connected with the department of information in charge of agricultural publicity. C. P. Streeter, Ames, Ia., will succeed Mr. McCray as farm editor.

M. E. Donnelly is again connected with the financial staff of the Detroit News after an absence of a year.

Miss Florentine Michaud, society editor, St. Paul News, has left on a Mediterranean tour as companion of Mr. and Mrs. Cordenio A. Severance. Her desk is in charge of Mrs. Ivens Jones.

James L. Devlin, staff reporter, Detroit News, for the past 14 years, is spending the winter in New Orleans with his family.

M. J. Shea, Ottawa, has returned to the staff of the Winnipeg Free Press.

W. H. Perkins and E. H. Carroll, former Portland newspapermen, have resigned from the Marshfield (Ore.) News and will establish Timber Topics, a weekly, published at Marshfield.

E. E. Naugle, formerly managing editor, St. Petersburg (Fla.) Times, has initiated a movement for organization of a press club in that city.

Milburn J. Kusterer, state editor, and Michael F. Scully, assistant city editor, Grand Rapids (Mich.) Press, each spent a 10-day Christmas vacation in Texas, their home state, Kusterer at Fort Worth, and Scully at Dallas.

Ernest T. Spencer, correspondent Salt Lake City (Utah) Tribune at Ogden for the past five years, has resigned to act as secretary for the Ogden Elks. Ray L. Olson, formerly Tribune correspondent at Logan and of late attached to the Salt Lake office, will succeed Spencer.

Mrs. Josephine Ellis has been made society editor, Wilmington (Del.) Evening News, succeeding Miss Heath Jones, resigned. Miss Celeste Salfner has been added to the staff as a special writer in the women's department. Miss Pearl Rees has joined the city staff, succeeding Mrs. Leon Whaley, resigned.

Walter S. McLain has left the staff Toledo (O.) News-Bee to join the U. S. Advertising Corporation of Toledo.

Robert M. Lee, city editor, Chicago Tribune, has recovered from a recent illness.

Jo Fiseher, artist, Chicago Herald & Examiner, has returned to his desk after a week's illness.

Harry Neily, baseball writer, Chicago American, has gone to Florida with Mrs. Neily. He will spend his vacation there, joining the White Sox when they arrive in St. Petersburg to start their spring training.

George Dever, youngest son of William A. Dever, mayor of Chicago, has joined the reportorial staff, Chicago American.

George McManus, cartoonist, creator of "Bringing Up Father," will leave New York, Jan. 12, for a short vacation in Florida.

Diek Harrison, city editor, Saskatoon (Sask.) Star, has been appointed news editor of the Star and Morning Phoenix. D. P. Connerly, city editor, the Phoenix, goes to the Star's city desk and is succeeded by Eric Knowles, formerly of Hamilton, Ont.

Glenn Griswold, managing editor Chicago Journal of Commerce, was a lecturer at the bi-monthly meeting of the

The editor who uses the free information bureau conducted by Frederic J. Haskin provides a special representative in Washington for everyone of his readers.

150205A

Co-operative Club of Chicago, Tuesday, Jan. 8.

George Ashley De Witt, accompanied by his wife and little daughter, left Chicago recently to open an office in Los Angeles. He will be western editorial representative for the Chicago Herald Examiner.

Frank P. Briggs, night editor, Shawnee (Okla.) News, has gone to Macon, Mo., where he becomes editor and part owner of the Macon Chronicle-Tribune. He was former owner, Trenton (Mo.) Times. Harry Stroud, editor, Ardmore (Okla.) Ardmoreite, succeeds Briggs on the Shawnee News.

MARRIED

MISS HARRIETT MACK, daughter of Norman E. Mack, publisher, Buffalo (N. Y.) Times, to Stuart Corey Welch, Jan. 10.

Mahlon B. Johnson, formerly Rocky Mountain News and Denver Times reporter, now vice-president and assistant editor Denver Daily Record Stockman, to Miss Ada Johnson, of Denver, Dec. 24.

Arthur Reed Brown, of Rapid City (S. D.) Journal staff, to Miss Della Belle Kjelmlyr, Dec. 25.

Miss Ruth Welsh, in charge of foreign advertising, Springfield (O.) News, to Louis J. Chapman of New York City recently.

George M. LeCrone, Jr., Effingham, Ill., of the newspaper advertising field, Colorado Springs, Col., to Miss Augusta Spencer of Columbia, Mo., Dec. 29.

H. H. Richardson, advertising department, St. John (N. B.) Telegraph-Journal, to Miss Ellen Peterson, of Fredericton Junction, N. B., recently.

Miss Helen Hall Ridenour, only daughter of Mr. J. Frank Ridenour, formerly with the Hagerstown Globe, and now a director of the Hagerstown Herald-Mail Publishing Company and manager of the Hagerstown Bookbinding and Printing Company to Vaughn Byron, a nephew of the late Lewis T. Byron, former owner of the Herald-Mail, Jan. 3.

Miss Ethel Brown, of staff, Chicago Journal to Max M. Steinberg of Council Bluffs, Ia., Jan. 6.

Miss Marguerite Yerxa, member of the business office staff St. John (N. B.) Telegraph-Journal to W. S. Potts.

Ruth Ainsworth, associate editor, Newport (Wash.) Miner, to Charles A. McGlade, Dec. 29. Miss Ainsworth is the daughter of Fred L. Wolf, editor and publisher of the Miner.

HOLDING NEW POSTS

JAMES HAAS, staff, Philadelphia Public Ledger, to editor radio department, Camden (N. J.) Courier.

B. S. Robb, from staff, St. John (N. B.) Telegraph-Journal, to staff Halifax (N. S.) Herald.

J. A. Manchester, from Brockton (Mass.) Enterprise, to city editor Halifax (N. S.) Herald.

Al T. Baum from advertising agency of Curtis-Baum, Oakland, Cal., sporting editor, San Francisco Examiner.

Byron Darnton, Baltimore, to staff Public Ledger and Irving Mechlovics, to copy desk, Public Ledger.

Lenore K. Downey, from city editor, Wahpeton (N. D.) Globe, to feature writer, San Diego (Cal.) Union.

J. K. Evans, from Oakland advertising manager, San Francisco (Cal.) Herald to classified advertising manager, San Francisco Call.

Robert Reed, from feature writer Toledo (O.) News-Bee, to managing editor, Selma (Ala.) Times-Journal.

Charles D. Truman, from Honolulu (Hawaii) Advertiser, to promotion manager, Los Angeles (Cal.) Herald.

C. D. Gillespie, from staff, Ellensburg (Wash.) Record, to advertising manager, East End (Wash.) News (Spokane).

William Stonebraker, from copy desk, Syracuse Telegram, to rewrite staff, Boston American.

T. R. Hutton, from Albany (N. Y.) Knickerbocker Press to staff, Detroit News.

IN THE AGENCY FIELD

HARRY C. MALEY COMPANY, Chicago, has been appointed advertising counsel for the proposed Aviation Town & Country Club, Detroit.

School Book Advertising Company of New York, have opened offices in Chicago at 14 West Washington street. All Western business will be handled from the Chicago address.

Kansas staff of the Ferry-Hanty Advertising Company held a New Year's luncheon in Kansas City, Jan. 1. C. P. Hanly, of Chicago, vice-president and manager of the Chicago bureau of the company, was honor guest, and Arthur F. Killick was toastmaster.

George H. Payne, president of the G. Logan Payne Company of Chicago and William A. Small, secretary, spoke briefly at the weekly meeting of the Advertising Club of Cedar Rapids, Ia., last week. While in Cedar Rapids, Mr. Payne and Mr. Small were guests of J. S. Farquhar, publisher, and R. G. Grassfield, editor, Cedar Rapids Republican.

WITH THE ADVERTISERS

CLAUDE SANAGAN, for past 5 years advertising manager Willys-Overland of Canada, Limited, has resigned to engage in a general advertising business on his own account. Mr. Sanagan at one time was city editor, London (Ont.) Free Press, associate editor, Winnipeg Telegram, managing editor, St. Thomas Journal, western Ontario representative, Toronto Globe, and promotion manager of the Globe. He has been active in the Association of Canadian Advertisers and is vice-president of that body.

Edmund E. Keough has resigned as advertising manager, American Writing Paper Company, to become sales promotion manager, Paper Utilities Company, New York City.

Howard W. Harrington, advertising manager, Moline Plow Company for 5 years, and vice-president and general manager of the Moline Press, a printing concern subsidiary to the plow works, has joined the H. K. McCann Advertising agency in Cleveland, as account executive and will be located in the Cleveland office. He is succeeded at the Moline Plow by M. O. Dawson, superintendent of the Moline Press, and H. B. Weeks, assistant advertising manager. Mr. Harrington organized the Moline Ad club and was its president 3 years.

Homer W. Miller, for the last year advertising manager for Hess Brothers mercantile store, Rockford, Ill., has been appointed advertising manager, Free Sewing Machine Company of Rockford.

NEWS SERVICES AND SYNDICATES

GEORGE C. DEWITT, formerly assistant managing editor, Chicago Herald & Examiner, has been appointed Universal Service correspondent in Los Angeles.

Richard Rohman, formerly of the New York Leader and New York Call and one time member of the Paris staff of the Chicago Tribune, has joined the New York bureau, Russian Telegraph Agency, as assistant correspondent.

C. J. Zahradka has been transferred from the office of the St. Paul bureau of the Associated Press to the Capitol run. His successor as assistant to M. M. Oppgaard, chief of the bureau, is H. R. Carpenter.

WITH THE SPECIALS

BRIDGEPORT (CONN.) POST & TELEGRAM and the Bridgeport Sunday Post announce the appointment of Gilman, Nicoll & Ruthman, with offices in New York, Boston, Chicago and San Francisco, as their national advertising representatives, effective Jan. 7.

Thomas F. Clark Company, New York, publishers' representative, has been appointed to handle the national advertising of the Suffolk (Va.) News.

ON THE MECHANICAL SIDE

FREDERICK L. TWOMEY, foreman, composing room, Lynn (Mass.) Telegram-News, was elected city councillor at the recent city election.

William Koch, one of the oldest printers of St. Paul and prominent in Typographical union circles, has been left a fortune by the death of a brother.

District managers, Lanston Monotype Machine Company, held conferences in Philadelphia recently at the call of Harvey D. Best, vice-president, to review past sales and sales methods, to inspect newly perfected machines and units, to advise with home office executives and to make plans for the sales activities of the coming year. Those attending were S. E. Haigh, Philadelphia; G. Walter Lieb, Birmingham; Richard Beresford, New York; H. H. Morley, Boston; H. F. McMahon, Toronto, J. H. Sweeney, Chicago, and F. L. Bowie, San Francisco.

H. P. Richardson has been appointed assistant to the sales manager, Lanston Monotype Machine Organization, following the resignation of Carroll T. Harris who goes to San Francisco as vice-president and treasurer, Monotype Composition Company.

Annual meeting of district managers and salesmen of the Ludlow Typograph Company was held in Chicago, Jan. 3 to 5. A banquet was held, and problems of the organization discussed.

SPECIAL EDITIONS

HALIFAX (N. S.) HERALD, a page Year End edition, Dec. 31.

Fall River (Mass.) Herald, a 24-page New Year's edition, Dec. 31.

Darlington (S. C.) News & Press weekly, a Darlington County Democrat edition of 1923, Jan. 4.

Boston Transcript, a 56-page world business outlook special edition, Jan. 4.

Worcester (Mass.) Post, a 28-page financial and industrial edition, Jan. 4.

Indianapolis (Ind.) Star, a 72-page yearly review edition, Dec. 31.

CHANGES OF OWNERSHIP

G. E. CAMPBELL of the Cedar Rapids (Ia.) Record, has purchased Pierson (Ia.) Record.

L. P. Loomis of Canadian, Tex., purchaser the Torrington (Neb.) Telegram from F. S. Pavitt, who is on account of poor health.

B. W. Herman, editor and publisher of the Wasco (Cal.) News last week purchased the Shafter (Cal.) Progress neighboring village, from Mrs. M. Calkins, who has been editing paper for the past year since the death of her husband.

O. M. Mayfield, Denver, has purchased the Valley (Neb.) Enterprise from E. Byars, who successfully piloted Enterprise for 32 years. Mr. Byars tires to devote his entire time to moving picture house at Valley.

South San Francisco (Cal.) Enterprise has been purchased by George F. Mer-

Another Series of Church Advertisements

Series No. 5 of Church Advertisements has just been issued and sent to publishers of daily papers. This series is supplied to papers without charge for use. The series consists of 23 advertisements by advertising men and public officials and can be used by any paper or group of churches.

Nominal prices have been placed on previous series of church advertisements issued by this department in order to secure exclusive use in a town and to pay for printing proofs and sending them out.

A friend of the cause has paid for Series No. 5 so the Department is able to offer Series 5 free.

If you have not seen the proofs send for them.

Series 5 is obtainable only from Mr. E. H. Harris, Palladium, Richmond, Ind.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

DISTINCTIVE FEATURES

HOL-NORD FEATURE SERVICE

500 Fifth Avenue
NEW YORK CITY

Detroit

Fourth
Largest
City

Complete coverage with
one paper.

The Detroit News

Offers advertisers
unusual opportunities

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading
the second paper by 2,158,-
316 lines for total advertising
for 1922.

First in total; local; national
lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

226 Fifth Ave. N. Y. City
Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

Consistent Leadership

WHERE advertising
pays -- It grows
and stays! Month after
month, year in and
year out--The Milwaukee
Journal continues
to print more advertising
than the other two Mil-
waukee papers combined!

First in circulation--
First in reader inter-
est--First in Results--

The Milwaukee
JOURNAL
FIRST--by Merit

publisher, Palo Alto (Cal.) Times and
Redwood City (Cal.) Tribune.

Harold J. Dobb, of the Great Falls
(Mont.) Tribune, has bought a half in-
terest in the Winlock (Wash.) News, of
which he has become editor and pub-
lisher.

American Fork (Utah) Citizen has
been sold by L. W. Gaisford to A. F.
Gaisford of Lehi, Utah.

B. H. Shearer, publisher, Columbus
Junction (Ia.) Gazette, has purchased
subscription list of the Columbus Safeg-
uard, published by W. E. Whetstone.
The Safeguard was founded more than
half a century ago.

Miss Ruth Camp, only woman pub-
lisher in southwestern Iowa, has sold a
half interest in the Lewis (Ia.) Standard
to Charles Willey, former publisher. Mr.
Willey will resume his editorial connec-
tion with the paper and Miss Camp will
serve as business manager.

W. E. Tyler has sold out his entire
interest in the Prosser (Wash.) Record-
Bulletin to W. R. Sproull and Virgil E.
Sproull.

W. E. Barnes of Oxford, Ia., has pur-
chased the Sleepy Eye (Minn.) Herald-
Dispatch from D. L. Keith.

Harry Bouck part owner, Girard
(Kan.) Messenger, has purchased the
half interest of his partner James D.
Barnes and is now in full control.

L. A. Sullender, recently sold the
Denning (Wash.) Prospector to A. S.
Johnston and H. J. Strickfaden. He
has returned to his old home in St.
Louis, Mo., where he will remain in-
definitely.

C. E. Mills has relinquished active
control of the Montevideo (Minn.)
American, and leased the paper to his
sons. C. Elwood Mills becomes editor
and his brother Everett S. advertising
manager.

Thomas Dovere of Eugene, Ore., has
bought the Kelso (Wash.) Cowlitz
County News from J. H. Pittman.

Lynchburg (O.) News, weekly, has
been leased to C. B. Tullis, who has
been its manager, by the Brown Publish-
ing Company, Blanchester, O. Tullis
also has become manager of the New
Vienna (O.) Reporter since C. E. Sturm
purchased the Wilmington (O.) Democ-
rat.

Presley Atkins, formerly publisher
Pineville (Ky.) Sun has purchased the
printing plant and business of the Norton
(N. C.) Daily Progress from John E.
Pearce. The sum involved is said to be
about \$18,000.

NEW PLANTS AND EQUIPMENT

HAYWARD (CAL.) REVIEW re-
cently moved into a new \$10,000
plant.

Apopka (Fla.) Chief, will soon move
into its new home, now under construc-
tion. The Chief's plant will also be
used by several other publications, in-
cluding the National Pilgrim.

Linton (Ind.) Citizen has recently
added a new Duplex press.

Herman Reents, who recently pur-
chased the Bushton (Kan.) News, has
purchased new presses and other equip-
ment for the plant.

NEW PUBLICATIONS

KEITH FANCHER formerly with
the Wichita (Kan.) Beacon is the
new owner of the Emporia (Kan.)
Times.

Auburndale (Fla.) Journal, weekly,
has just made its appearance. It is
issued by the Journal Publishing Com-
pany, Alex. G. Deal, editor and manager.

Joplin (Mo.) Democrat is a new
weekly newspaper appearing with Cap-
tain D. E. McDowell as editor.

W. B. Ream, for years editor, Turon
(Kan.) Press, but who for some time
has been out of the game engaged in
farming, has returned to the printing
office, and is now publishing the Byers
(Kan.) Journal.

Dunellon (Fla.) Truth, a weekly, has
made its appearance with G. W. Adams,
Florida newspaper writer as editor.

ASSOCIATIONS

FRANKLIN TYPOGRAPHICAL SO-
CIETY of Boston held its 100th
annual meeting Jan. 4, and the following
officers were elected: President, Henry
P. Robert; vice-president, Francis A.
Corley; secretary, Charles H. Phinney;
collector, William J. Thomas; treas-
urer, Keonard Raymond; librarian, John
V. Ballard. Plans were discussed for
the 100th anniversary celebration, when
a reception and dinner will be held at
the Copley-Plaza Hotel. Cyrus H. K.
Curtis, publisher of the Philadelphia
Public Ledger and New York Evening
Post, will be one of the invited guests.

Cleveland Advertising Club was host
to several hundred newsboys during the
holiday season. The boys were given a
dinner at the Hotel Statler and treated
to numerous gifts.

Pittsburgh Advertising Club was en-
tertained by Joe Cook, comedian from
the "Vanities of 1923," at their weekly
meeting, Jan. 4.

Winnipeg branch of the Canadian
Women's Press club was entertained by
a sketch written and presented by the
members at their annual New Year's
dinner. Those taking part were Eliza-
beth Long, Miriam Norton, Ethelwyn
Ellis, Mrs. Mary Ingersoll, Mary Scott
and Carolyn Cornell. A miniature news-
paper, the Rival Rag, was distributed.

William Rockhill Nelson Post of the
American Legion, composed of em-
ployees of the Kansas City Star who
served in the world war, recently elected
officers as follows: Commander, Leo
Fitzpatrick; adjutant, Edwin Reed;
finance officer, Arthur Wallstedt; cen-
tral committeeman, William J. Rowley;
sergeant-at-arms, Ray Stewart; vice-com-
manders, George Byrne, C. Cowles and
W. C. Hoover; post surgeon, Dr. Paul
V. Woolley.

Buffalo Better Business commission
has elected the following directors: three
year terms: Emanuel Boasberg, Edward
H. Butler, Edward L. Hengerer, Elliott
C. McDougal and J. F. Schoellkopf;
two year terms: Charles Clifton, I. C.
Kantrowitz, John A. Kloepfer, J. H.
McNulty and Sidney Detmers; one year:
Frank B. Baird, C. Pascal Franchot,
Lewis G. Harriman, Fred C. Jahraus
and Roland L. O'Brien.

At the annual meeting of the News-
paper Club, Boston, Jan. 3, the follow-
ing officers were elected: editor-in-chief,
Howard G. Reynolds, Boston Post;
managing editor, Franklin P. Collier,
cartoonist, Boston Herald; reporter,
William U. Swann, Rehoboth Sunday
Herald.

Virginia Press Association has de-
cided to hold the mid-winter meeting in
Richmond, Va., Jan. 25 and 26. The
program has already been drawn up.
Jarvis A. Wood, senior member, N. W.
Ayer & Son, Philadelphia, will speak
on "To What Extent Do Merchandising
Surveys and Other Co-operation
Asked for by Agencies Do Towards
Landing a Contract?" Other speakers
include: Emmett Finley, secretary and
general manager, American Press Asso-
ciation; Dr. Douglas Freeman, Rich-
mond News-Leader; and Col. W. S.
Copeland, Newport News Daily Press.
Program arrangements were made by
Paul Scarborough, president; L. E.
Pugh, Newport News Daily Press; A.
A. Rowe, Fredericksburg Star; R. C.
Beasley, South Boston News; E. E.
Keister, Strasburg News; and James C.
Latimer, secretary-treasurer.

Dr. Nicholas Murray Butler, president
of Columbia university, will be the prin-
cipal speaker at the midwinter meet-
ing of the Indiana Republican Editorial
association. The annual love feast will
be postponed from Jan. 25 to early in
February. It has also been announced
that James J. Davis, secretary of labor,
will speak at the republican meeting to
be held by the editors on the night pre-
ceding the love feast. George D. Lind-
say of Marion is president of the asso-
ciation; George A. Elliott of Newcastle,
vice president, and W. O. Feudner of
Rushville, is secretary.

Advertising Club of St. Louis will

"In Boston It's the Post"

Circulation Averages
November, 1923

BOSTON DAILY POST
401,204

Copies Per Day

BOSTON SUNDAY POST
395,819

Copies Per Sunday

First in Local, National and
Total Display Advertising

KANSAS IS A RICH, RESPONSIVE
FIELD--TOPEKA, ITS CAPITAL
A GOOD "TRY OUT" CITY
They are best covered by the

Topeka Daily Capital

TOPEKA, KANSAS

Only Kansas Daily with a General
Kansas Circulation

Dominates its field in circulation, all
classes of advertising, news, prestige
and reader confidence.

Supplies market data--does survey
work--gives real co-operation.

Arthur Capper

PUBLISHER

MEMBER A. B. C.--A. N. P. A.

The Deseret News

SALT LAKE CITY, UTAH

A great resort city. The West-
ern Atlantic City--with a great
playground close by

Foreign Representatives

CONE, HUNTON & WOODMAN

New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives

CONGER & JOHNSTON
Los Angeles San Francisco

EVENING HERALD

Los Angeles, Calif.

Gained 29,347 Daily Average Circulation.
Sworn Government Statement, Six Months
Ending March 31, 1923, 166,900 Daily. Six
Months Ending Sept. 30, 1922, 146,900
Daily. Increase in Daily Average Circula-
tion, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.
A. J. Morris Hill, 710 Hearst Bldg., San
Francisco, Calif.

MOST NEWS

The largest morning daily circulation
in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation118,000

Sunday Circulation ...175,000

Member A. B. C.

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

New Haven Register

is New Haven's Dominant Paper

Circulation over 37,000 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

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.

8 So. Wabash Ave. 581 Fifth Ave.
Chicago New York

Proof of Results

is repetition of advertising. Some of the best known New York stores have for ten years used

NEW YORK
EVENING JOURNAL

hold the first of a series of tours of St. Louis on Jan. 22. The visits will take members to the various eleemosynary institutions conducted by the city, as well as industrial.

Syracuse Advertising Men's Club at its annual meeting and election of officers last week announced an enlarged program of activities for 1924. New officers are: president, Maynard H. Salmon; first vice-president, A. M. Little; second vice-president, Thomas Gaffney; secretary, Ray Link; treasurer, Irving Perry.

Annual meeting of the Illinois Press Association will be held in Champaign late in May or June, the exact date to be announced soon. This meeting will be held in conjunction with journalistic work of the state university.

Etaoin club, composed of women employees of the Chicago Tribune, last week presented its annual check to the Home for Crippled and Destitute Children, the club's pet charity. The president of the club is Miss Anna Garrow.

First all-newspaper band in Kansas will be the main feature of the annual mid-winter meeting of the Kansas Editorial Association to be held in Wichita, Jan. 18-19. Seventeen newspaper men have already signed up. Guy Fockele, Le Roy (Kan.) Reporter, is director. William Allen White, Henry J. Allen, and Marcellus M. Murdock and James O'Shaughnessy will be the main speakers.

SCHOOLS

ANNUAL newspaper contest staged by the journalism department of the Kansas State Agricultural College, Manhattan, Kan., will be held the week of Feb. 4-9.

Edith Abbott, a graduate of the school of journalism, Kansas State Agricultural College, Manhattan, Kan., has joined the staff of the Pacific Northwest Farm Trio, with headquarters in Spokane.

With the opening of the second semester, a course in journalism will be started by the College of Commerce and Business Administration of the University of Maryland, Baltimore. Full facilities of the Baltimore News and the Baltimore American are to be accorded the class. Frank A. Woodfield, member of the editorial staff, Baltimore News, has been appointed as teacher.

TIMES BIDS DAVIS FAREWELL

Luncheon Held in N. Y. Veteran's Honor—Colles Returns

Elmer Davis, long member of the New York Times editorial staff, has resigned and will hereafter devote himself to fiction writing. On Jan. 4 a farewell luncheon was given in his honor.

Other changes in the Times staff announced at the luncheon were the departure of H. C. Colles, of the London Times, who acted as musical critic of the New York Times during his visit to this country; the retirement of Richard Aldrich, musical critic, and the advent of his successor, Olin Downes, of the Boston Post. It also celebrated the arrival of Simeon Strumsky, New York Evening Post, and Thomas L. Masson, Saturday Evening Post, who have joined the editorial staff of the Times.

Carr V. Van Anda made his first visit to the Times office on the occasion of the luncheon after a long illness.

Adolph S. Ochs, publisher, presented a watch to Mr. Davis on behalf of The Times, and a cane to Mr. Colles. Rollo Ogden, editor-in-chief, presented to Mr. Davis an engrossed set of resolutions adopted by his editorial associates expressing their affection, esteem and admiration. Several addresses were made, of welcome and farewell.

Mrs. Davis and Mrs. Colles accompanied their husbands to the luncheon.

Others present were: Dr. John H. Finley, Edward A. Bradford, Henry E. Armstrong and Alexander D. Noyes of the editorial staff; Louis Wiley, business manager; Frederick T. Birchall, assistant managing editor; John Corbin, dramatic critic; Julius O. Adler and Arthur H. Sulzberger, of the publisher's office.

BYERS OF A.P. NOW POST CITY EDITOR

Succeeds Lamont, Who Remains on Staff —Turner Takes Byers' Place With New Association—Tucker Goes to Washington

Vincent G. Byers, city editor, Associated Press, New York, has been appointed city editor of the New York Evening Post, marking the biggest change in the city staff, since the newspaper was transferred to Cyrus H. K. Curtis.

New rate cards just out show a change in the advertising rate basis.

The new cards offer a flat rate, run of the paper of 30 cents per agate line, while formerly there was a transient rate of 40 cents a line grading down to a contract rate of 20,000 lines or 156 times within one year of 28 cents.

Byers assumed his new duties Jan. 7. He succeeds Gordon Lamont who has held that position on the Post for the past 4 years. Lamont remains on the staff as special writer.

Graduated from Dartmouth College, class of 1915, Byers first started newspaper work on the Boston Herald. In 1917 he was put in charge of the Herald's New York bureau, joining the city staff of the Associated Press in February, 1918. For a while, he was night city editor, and during the last 4 years, has been city editor.

G. A. Turner, who has been connected with the Associated Press since 1912 and has been on the New York city desk since 1919 succeeds Byers as city editor. Turner has been assistant city editor for some time.

Since the change of ownership of the New York Evening Post 12 new men have been added to the city staff, including 8 reporters and 4 copy readers.

New reporters include Gilbert V. Wales, Robert W. Potter, William N. Gregory, H. R. Ekins, L. F. Catten, Robert Shafer, Frank Quinn, and Dan Williams.

Joining the copy desk are C. Hawthorn, J. V. Keating, W. D. Evans, and G. E. Rutherford.

Former members of the Post editorial staff retained are:

Samuel Morse, assistant to the managing editor; H. A. Littledale, in the slot; John Low, copy reader; W. B. Hayward, news editor; H. J. Brockmeyer, copy desk; Franklin Clarkin, foreign editor; A. F. Crandall, telegraph desk; E. O. Hearn, copy desk; John Anderson, rewrite; Robert Simpson, rewrite; S. Adele Shaw, reporter; Leonard Smith, reporter; Ray Tucker, City Hall and politics; Alvin Meland, reporter; Dudley Nichols, rewrite; Harold Weeks, reporter; Berwyn Hughes, society editor; G. N. Williamson, make-up.

Tucker is to be sent to the Evening Post bureau in Washington.

BERRY RENOMINATED

Pressmen's Administration Goes to February Election Unopposed

The present administration, headed by Major George L. Berry, president, was renominated Jan. 8, by subordinate unions of the International Printing Pressmen and Assistants' Union of North America. They will go into the general election February without opposition.

Berry, commenting upon the result, declared it "a complete and unreserved endorsement of the action of my colleagues and myself in upholding the integrity of contracts, as demonstrated in the New York newspaper situation."

McGinness A. P. A. Dept. Manager

William Griffin, vice-president of the American Press Association has announced the appointment of Thomas McGinness as manager of the Special Daily Newspaper Department of that organization. He succeeds E. T. Nightingale, who has been appointed manager of the American Press Association office in Philadelphia just been opened in the Jefferson Building.

A MIGHTY INDUSTRIAL DEVELOPMENT

is now unfolding in the territory covered by

THE SALT LAKE TRIBUNE

SALT LAKE CITY, UTAH

Why didn't my paper get here?

How do you answer that question? In nine cases out of ten, what was the real reason? Wasn't it due to the use of the address label?

Over 90% of subscribers' complaints could be prevented by the directly imprinted address, easily and economically possible with The Multi-Mailer System. May we not send you information?

Speed-a-matic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in Preparation.
Standard in Every Respect.

The Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest

CIRCULATION IN PITTSBURGH
MEMBER A. B. C.

Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

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

Published every Saturday in London.

TACOMA

Is the center of a territory of 280,000 consumers which is one of the five major markets of the Pacific Northwest. Advertisers cannot cover this territory by using outside newspapers. In the city of Tacoma the Seattle morning paper has only 877 copies on week day mornings. One Seattle evening paper has 466 copies on weekday evenings while the other Seattle afternoon paper's circulation is even more negligible.

THE TACOMA NEWS TRIBUNE

EVERY EVENING EXCEPT SUNDAY

Blankets this territory. The ABC Audit of the past year gives a net paid daily average for six evenings a week of \$2,645.

Tribune Publishing Company

Frank S. Baker President Charles B. Welch Editor and Gen. Mgr.

Advertising Representatives:

David S. Randall Furd & Parsons R. J. Bidwell
341 Fifth Ave. 930 Marquette & Co.
New York City Building 742 Market St.
Chicago, Ill. San Fran., Cal.

170 Pages

Every department store in Des Moines, individually and collectively, used more space in The Des Moines Capital in 1923 than was used in any other Des Moines newspaper. The excess in favor of the Capital amounted to 170 pages.

THE DES MOINES CAPITAL

Lafayette Young, Publisher

Special Representatives:

O'MARA & ORMSBEE, INC.
New York - Chicago - San Francisco

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over \$2,000
Total Sunday over 7,000

1922 advertising gain, 1,825,432 agents lines.

Greatest record in the South.

Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by

JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco and

S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation will 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.

"SUBURBAN Classified Advertising" is the boxed head over a section of the classified department devoted to classified received from outside points in the vicinity, either through mail or through stores named as agents at those points. The newspaper has built up considerable extra business from this source.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

The Union Trust Co. of Detroit is offering five annual \$1,000 scholarships to the five local high school seniors who write the best essays on certain phases of economics, the services offered to the community by a strong trust company, etc. The company is telling the world about it in full-page ads in the Detroit papers. These scholarships will be good for any college or university that the winners may elect to attend. Get out and hustle among your own financial institutions and maybe you can get something similar started in your city. Emphasize the enormous prestige and good-will which accrues to any institution putting such a proposition before the public.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

A school page attracted more than a hundred inches of advertising in a Minnesota weekly. The names of the city teachers, as well as the rural staff, were printed in the middle of the page, along with their addresses. Not much trouble to sell advertising to flank this information. Merchants who sold school supplies quickly grabbed it up.—A. P. Buckingham, News, Austin, Minn.

Interest was aroused in a Dayton, Ohio, laundry recently by a contest, advertised by one laundry in the Dayton newspapers. Cash prizes were offered for best letters on either of the following subjects: "Why I send my laundry to the Crystal"; "Why I do not send my washing to a modern steam laundry." A "trial laundry" had to be taken by those who were not already customers. One dollar in laundry work was given for every letter received. Can't you interest one of your laundries in a similar contest? You'll both profit.—Robert B. Miller, the Chronicle, Marion, Ind.

Music publishers frequently have on hand several thousand copies of pieces that failed to go over in the way that they anticipated, but which are just as good as the pieces that did go over big. And they are in perfect condition, too. The publisher of a weekly paper in the east hit upon the plan of giving the music publisher a small amount of space for these copies and then used them as premiums in his paper. The publisher of the music was glad to make the exchange because the music was of no value to him, but the advertising was. And the newspaper publisher found that a 25-cent piece of sheet music in a five-cent newspaper was a big drawing card.—Russell Raymond Voorhees, Miami, Fla.

If you find it hard to obtain church advertising, try this idea: Have a certain amount of display space set aside for a "free church advertisement." Each day donate that bit of space to a different church until you have thus canvassed every church in your city with the best possible argument for the church to start advertising regularly in your paper—an actual sample of what the church is expected to pay for later. Often the immediately noticeable results of the lone advertisement induces the church to come forward as a convert to newspaper advertising, when such a plan to obtain church

advertising is tried.—David Resnick, the Times, St. Louis, Mo.

One of the most effective methods of selling classified advertising is through the power of suggestion. Look through the exchanges, select classifications that are highly developed in them but that have not been developed in your columns, take them around and show them to the prospects, and as few people advertise in a newspaper just to support the newspaper, it is obvious that they are getting results, the prospect will be more amenable to reason and will be more easily convinced that he isn't pioneering by starting the classification in your town. If possible, take several of the same papers with widely different dates, to show the advertiser that the other fellow likes it and keeps his ad continually in the paper.—J. E. Withers.

Now that the winter season has come in earnest, numerous newspapers are cashing in on the winter sports carnivals which are increasing in popularity yearly throughout the country. Many New England newspapers daily print a "Winter Sports Bulletin," under which heading are listed dispatches from the various towns in Maine, New Hampshire, Massachusetts and Canada, where winter sports prevail, giving the amount of snowfall there, thickness of ice, carnival features planned, and other data. Many newspapers, in addition to printing the above-mentioned column, also devote a page to news from the various winter resorts, on which also are carried advertisements from hotels, livery stables and stores in the various resort towns; also ads from local togery shops and merchants selling skates, skis, toboggans, etc.—C. L. Moody, Lynn, Mass., Telegram-News.

A recent advertising stunt of the "Chicago Commerce," the weekly organ of the Chicago Association of Commerce, resulted in an attractive 2-page spread. A strip heading in bold type announced that "Chicago's Responsible Investment Bankers are members of the Chicago Association of Commerce." The remainder of the two pages was divided into 18 spaces in which as many dealers in stocks, bonds and investment securities were represented. This idea can be followed by trade papers, as well as daily newspapers.—C. W. Whittemore, 58 Magnolia street, Arlington, Mass.

Can't you get one of your local ready-to-wear merchants to take approximately a certain number of lines of reader advertising immediately following the weather story every day. The ad could be in the form of a reminder of what kind of clothing would be practical for the weather predicted, which naturally can be procured of the advertiser.—Jas. W. Hesse, Topeka State Journal, Topeka, Kan.

The collection end of the newspaper business isn't always as rosy as it might be. Advertisers don't always seem to think it necessary to pay. The publisher of a weekly in the north tried the experiment of giving a discount of one per cent if the bill was paid weekly when the solicitor called for the new copy. It was surprising to find how many were more than willing to pay weekly and get this one per cent discount and the publisher found that it more than paid. It not only gave him his money without waiting but it showed up the dead beats before they had much time to run up a bill.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

CHOSEN BY MERIT

The Hollister Circulation Organization starts 1924 again far in the lead of all other circulation building companies. Because of the immense results it obtained for such papers as The Nashville Banner, Memphis Commercial Appeal and Atlanta Journal during 1923, it has been awarded the honor of increasing the circulation of

The Kansas City Journal Post
Wire or Write Us There



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Immediate Dates Available
Wire or write care of Nashville Banner

BILLY STIFF

by Alexander

A Strip Feature with a PUNCH!

Proofs on request

ART CRAFTS GUILD, Inc.

510 N. Dearborn St.
CHICAGO, ILL.

Cover Washington

"LIKE A BLANKET"

with

The Washington Times

(EVENING EXCEPT SUNDAY)

AND

The Washington Herald

(MORNING INCLUDING SUNDAY)

More Circulation Than There Are Homes in Washington

G. LOGAN PAYNE

Publisher and General Manager

LOCATION—A COST FACTOR

Location of your newspaper building affects production costs. An impartial survey by a disinterested newspaper building expert may give you a different viewpoint on the location problem. We have demonstrated this before—we can do it again for you.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation

120 West 42nd St. New York

PORTLAND PRESSMEN'S FIGHT SETTLED

Publishers Given Unqualified Control of Mechanical Department by Arbitrators—Wages \$7.75 Day, \$8 Night—3 Dailies Affected

SPOKANE, Wash., Jan. 10.—Unqualified control of the pressroom by the publishers is the fundamental principle embodied in the award made late in December by Alex C. Rae, chairman of the board of arbitration which heard the case for the Portland (Ore.) Webb Pressmen's Union No. 17 vs. the Portland publishers. The newspapers affected are the Oregonian, the Oregon Journal and the Portland Telegram.

Mr. Rae, a certified public accountant, was nominated by the union when both sides submitted names of the acceptable chairman.

Each side presented a thorough and exhaustive array of facts covering every angle for the case and the hearings extended over a period of five weeks.

The part of the award giving the publisher control of the pressroom is contained in the clauses relating to working conditions and foremen.

"Each publisher shall appoint a foreman, who shall be considered his representative and who shall have full charge of all work performed in the pressroom," the award reads. "The foreman shall be a member of the union if one may be found therein who is competent and satisfactory to fulfil the duties required of him by the publisher.

"If the foreman be deprived of his membership in the union that, of itself, shall not be sufficient cause for his discharge by the publisher. The foreman shall be in every way the unrestricted representative of the publisher in the pressrooms. He can only be discharged or disciplined by the publisher.

"The foreman shall assign all work and shall have power to hire and discharge all help employed in the pressroom. No man who has been discharged shall be eligible to sub, except at the option of the foreman."

The clauses relating to working conditions give sweeping authority to the foreman in assigning work.

"Employees for the pressroom may be called upon to perform any work pertaining to the operation, maintenance, cleaning and upkeep of the presses, or such other work within the pressroom as the foreman may direct," the award says.

"All pressroom work shall be under the direction of the foreman who shall determine the number of men to operate presses or do other work. The foreman may transfer at any time any or all men from press to press at his discretion.

"Apprentices shall be allowed at a ratio determined by the foreman, which shall be based upon the requirements of the business, provided, however, that the ratio of apprentices shall not exceed one to four regularly employed journeymen. Ap-

prentices will be permitted to do such work as may be assigned to them by the foreman."

So long as the Pressmen's Union provides sufficient competent men to carry on the work in the pressroom union men are to be hired, but when not sufficient competent union men are available others can be hired, according to another award provision, the union being barred from placing any impediment in the way of employment of such men.

Wages are fixed at \$7.75 a day for pressmen in charge on day work, and \$8 night. Journeymen pressmen are to receive \$7 day and \$7.25 night. First year apprentices' pay is to be arranged by the publisher, second year apprentices receive \$3.50 day or night, third year \$4 day or night, and fourth year \$5. Wages of foreman are to be arranged between publisher and the individual foremen. Eight consecutive hours exclusive of half hour for lunch constitutes a day shift and eight hours inclusive of a half hour for lunch constitutes a night's work.

Provision is made for payment on an hourly basis for actual time worked whenever an employee works less than full time through no fault of the employer.

In case the union fails to supply enough men to do the work, employers shall not be limited to the regular number of hours in any day or week and in case of such failure to supply "all work done shall be done at regular rates reduced to an hourly basis without overtime."

The award also contains provision for submission of differences to a local committee and remains effective until Aug. 31, 1926, excepting that wage scale proposals can be made annually by either party if presented 60 days before Sept. 1. The award is signed by Mr. Rae, W. E. Hartmus, G. F. Law, Ray W. Brown and H. N. Smith.

ADDITIONAL CLASSIFIED

SITUATIONS WANTED

Reporter, willing and capable of doing anything from district work to foreign correspondence, must break back into game. 24 years old, healthy, single, Christian, college education. C-895, Editor & Publisher.

Representation in the East

My organization can adequately represent in New York City and the East a leading Southern or Western newspaper or magazine, on a commission basis. I would be glad to hear from any publisher who is considering changing or establishing representation in New York City. John H. Livingston, Jr., Advertising Concessionaire, Fifth Avenue Coaches, 425 Fifth Avenue, New York City.

Weekly Reaches 100th Year

Albion (N. Y.) Orleans American and Weekly News observed its 100th anniversary by issuing a special edition on Jan. 3. The first issue appeared in January, 1824, being edited by T. C. Strong, called the Free Press. The name was changed in 1833 to the Orleans American. The present owner, James G. Simpson, purchased the newspaper in 1901.

1,000 Chicagoans Plan London Trip

Members of the Womens' Advertising Club of Chicago are completing plans to join the "On-to-London" delegation that will attend the Associated Advertising Clubs of the World meeting there in July. According to reservations made by the advertising department, Association of Commerce, more than 1,000 members will go from Chicago.

SUPPLIES & 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 Beekman St., New York City. For Sale.

One model 8 Linotype machine, 3 magazines, 4 molds (2 U. A., 1 recess, 1 head letter) 110 volts Jenney D. C. motor, gas pot. In splendid working condition. Price \$2,500.00 f. o. b. skids plant, Norristown Times Herald, Norristown, Pa. One model 8 Linotype machine, 3 magazines, 3 molds (1 U. A., 1 recess, 1 head letter) 110 volts, Jenney D. C. motor. Price \$2,300.00. One model 20 Linotype machine, 3 head letter molds, 7 split magazines, 110 volts Cline D. C. motor. Price \$2,200.00. Will make a reduction of 10% to any one purchasing all three of these machines. Address Business Manager, Times Herald, Norristown, Pa.

Newspaper Web Presses

No. 450—Hoe Right Angle Quad, 32 pp.
No. 396—Goss Straight Line Quad, 32 pp.
No. 433—Scott 24 pp. three deck press.
No. 454—Hoe 20 pp. single roll press.
No. 427—Goss half-tone color press, for comic sections, etc.
No. 428—Cottrell 8 pp. "U" Web Press
No. 241—Cox Duplex flat bed press (In Canada)
No. 468—Goss "Comet" flat bed web press 8 pp.
No. 457—Campbell Multicolor flat bed, 8 pp.
For details, address Baker Sales Company, 200 Fifth Ave., New York City.

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

USED BY THE

LONG BEACH PRESS
Long Beach, Calif.

We refer you to them for their opinion.



MAIN OFFICE: Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE: Marbridge Building, Broadway at 34th St., NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

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

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Process and Printing Machinery of All Kinds

Quality First—
Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.

Columbia Newspaper Service, 799 E'way, N. Y.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.

Service for Authors, 33 W. 42nd St., N. Y.

TALES

Lewis Wilson Appleton, Jr.

1922 East Pacific St., Phila., Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay \$3 and \$5 for each accepted.

Kadel & Herbert,
158 East 42d St., New York City.

Weekly Comics

DOWN THE ROAD, by Beck, will brighten up that automobile section amazingly. Funny, any place in your paper. Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

Women's Serials

MILDRED BARBOUR'S LATEST SERIAL is "Fairweather Wives." 1,000 words a day; 12 weeks of romance, suspense.

Metropolitan Newsp. Svs., 150 Nassau St., N. Y.

GOSS "COMET" FLAT BED NEWSPAPER PRESS

FOLDS AS IT PRINTS
3,500 FOUR, SIX OR EIGHT PAGE PAPERS PER HOUR FROM TYPE OR FLAT STEREOS AND ROLL-PAPER. A 5 H. P. MOTOR DRIVES IT. A 12 x 12 FT. FLOOR SPACE ACCOMMODATES IT. SEND FOR CATALOG.

The GOSS PRINTING PRESS CO
1535 S. Paulina St. Chicago

New High Records for Baltimore

THE twelvemonth just passed has witnessed the attainment of new high records for Baltimore; in both advertising lineage and net paid circulation, The Baltimore Sun materially bettered all previously made records, thereby attesting to the continued prosperity of the Baltimore territory and the ever-increasing appeal of The Sunpapers to the reader.

32,092,298

In paid advertising lineage, The Baltimore Sun (morning, evening and Sunday issues) carried a total of 32,092,298 agate lines during 1923, exceeding its record for 1922 by 3,075,862 lines.

The paid advertising lineage carried by The Sunpapers during the month of December, 1923, totalled 2,658,425 agate lines, a gain of 161,989 lines over December, 1922.

Average Net Paid Circulation for December, 1923

DAILY (M. & E.) - 238,677
SUNDAY 175,583

A Gain of 9,339 Daily and 14,239 Sunday Over December, 1922

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Getting Real Co-operation in Philadelphia

3rd Largest Market in the United States

The most effective help in getting jobbers, wholesalers and retailers to stock your line of goods is "*consumer demand.*"

Manufacturers find no dealer has to be urged or cajoled into stocking a line of goods where there is "*consumer demand.*"

Educate the greatest number of consumers by advertising your product in the newspaper "nearly everybody" reads.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



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

Net paid daily average circulation for the year 1923—

505,035 copies
a day

NEW YORK
814 Park-Lexington Bldg.
(46th St. and Park Ave.)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS
Ray A. Washburn
5 rue Lamartine (9)

