

OHIO STATE
U
THIS ISSUE—TWO SECTIONS : SPACE BUYERS' SURVEY, STATE OF TENNESSEE
UNCERTAINTY OVERAWES EUROPEAN JOURNALISM



EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1922

L 155*
E 23
v. 55

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

[Copyright, 1922, by The Editor & Publisher Company, James Wright Brown, president and editor]

Vol. 55. No. 5

NEW YORK, SATURDAY, JULY 1, 1922

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

THE DAILY NEWS

First in Chicago★

**For many years
—and today—
measured by all
authoritative
yearly statistics
of daily newspaper
circulation
and advertising
THE DAILY
NEWS IS
FIRST IN
CHICAGO.*

The advertising leadership of The Daily News in Chicago is confirmed and emphasized by the official figures for May, 1922 (supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers), which show—

(1) That THE DAILY NEWS in May not only maintained its lead over all OTHER Chicago daily newspapers in the total volume of display advertising printed, but—

(2) That THE DAILY NEWS accomplished the far more difficult feat of beating its OWN high record for the highest volume of business ever carried by any Chicago daily newspaper for the month of May by 69,869 lines!

Here are the Advertising Record Companies' figures showing the total volume of display advertising printed in each of the six daily and two Sunday newspapers of Chicago, for the month of May, 1922:

		Comparison
The Daily News.....	1,294,221 lines	1,294,221 lines
The Daily "Tribune.....	997,794	" 997,794 "
The Daily Herald-Examiner.	358,217	" "
The American	713,878	" "
The Post	385,948	" "
The Journal	339,260	" "
The Sunday Tribune.....	620,167	" "
The Sunday Herald-Examiner	357,726	" "

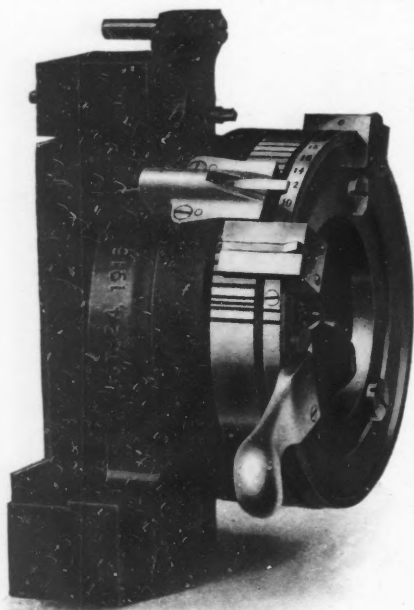
The Daily News' leadership over the next highest score, The Daily Tribune..... 296,427 lines

THE DAILY NEWS—First in Chicago

7th Reason WHY the INTERTYPE IS "The Better Machine"

This is the seventh of a series of practical talks on Intertype features. More will follow. Watch for them.

Better Slugs—More Slugs



Screw-Bearing Knife Block

Full floating knife is so supported that it cannot gouge the slugs or trim unequally and thus cause buckling of the column.

Movable knife banks firmly at each end, instead of in the center only. Insures parallel slugs.

Contains about one-third as many parts as other universal knife blocks.

All point settings from 5- to 36-point. Odd or bastard settings easily provided for without interfering with standard settings.

Two adjusting stops provide for instant changes from one setting to another without looking at dial.

When new knife is put in it is only necessary to adjust to parallel; size adjustment is made by means of the dial.

Improved Metal Pot

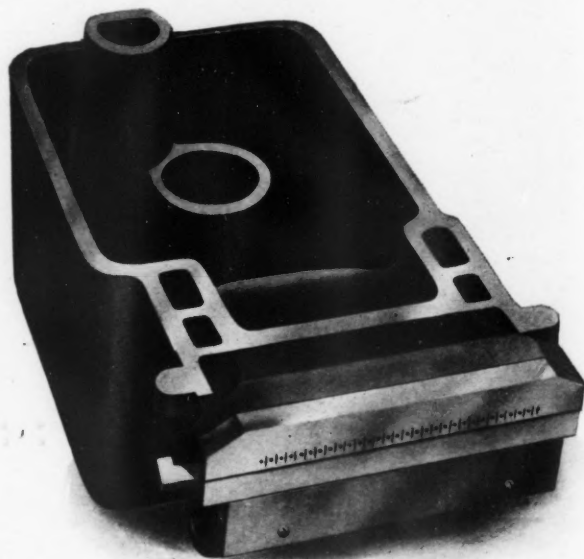
Holds about one-third more metal than other pots. This helps to insure uniformity of temperature and saves time for the operator.

When developing composing machines of wide range, Intertype designers have never lost sight of dependable operation. They could at any time produce machines of marvelous versatility—machines that would do all kinds of exhibition "stunts"—but until such machines can be made to work continuously, under ordinary operating conditions, they are never offered to the trade by the Intertype Corporation.

Intertype Model D-s. m., with a range from 5-point up to full width 36-point bold and 60-point bold condensed, setting slugs up to 42 ems wide, without assembling and distributing complications, is the leading exponent of practical—PROFITABLE—non-distribution.

The construction details described below are among the thirty major improvements and simplifications which make the Intertype DEPENDABLE. These and other features appearing in this series maintain the truth of our slogan: "The BETTER Machine."

Left—Intertype Improved Screw-Bearing Knife Block. Right—Large Crucible and Universal Mouthpiece. Send for illustrated leaflets about these and other Intertype Improvements.



An auxiliary gas burner is provided, which reaches up through back of pot and heats metal in and around well. Makes for uniform temperature, helps prevent cracking of pot from expansion, and reduces time required for "heating up."

Four vents are provided for escape of fumes from pot and mouthpiece burners.

Mouthpiece fits over lip of crucible, not into it. Driving taper wedge does not strain casting.

One standard mouthpiece for all kinds of work, including head-letter.

Sensitive Gas Governor

No mercury required.

Governor actuated by heat in crucible only, not by heat under mouthpiece.

Simple construction; quick action; sensitive to temperature variations.

Adaptable to all conditions by convenient adjusting screw.

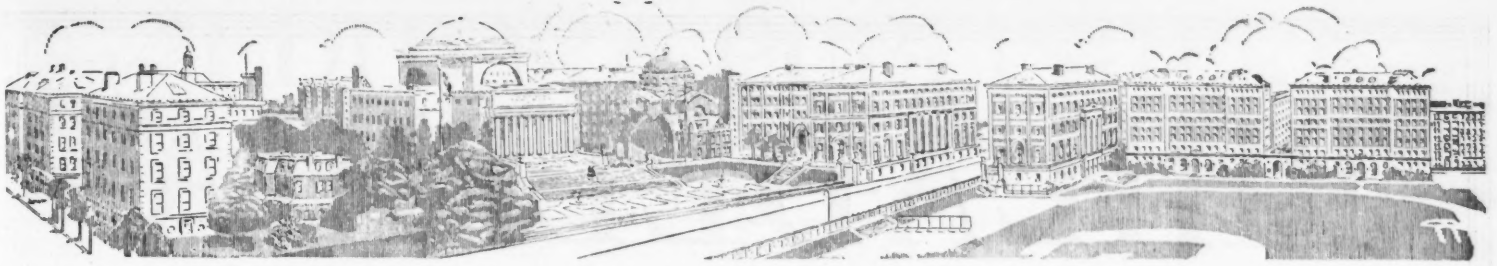
INTERTYPE CORPORATION

General Offices, 807 Terminal Building, Brooklyn, N. Y.

550 Rand-McNally Building, Chicago
303 Glaslyn Building, Memphis

560-A Howard Street, San Francisco
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, WC1



Columbia University Bestows Its Highest Journalistic Honor On



A DISTINGUISHED JURY, representing the faculty of the School of Journalism of Columbia University, has just awarded the Journalistic Gold Medal "for the most disinterested and meritorious Public Service rendered by any American newspaper during the year," to THE WORLD. The Jury's award was based upon the series of articles published by THE WORLD exposing the sinister and un-American activities of the Ku Klux Klan—an enterprise that attracted the most profound attention from the entire press of the country

At the same time, an award of \$500 was voted by the School of Journalism for the "best cartoon of 1921," to Rollin Kirby, of the WORLD staff, for his masterly conception, "On the Road to Moscow."

Three other universities, Wisconsin, Illinois and Syracuse, have, within the past two years, nominated THE WORLD "First in Public Service" by vote of the student bodies of their schools of journalism.

This consistent recognition of THE WORLD as a powerful factor in interpreting the trend of public opinion is of the utmost importance to the advertiser who would have his publicity partake of that indefinable influence which makes for public confidence.

Morning
352,852

Evening
300,740

Sunday
609,290

A. B. C.
Annual Audit
1921

Send for "The Book of Graphs"

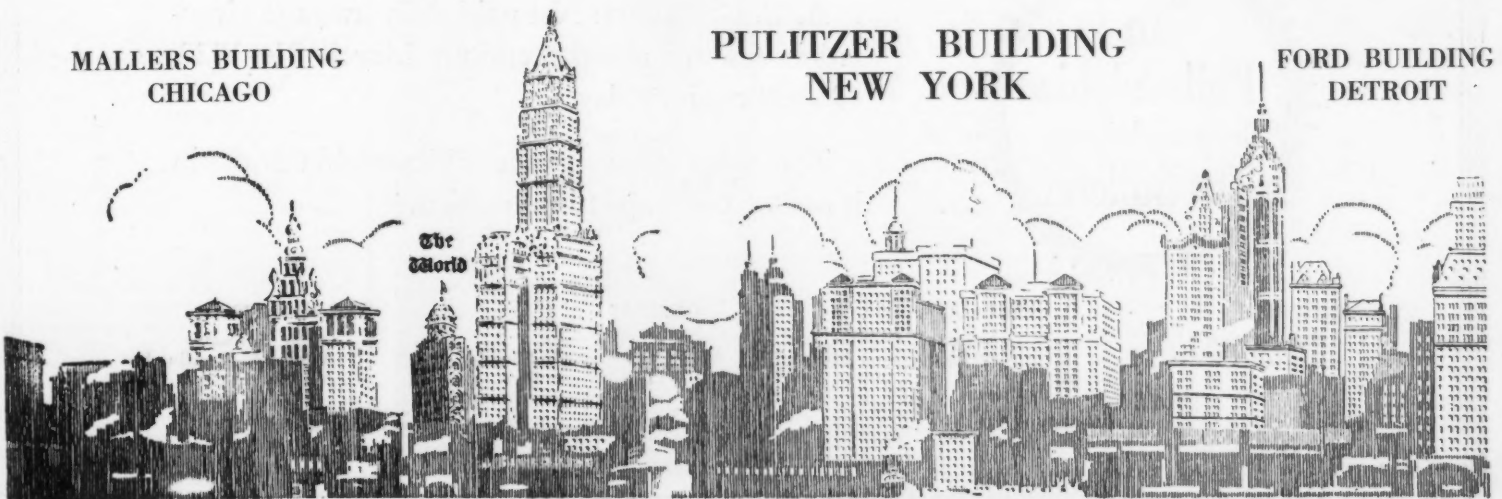
A compact and informative survey of the advertising situation in Greater New York. It gives the advertiser a birdseye view of America's richest market, and enables him to appraise newspaper values at their true worth.



MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT



PHILADELPHIA

The World's Fair City



*Sesqui Centennial
Philadelphia*

Philadelphia, the birthplace of Liberty, the home of the Liberty Bell and Independence Hall, has been chosen by the nation for the celebration of the 150th anniversary of the independence of the United States.

The sales possibilities of the Philadelphia market will draw the attention of national advertisers during the next four years, particularly in view of the large sums which will be spent in preparing the Exposition for the visits of people from all over the world.

Philadelphia's newspaper—The Bulletin—is read regularly by those who will be spending the money involved in this work.

Dominate Philadelphia

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

The Bulletin



A. B. C. Report: Net paid daily average circulation for six months ending March 31, 1922, 496,708 copies a day.

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

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

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

SAN FRANCISCO

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

LONDON

125 Pall Mall, S. W. 1.

PARIS

5 rue Lamartine (9).



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, JULY 1, 1922

No. 5

UNCERTAINTY OVERAWES EUROPEAN JOURNALISM

Battle Against Economic Odds Has Reached the Individual and Some of the Best Known Writers Have Been Forced to Take Outside Jobs—Unionization of Brains Is Becoming General

By ROBERT BARRY

WAR has left a nasty scar on the newspaper world of Europe. Publishers have been struggling upward against the economic odds which imposed such serious burdens upon them. Editors and writers, forced to met high living costs on depreciated money values, have been hard put at times.

One of the most striking experiences among the press of the Continent is to find, in Paris, for example, two of the most prominent writers on international politics—their names well known here in the United States—obliged to have three or four "outside connections" in order to maintain themselves and their respective families at proper standards. They are men whose signed articles on the front pages of their papers mean much in circulation. They have virtually a free hand in writing. They are the associates and advisers of statesmen. Yet, they are forced, of necessity, to write under nom de plumes in weekly political reviews and for other publications to meet the discrepancy between salaries and expenses.

Editors and writers are organized far more extensively than in the United States. In England, they have forced the publishers to agree to a minimum wage, which, it is contended, has been little short of the actual salvation of hundreds of men holding subordinate editorial posts in Fleet street. It is not much of a wage, as salaries go in the principal cities of America, but it was won after a hard struggle.

Germany affords another interesting sidelight on the "unionization of brains." Quite recently the editors put forward demands for an increased wage. On the committee named to confer with the publishers were men in the highest editorial councils of the Government organ—Vorwaerts—and the principal support of the Pan-German party. The latter association is the more startling of the two, as the paper expounds political theories extremely reactionary, the Pan-Germans are the ultra-conservatives, they are opposed to strikes of all kinds. Yet, one of the paper's editors was a party to a strike threat. The matter was compromised through a mediatory agency of the Government. The editors received a substantial part of what they demanded.

The German newspapers are having an abundance of troubles. Their production costs have mounted to staggering heights. Their newsprint has been advanced in price probably 100 times. That does not mean 100 per cent increase. Naturally, the fall of the mark's purchasing value has been a large factor in that. Cuts in news service have been almost the inevitable result. The price of the papers to subscribers has suffered only nominal advancement, and higher advertising rates have fallen far short of only nominal advancement and higher advertising the revenue essential to maintenance of the German press on its pre-war basis.

One of the most unfortunate results of the imperative cuts in costs of obtaining news has been to make the average Berlin, Liepsic, Munich or Hamburg paper almost exclusively domestic, if not

actually local. The Wolf Agency, which now is said to receive financial aid from the Democratic government as it did once from the imperial régime, is doing its best against the handicaps imposed on it. Frequently that best is covering Germany. But, hotel bills, telegraph tolls and living expenses of special correspondents, at Genoa and such places where matters of great importance to the destinies of the German people, become staggering sums when translated into terms of marks.

As one of the primary functions of the London and Paris bureaus of American newspapers is to scan carefully the daily press of those capitals, some idea of the task confronting the supposedly underworked correspondents is gained from the fact there are in Paris around thirty and in London close to twenty papers which must be read every day. That, too, in countries where they have much to learn of the American axiom of "putting the kick in the lead." Talk to some of the Americans in London and they'll tell you they must wade through long editorials and exhaustive political dispatches down to the very last line in search of news statements and opinions which would be the meat of the story they sought.

Naturally, all of those thirty odd dailies in Paris are not of the highest importance, but it is hard to forecast when one may have a political development of real significance in that ofttimes comic opera-appearing mill of French politics. Some

of the papers are organs, pure and simple. They are financed for political ends. When those ends have been served it happens frequently the papers change hands, going to some other ambitious or vindictive gentleman of the Chamber with a wish to gratify, an axe to grind.

When consideration is given to the necessities which force the two internationally known political authorities to seek additional employment, some notion is obtained of the conditions under which the sub-editors and other writers are obliged to fight it out. They are, for the most part, a sober, serious group, who trudge up the torturous stairs in the venerable Maitson de Journalists in Rue Louis le Grand. There they have small clubrooms where they meet at noon-time for a lunch which is served to them at a figure far below any in the neighboring cafes.

They are not shabby. Most of them are middle-aged. They are intelligent in countenance and studious in manner. They carry their well-worn portfolios and many of them do their writing in those clubrooms. It would be interesting to learn how many odd jobs of piece-writing the average holds in order to make ends meet and to maintain the appearance demanded of a journalist.

The leading papers of Paris have splendid publishing plants. Senator DuPuy's Petit Parisian has about as fine a structure as is to be found anywhere. Stuck off on some side street, invariably unlighted at night, it lacks all of the ex-

terior attributes of the magnificent plant inside. The homes of Le Matin and Petit Journal have more pretentious outward appearances, besides having the advantage in location.

Anyone who has strolled through Fleet street knows better than to look for imposing palaces as the homes of the London dailies of world-wide fame. 'Twere better to explore what might seem to be some dark alleyway to find tucked away a group of buildings, housing some great publishing institution. As well might be expected, there is no losing sight of the News of the World, published by Lord Riddell. There are enough signs across the front of its buildings to make even a veteran circus billposter envious of the Riddell art. That plant, incidentally, is one of the wonder shops of the world. A circulation, well along toward the 3,000,000 mark, is handled every week-end, and replating for the various editions goes merrily along until late Saturday afternoon.

American newspaper men in London—those representing papers in this country—are discouraged sometimes, and a few of the younger generation often rebellious, at the difference in treatment of newspaper men by public officials. The American rules are not in operation. Access to officials is a wholly different thing when compared with the rule which prevails in Washington. And, more often than not, when an interview is sought from some prominent man on a topic it would be useful for his Government to have him discuss for American consumption, the hopeful young correspondent is likely to discover that distinguished citizen is in the habit of receiving so and so many pounds for interviews. Custom is something which not even the persistence of American reporters can batter down, yet great strides have been made in England toward more liberal treatment of the press, greater privileges at the fountains of news and more cordial relationships between public men and the "pressmen."

One of the questions always agitating American correspondents in London is that of gallery privileges in the House of Commons. A year or two ago there was an agitation in Washington for reprisals against English correspondents because of the treatment accorded Americans in London. The agitation has been active in Berlin for a long time. It is going on there at the moment. It is selfish and foolish, in Washington as in Berlin.

Difficulties in the House of Commons are physical. They would appear to be insurmountable. There is but one visitors' gallery. That seats hardly more than 150 persons. It is at one end of the rectangular chamber. The press gallery is at the opposite end. There are about 75 press seats or desks. Those places were allotted a score or more years ago. Some of the original holders have passed into newspaper history and the seats have gone to their successors in title. For example, two or three of the leading London dailies have no seats in their own names. Their Parliamentary correspond-

(Continued on Page 6)



Mr. Barry is chief of the Washington Bureau of the Philadelphia Public Ledger and was formerly correspondent of EDITOR & PUBLISHER at the national capital. He recently returned from a tour of Europe where he made a special study of economic conditions. This is the second of a series of articles that he will contribute to EDITOR AND PUBLISHER on newspaper and advertising conditions in various countries of Europe. Another will appear at an early date.

NAVY RADIO MUST BE SPEEDED TO WIN FAR-EAST BUSINESS

Present Service While Cheaper, Is Little Used for Press Messages Because of Longer Delays Than on Regular Cable and Wireless Routes

By JOHN R. MORRIS

Far Eastern Editor, EDITOR & PUBLISHER

TOKYO, June 9.—The United States Navy Radio for the last few weeks has been offering for news dispatches from America to Japan a service which represents an improvement over the service four or five months ago. Some messages from San Francisco addressed to Tokyo are coming through in approximately 24 hours now, carried by Navy Radio as far as Guam or Manila and relayed from those points by submarine cable to Japan. The Navy service is still much slower, however, than that furnished by either the Radio Corporation of America (all-wireless) or the Commercial Cable Company (all-cable), both of which are operating between the United States and the Far East. A United Press dispatch by Radio Corporation of America from San Francisco was received today in Tokyo a few minutes less than twelve hours after it was filed.

All routes of news communication between the United States and Japan are slow, but the service the Navy Radio gives is the slowest of them all. Its one virtue—and that can easily be over-estimated—is the fact that it saves in cable tolls approximately 6 cents a word in comparison with the next cheapest rate obtainable. The word-rate from New York to Tokyo by Navy Radio (and over the land wires and submarine cables which it supplements) is 24 cents; by Radio Corporation of America the rate is 30 cents. The rate by cable is 38 cents.

The 24-cent rate does not always work out in practice. The difficulty of obtaining a satisfactory service by Navy Radio for messages en route to Japan has been increased during the last few months by the congestion of the Japanese government-controlled cable between Guam and Japan, known as the Bonin cable. This line has long been taxed to the limit and recently the demands made upon it, have been far greater than it could stand. To overcome this, it is possible only to route messages to Manila (by Navy Radio), thence via Shanghai to Nagasaki by cable, and by land telegraph to Tokyo. This routing, however, incurs cable and telegraph charges amounting to 53.8 sen (a fraction less than 27 cents) as opposed to 24 sen (12 cents), the rate over the Bonin cable from Guam to Tokyo. Only the Kokusai, the leading Japanese news agency, saves money through such routing and it only because it picks up Associated Press news without charge from the United States Navy Radio at Guam or Manila.

The Associated Press news, between 6,000 and 8,000 words monthly, is given Kokusai under a special arrangement and distributed as Kokusai Associated Press to vernacular and foreign-language newspapers in this country. Kokusai Direct messages, dispatches from Kokusai correspondents in the United States, are transmitted by Radio Corporation and the Commercial Cable Company.

The Nippon Dempo Tsushin Sha (Japanese Telegraph News Agency) distributes between 6,000 and 10,000 words of United Press news in Japan monthly as the "United Press Service," but this organization is no longer attempting to use the Navy Radio. The last time a United Press message from America was sent by radio to Guam was some time before the Washington Conference met. Congestion at that time forced the Nippon Dempo Tsushin Sha to distribute their dispatches between the Radio Corporation and Commercial Cable Company, and these routes have been employed ever since. The Tokyo manager of the distributors of United Press

recently expressed the opinion that the Navy Radio might under extraordinary circumstances prove a desirable route but the arrangement for relaying the messages on the island of Guam makes the occasional use of this service impractical. The radio and cable stations are on opposite sides of the island, eleven miles apart, and the monthly messenger charge of \$60 is made if one or 100 messages are relayed in the course of a month.

The Trans-Pacific News Service, the special American service of the Japan Advertiser to which the Tokyo Jiji Shimpō subscribes, has dropped the Navy Radio route altogether and for the past three months has been sending its dispatches, which are filed in New York, by Radio Corporation exclusively. The Trans-Pacific News Service carries between 9,000 and 10,000 words monthly.

Exclusive services maintained by the vernacular newspapers other than the Jiji Shimpō come first by one route, then by another, but only a very small proportion of these messages are ever filed by Navy Radio.

Dispatches from the Far East to American newspapers are sent entirely by all-wireless or all-cable routes.

The service the Navy Radio gives Hawaii and the Philippines unquestionably is enough to justify its continuation and furnish good reason for the recent extension of Congressional authorization for the purpose. The relay at Guam, and the time consumed in getting messages from that point to Tokyo, makes the route less practical for newspapers and agencies operating in Japan. The mere fact that the Associated Press is using it to send 6,000 or 8,000 words here a month is enough to make maintenance of the service worth while, but until some means of speeding the necessary relay is found the Navy Radio will be unable to fill satisfactorily the need which led to authorizing its use for news messages to the Orient.

The opportunity to co-operate with the Japanese Government for direct

transmission by wireless from San Francisco to Iwaki was lost through failure of the United States Government to act in this connection last February. The possibility that the Japanese officials will ever again be as easily approached on this subject seems now quite negligible.

In Tokyo the belief that improvement in the present facilities must come with increased competition between private companies and their better operating equipment is becoming more firmly fixed. The Navy Radio will serve its purpose best by maintaining the quickest possible service in the time which must pass before the change referred to comes about, and by supplying America's Pacific possessions with news from America. The amount of news it is able to send to China and Japan is much smaller because of the difficulties encountered after dispatches are handed over by the Navy for cable relay. If the delays which arise thus could be eliminated, it goes without saying a quick service by Navy Radio would be eagerly patronized.

To Arbitrate Printers Wage Scale

William Tracey, of the Pennsylvania state department of labor, has been selected as arbitrator in the differences between the Scranton, Pa., publishers and printers. They are asking a \$3 a week increase. The present scale on Scranton newspapers is \$42 days and \$44 nights. W. J. Pattison, of the Republican, and John Schadt, a job plant owner, represent the publishers, while M. J. Calpin, former sheriff, and Richard Hosie, a printer, are the union's representatives on the board.

Wrigley Heads Chicago Bureau I. N. S.

Luther Huston, manager of the Chicago bureau of the International News Service, has been transferred to the New York office and has been succeeded at Chicago by Tom Wrigley, manager of the Kansas City bureau. J. P. Kilgallen, of the staff of the Chicago bureau, has been sent to Kansas City as the manager of the bureau, and John Spivak has been transferred to the New York office from Chicago.

Deseret News 72 Years Old

The seventy-second anniversary of the Deseret News was celebrated June 22. A 72-pound cake, made by a local baking company, was cut by E. S. Woodruff, general manager of the paper. There were sports and games for all.

UNCERTAINTY OVERAWES EUROPEAN JOURNALISM

(Continued from page 5)

ents occupy places once held by papers obtained through purchase.

On special days, there is a demand for seats in the "distinguished strangers" gallery out of all proportion to the space. The nobility, the diplomatic corps, and members of families all are to be considered, yet the Foreign Office whenever possible holds a row of seats for the Americans. And, it must be kept in mind the Australians and Canadians, who have a higher call for accommodations, must seek seats in like manner.

There are over 700 members of the House of Commons and there are seats for just about half of them, counting even those long rows in the balcony where part of the overflow is provided for on great occasions. The answer, the only answer, is that the British Government and the British publishers, eager to do everything possible to extend privileges and courtesies to the American correspondents, are confronted with no less a task than tearing down the revered House of Commons and erecting a new one. That is not likely to happen next week. Until that is done it will not be possible for the Americans or Germans or French to have press gallery status and correspondents in Washington or

Berlin who advocate barring of British correspondents as an act of retaliation are talking pure, narrow-minded nonsense.

Although the press gallery in the Reichstag chamber does not accommodate as many correspondents as "Jim" Preston can put into the Senate or House gallery when occasion demands, other facilities provided for the correspondents are many, many times superior to those connected with the Congressional galleries. There is a seemingly endless string of private offices, phone booths, reading rooms, etc., eac., in the Reichstag building.

It may not always be possible for the Germans to provide for as many British and Americans who seek admission to the chamber on special days, but the Berlin situation is not comparable with that of the House of Commons. An inspection of those press galleries, as well as those in Paris and Rome, leaves no other impression than that the Standing Committee of Washington Correspondents reflected credit on itself and the whole corps by refusing to bar Wilmott Lewis, Sir A. Maurice Low and others in retaliation for conditions in the House of Commons over which they had no control.

STEELE UNITES PAPER MAKERS OF EUROPE

All Scandinavian Paper Will Be Sold in U. S. by Corporation Headed by Former Canadian Export Co. Manager

Dispatches from Stockholm this week stated that the sale and distribution in the United States of newsprint from Swedish, Norwegian and Finnish mills for American newspapers will be taken over by a newly formed corporation headed by G. F. Steele, formerly manager of the Canadian Export Paper Company. All Scandinavian mills will join the new sales organization, it is said.

This step had been expected by American publishers and others in close touch with the newsprint market and, it is thought, presages changes in the price of the foreign product that will reduce competition on price with North American paper.

Mr. Steele, who has spent several months in European paper circles, returned to New York this week.

Mr. Steele has been in the vision of newspaper publishers for the past seven or eight years, first as the secretary of the old News Print Manufacturers Association and later as manager of the Canadian Export Paper Company.

During his connection with the News Print Manufacturers Association, proceedings were instituted against that body, several leading paper makers who belonged to it and Mr. Steele, charging illegal combination to increase the price of newsprint. The defendants filed pleas of *nolo contendere*, and the cases never came to trial. The association was dissolved and Mr. Steele was not connected with its successor, the present Newsprint Service Bureau, which conducts a statistical and information service.

Mr. Steele next appeared as the organizer and manager of the Canadian Export Paper Company, which handled the export tonnage of five large Canadian mills. He was in charge of its affairs during the period of paper control in Canada and during the following era when Canadian prices to American papers kept pace upward with those of American mills until the slump of 1921 found the Canadian Export Company's mills with more stock on hand than could be sold at their current contract prices. Two of the mills withdrew from the company, which was then reorganized. Mr. Steele resigned as manager and shortly afterward went to Europe, where his work has been conducted quietly and without publicity until now, among the Scandinavian manufacturers.

Newsprint Mill Reorganized

The Three Rivers Pulp and Paper Company, Ltd., is being re-organized and will become the St. Lawrence Pulp and Paper Company, Ltd. A new mill with a capacity of 150 tons of newsprint will be erected by the new company and is expected to be in operation by the end of the year. Stockholders in the old company will receive an equal number of shares in the new company. The capitalization of the St. Lawrence Company will consist of \$1,000,000 eight per cent, cumulative, participating, preferred shares and 40,000 shares of common stock of no par value. Subsequently it is planned to issue \$3,000,000 of first mortgage gold bonds secured by the properties of the company.

Household Edition Popular

Mrs. Jessie Knotts, editor of the new "Household Edition" of the Chicago Evening American, tells of receiving many inquiries concerning the new experiment in journalism from all parts of the country from people apparently much interested in this feature. In the "Household Edition" business news which would not interest women, is eliminated and two special pages containing news for women exclusively are substituted.

NEW FEATURE GROUP ORGANIZED LIKE A. P.

Fifty-three Member Papers and 100 "Allocated" Newspapers on List as North American Newspaper Alliance Is Formed—George E. Miller Is President—Incorporation Papers and By-Laws

THE North American Newspaper Alliance, Inc., was formally organized at a meeting held in New York June 23 and will shortly be functioning as a mutual organization of newspaper publishers in the larger cities of the United States and Canada for acquiring and distributing to its members important news features not handled by press associations.

The Alliance will handle both written news and pictorial news features but will

duration for the by-laws of the Alliance provide that none shall be made to last beyond July 1, 1923.

The Alliance starts in with a cash capital of \$500 and 5,000 shares of common stock with a par value of \$5 each. These will be sold to member papers on the basis of one share of stock for each 5,000 net paid daily subscribers to the member paper. The stock will not pay dividends.

The contract, certificate of incorporation and by-laws of the association follow:

CONTRACT

Agreement, dated the _____ day of 192____, by and between NORTH AMERICAN NEWSPAPER ALLIANCE, INC., a corporation organized under the laws of the State of New York and having its principal office in the City of New York, State of New York, hereinafter referred to as the newspaper alliance, as party of the first part, and _____ of the City of _____, State of _____, proprietor and publisher of the newspaper called the _____, hereinafter referred to as the "publisher," party of the second part;

WITNESSETH:

WHEREAS, the Newspaper Alliance has been organized to acquire and arrange for the creation of features suitable for publication in such daily newspapers as shall be stockholders, and to sell the right to publish such features in territory not allocated by the corporation to stockholders; and

WHEREAS, the publisher is or is about to become a stockholder and is the publisher of a daily newspaper;

Now, THEREFORE, in consideration of the premises and of the undertakings and agreements hereinafter set forth, the parties hereto by these presents do agree as follows:

I.—The publisher hereby agrees to buy and to pay for, on the basis hereinafter provided, all newspaper features acquired by or created for or on behalf of the Newspaper Alliance and duly tendered to the publisher. The News-

paper Alliance in excess of receipts from sales (including provision for a reasonable working capital and surplus) upon the basis and subject to the limitations herein set forth. Any such assessment having been made shall be a debt due to the Newspaper Alliance payable upon demand. The total of all assessments for the first year of this contract shall not exceed \$300,000. If this contract be continued beyond one year, as hereinafter provided, the amount of subsequent assessments shall be fixed from time to time by resolution of the board of directors, subject to such limitation, if any, as the shareholders may prescribe.

IV.—It is agreed that identical contracts to this shall be entered into with other publishers of daily newspapers who shall be stockholders of the Newspaper Alliance; provided, however, that no similar contract shall be given or awarded to the proprietor or publisher of any newspaper published in the territory hereby awarded to the publisher, namely . . .

Subject to the foregoing limitation, contracts may be awarded solely in the discretion of the directors or executive committee of Newspaper Alliance.

Every publisher (including the publisher, party of the second part hereto), who shall be awarded a contract, shall purchase at the time such contract is awarded and thereafter hold during the term of the contract, subject to adjustment as herein provided, one share of stock for each 5,000 of net paid daily average circulation established upon the basis adopted by the directors of the Newspaper Alliance. Such basis may change from time to time, but shall always be the same for all stockholders. If a stockholder publishes both a morning and an evening paper in the same city, they shall together be deemed one newspaper and the number of shares of stock of the Newspaper Alliance to which a publisher shall be entitled, and which such publisher agrees to purchase, shall be increased by adding to the net paid daily average circulation of the morning or evening paper, whichever shall be the larger, 25 per cent of the net paid daily average circulation of the smaller. Features furnished to a stockholder publishing both a morning and evening paper may be published in either paper

VI.—Upon the determination or cancellation of this agreement for any cause, whatsoever, the Publisher agrees to sell and the Newspaper Alliance shall have the option for a period of one year thereafter to buy, at the par value thereof, the shares of stock of the Newspaper Alliance then held by the publisher, and notice of this right of repurchase shall be printed or stamped upon all certificates of stock.



RALPH PULITZER
Secretary-Treasurer

VII.—The Newspaper Alliance shall have the right to terminate this contract at its option if (1) the publisher shall cease for any reason to be a stockholder of the Newspaper Alliance; or (2) if the publisher ceases to publish its newspaper in the City of _____; or (3) if the publisher shall fail to promptly and fully perform and fulfill the undertakings on his or its part herein contained.

VIII.—In the event that the Newspaper Alliance shall terminate this agreement for any cause above specified, the publisher shall not thereby be relieved from the obligation herein set forth to pay its proportion of the expenses of the Newspaper Alliance unless and until the Newspaper Alliance shall procure upon the basis herein set forth another newspaper proprietor for the territory herein allocated to the publisher. The Newspaper Alliance, having just cause as aforesaid, shall give notice of the termination of the contract, but shall continue to tender features to the publisher until another newspaper proprietor shall be procured for the publisher's territory, but only if all moneys due or becoming due for any cause shall be paid by the publisher upon demand.

IX.—Save as above provided, this contract shall continue until July 1st, 1923. Prior to that date Newspaper Alliance shall make no contract for features which may not be terminated on or prior thereto. The Publisher may terminate this contract on July 1st, 1923, by giving notice in writing to the Newspaper Alliance on or prior to June 1st, 1923. Such notice having been given, no further liability hereunder shall accrue as against the publisher. Newspaper Alliance may terminate this contract on July 1st, 1923, by a vote of 75 per cent in amount of the stockholders then holding contracts similar to this, who shall, at the time of any special meeting called for the purpose of considering the termination thereof vote to discontinue the acquisition or creation of features and terminate this and all other similar contracts then in force. Unless this contract be terminated on July 1st, 1923, as above provided, it shall continue thereafter until notice in writing of the termination thereof shall be given by one of the parties hereto to the other in the manner hereinafter specified, to wit:

(a) In the event that the publisher desires to terminate this contract he may do so for any reason whatsoever, by serving personally or by registered mail upon Newspaper Alliance a written notice setting forth that the publisher has elected to terminate this contract on a day certain not less than twelve months from the date of serving the notice. Upon the date of termination so specified in the notice this contract shall thereupon end, except that



GEORGE E. MILLER
President

not concern itself with departmental and routine features. That is, it will not maintain a staff of feature writers, artists or news photographers, leaving this field in the hands of the feature services which already supply them. The Alliance will confine itself entirely to unusually important news features whether written or pictorial. "If General Grant were alive and his Memoirs about to be sold not having previously been printed in any form then the Alliance would make its bid for the exclusive rights to it," said an officer of the association in explanation of the Alliance's scope.

The officers are George E. Miller, Detroit News, president; Maj. Loring Pickering, San Francisco Bulletin, first vice-president; Ralph E. Stout, Kansas City Star, second vice-president, and Ralph Pulitzer, secretary and treasurer. On the executive committee of 5 are Ralph Pulitzer, E. A. Grozier, the Boston Post, Robert McLean, Philadelphia Bulletin, Paul Patterson, Baltimore Sun, and Joseph E. Atkinson, Toronto Star.

The board of directors consists of 15 members selected regionally. On the original board of directors are:

Eastern Division: Clark Howell, Boston Post; Robert McLean, Philadelphia Bulletin, and Ralph Pulitzer, The World.

Western Division: Harry Chandler, Los Angeles Times; Edgar B. Piper, Portland Oregonian, and Loring Pickering, San Francisco Bulletin.

Southern Division: Clark Howell, Jr., Atlanta Constitution; Arthur Krock, Louisville Courier-Journal and Times, and D. D. Moore, New Orleans Times-Picayune.

Central Division: Hilton U. Brown, Indianapolis News; George E. Miller, Detroit News, and Ralph E. Stout, Kansas City Star.

Canadian Division: Joseph E. Atkinson, Toronto Star.

Members at Large: Victor F. Lawson, Chicago Daily News, and Paul Patterson, Baltimore Sun.

The directing head of the Alliance has not as yet been selected nor have any contracts been made for features. These will of necessity be for less than a year's



LORING PICKERING
1st Vice-President

paper Alliance agrees to use its best efforts and to devote itself to procuring and arranging for the creation of newspaper features best adapted in the judgment of its officers to add to the prestige and circulation of its stockholders. Nothing herein contained shall be construed to prevent the publisher from publishing features other than those tendered by the Newspaper Alliance.

II.—The publisher hereby agrees to pay such proportion of the total of the expenses of operating and running the Newspaper Alliance (including the cost of features, whether or not published by the publisher) as the number of shares of stock owned by the publisher bears to the total number of shares outstanding at the time any assessment for expenses is made.

III.—The Newspaper Alliance by its board of directors or executive committee shall have and are hereby given the right to assess the publisher from time to time for the expenses



RALPH E. STOUT
2nd Vice-President

at the option of the stockholder. Increases or decreases in the number of shares shall be adjusted by the purchase of additional shares or the resale to the Newspaper Alliance of excess shares, as the case may be, annually on April 1st, in accordance with the then net paid daily average circulation of each publisher, upon the basis then effective. Nothing in this contract shall be construed as preventing the Newspaper Alliance selling, or the publisher purchasing, features offered the Newspaper Alliance and acceptable to the publisher, but not adapted in the judgment of Newspaper Alliance for distribution to all holders of similar contracts. Expenses incurred in such purchases may not be the basis of any assessment against stockholders.

V.—The Newspaper Alliance hereby sells and the publisher hereby purchases upon the basis above set forth _____ shares of stock in the Newspaper Alliance at the par value thereof, payment for which is hereby acknowledged.

The Publisher shall continue to be liable for the pro rata cost of features contracted for by the Newspaper Alliance prior to the date of termination specified in the notice, upon the basis herein set forth, as though this contract were still effective, until either such contracts for features shall expire, or another newspaper proprietor shall be allotted a contract for the territory herein specified.

(b) In the event that Newspaper Alliance desires to terminate this agreement it may do so for any reason, whatsoever, by serving personally or by registered mail upon the publisher a written notice setting forth that Newspaper Alliance has elected to terminate this contract on a day certain not less than three months from the date of serving the notice. Upon the date of termination so specified in the notice, this contract shall thereupon end and no further liability shall accrue hereunder as against the publisher. Nothing herein contained shall be construed or held to limit the reasons or causes for terminating the contract by either party to such reasons or causes as are herein elsewhere specified for terminating this contract.

X.—True copies of the certificate of incorporation and by-laws of the Newspaper Alliance are hereto annexed, and are hereby made a part of this contract; it being also understood and agreed that any amendments to said certificate of incorporation or to the by-laws shall likewise be and become a part of this contract.



VICTOR F. LAWSON
Member-at-Large

are to be duly executed as of the day and year first above written.

NORTH AMERICAN NEWSPAPER ALLIANCE, INC.,
By.....
By.....

CERTIFICATE OF INCORPORATION

We, the undersigned, being all persons of full age and at least two-thirds being citizens of the United States and one or more being residents of the State of New York, do hereby make, sign, acknowledge and file this certificate of incorporation as follows:

FIRST.—The name of the proposed corporation is:

"NORTH AMERICAN NEWSPAPER ALLIANCE, INC."

SECOND.—The purposes for which it is to be formed are to acquire and arrange for the creation of features suitable for publication in daily newspapers and to distribute the same to such publishers of newspapers as shall be stockholders of the corporation, for publication in their respective newspapers, and also to sell the right to publish such features in territory not allocated by the corporation to stockholders.

The corporation shall have power to conduct its business in other states and in foreign countries, and to have one or more offices out of this state, and to hold, purchase, mortgage and convey real and personal property out of this state; and in carrying on its business, or for the purpose of attaining or furthering any of its objects or purposes, to do any and all other necessary or convenient things and exercise any and all other powers now or hereafter authorized by law.

The stockholders may amend, enlarge, alter or rescind any and all of the rights, powers, privileges or restrictions in this certificate of incorporation granted and contained, conferred or imposed, in any manner and to any extent, by a certificate of amendment made, executed, authorized and filed in any manner now or hereafter permitted or authorized by the laws of the State of New York.

THIRD.—The amount of its capital stock shall be \$25,000, all of which shall be common stock.

FOURTH.—The number of shares of which the capital stock shall consist shall be 5,000 of the par value of \$5.00 each, and the amount of capital with which said Corporation will begin business is \$500.

FIFTH.—The principal business office of the corporation is to be located in the Borough of Manhattan, City, County and State of New York.

SIXTH.—Its duration shall be perpetual.

SEVENTH.—The number of its directors shall be fifteen.

EIGHTH.—The names and post-office addresses of the directors for the first year are as follows:

- Names and Post Office Addresses.
Joseph E. Atkinson, Toronto, Canada.
Hilton U. Brown, Indianapolis, Ind.
Harry Chandler, Los Angeles, Cal.
Edwin A. Grozier, Boston, Mass.

- Clark Howell, Jr., Atlanta, Ga.
Arthur Krock, Louisville, Ky.
Victor F. Lawson, Chicago, Ill.
George E. Miller, Detroit, Mich.
Daniel D. Moore, New Orleans, La.
Paul Patterson, Baltimore, Md.
Loring Pickering, San Francisco, Cal.
Edgar B. Piper, Portland, Ore.
Ralph Pulitzer, New York, N. Y.
E. Lansing Ray, St. Louis, Mo.
Ralph E. Stout, Kansas City, Mo.

NINTH.—The names and post office addresses of the subscribers to this certificate, and a statement of the number of shares of stock which each agrees to take in the corporation are as follows:

Names	Post Office Addresses	No. of Shares
Ralph Pulitzer	New York	One
Loring Pickering	San Francisco	One
George E. Miller	Detroit	One

TENTH.—The directors of the corporation need not be stockholders. The board of directors may appoint an executive committee from among their number, which committee, to the extent provided in the by-laws of the corporation, shall have and may exercise all of the powers of the board of directors in the management of the business of the corporation during the intervals between meetings of the board of directors so far as may be permitted by law.

ELEVENTH.—The directors may from time to time offer for sale at the par value thereof any or all of the stock of the corporation now or hereafter authorized either to publishers of newspapers already stockholders or to publishers of newspapers in a territory not already allocated to a stockholder and within such limitations and upon such terms and conditions as shall be set forth in the by-laws, and without offering the same to all the stockholders then of record.

TWELFTH.—The stockholders shall be limited as herein provided, to individual or corporations owning and publishing newspapers. In the event that a share or shares of stock of the corporation shall come into the possession or ownership, by operation of law or otherwise, of another than the publisher or owner of a newspaper, such other shall not be entitled to the distribution on any basis of the newspaper features, the acquisition and distribution of which to newspaper publishers is the object or purpose of this corporation, and such shares shall be subject to purchase and acquisition by the corporation as though proposed or offered for transfer, as herein provided.

THIRTEENTH.—Stock of the corporation shall be transferable only upon the books of the corporation and subject to the following restrictions, which shall be printed in the certificates:

(a) If a stockholder shall be indebted to the Corporation, the directors may refuse to consent to a transfer of his stock until such indebtedness is paid;

(b) Save as hereinafter provided, no share of stock in the corporation shall at any time be transferred to any person not publishing a newspaper in the same city as the stockholder whose shares are offered for transfer so long as the corporation is willing to purchase said share at the par value thereof. In order to ascertain whether the corporation is willing to purchase any such share, the person, whether a shareholder of the corporation or not, proposing to transfer the same, hereinafter called the "retiring shareholder," shall give notice in writing to the corporation at its principal office that he desires to transfer the same. The corporation shall within the space of 30 days after such notice give notice to the retiring shareholder that it desires to purchase such share and the retiring shareholder shall be bound, as such time within 15 days thereafter as the corporation shall appoint and at the principal office of the corporation, upon payment of the par value thereof, to transfer such share to the corporation. If in any case the retiring shareholder after becoming bound as aforesaid, makes default in transferring such share, the corporation shall thereupon cause its own name to be entered upon the stock register as the holder of such share and shall set apart and hold the purchase money in trust for the retiring shareholder, his executors, administrators or assigns. The receipt of the corporation for the purchase money shall thereupon be sent to the retiring shareholder and after the name of the corporation has been entered in the stock register in exercise of the aforesaid power, the validity of the proceeding shall not be questioned by any person and the corporation shall be deemed and taken to be the owner of the said share;

(c) Subject to the foregoing and so far as may be permitted by law, the corporation may prescribe additional rules, regulations and limitations for the transfer of shares in its by-laws.

FOURTEENTH.—Shares of stock shall be the absolute property of the holder thereof provided only that in the manner and upon the terms set forth in the charter and in the by-laws the corporation may use and apply its surplus earnings or accumulated profits to the purchase and acquisition of its own capital stock.

FIFTEENTH.—The directors shall be elected 3 from each of 4 districts to be designated respectively, Eastern, Southern, Central and Western, and 3 Directors at large. Each

district shall contain such territory as shall be allotted to it by the by-laws. As soon as practicable the directors named in the certificate of incorporation shall divide themselves into three classes, each of which shall consist of 5 directors, one from each district and one at large. The first class shall hold office for one year and until the next annual election; the second class for two years and until the second annual election; and the third class for three years and until the third annual election, and thereafter directors shall be elected at each annual meeting upon the basis of district representation and at large, as above set forth, and each director so elected shall hold his office for the term of 3 years and until another director is chosen and qualified in his stead.

IN WITNESS WHEREOF we have made, signed and lodged this Certificate in duplicate this 3rd day of May, 1922.

GEO. E. MILLER
RALPH PULITZER
LORING PICKERING

NOTE: The foregoing Certificate of Incorporation was filed in the office of the Secretary of State of New York June 13th, 1922, and in the office of the Clerk of the County of New York, State of New York, on the same day.

BY-LAWS
of
NORTH AMERICAN NEWSPAPER
ALLIANCE, INC.

ARTICLE I.
MEETING OF STOCKHOLDERS.

SECTION 1. The annual meeting of the stockholders of this corporation shall be held at the office of the corporation in the Borough of Manhattan, City of New York, on the Monday preceding the fourth Thursday in April of each year, at twelve o'clock noon, for the election of Directors and such other business as may properly come before said meeting. Notice of the time, place and object of such meeting shall be given in the manner required by law, and by serving personally or by mailing, at least thirty days previous to such meeting, postage prepaid, a copy of such notice, addressed to each stockholder of record at his address, as the same appears on the books of the corporation.

SECTION 2. Special meetings of stockholders, other than those regulated by statute, may be called at any time by a majority of the directors or by the executive committee. It shall also be the duty of the President to call such meetings whenever requested in writing, so to do, by ten per cent in number of the holders of the issued and outstanding capital stock. A notice of every special meeting, stating the time, place and object thereof, shall be given by mailing, postage prepaid, at least fifteen (15) days before such meeting, a copy of such notice addressed to each stockholder of record at his address as the same appears on the books of the corporation.

SECTION 3. Except as otherwise prescribed by statute, at all meetings of stockholders there shall be present, either in person or by proxy, stockholders owning a majority in amount of the issued and outstanding shares of the capital stock of the corporation in order to constitute a quorum.

SECTION 4. At all meetings of stockholders, only such persons shall be entitled to vote in person and by proxy who appear as stockholders upon the transfer books of the corporation for 10 days immediately preceding such meeting.

SECTION 5. At the annual meeting of stockholders the following shall be the order of business, viz:

1. Calling the roll.
2. Proof of proper notice of meeting.
3. Report of president.
4. Report of treasurer.
5. Report of secretary.
6. Report of committees.
7. Election of directors.
8. Miscellaneous business.

SECTION 6. At all meetings of stockholders all questions, except the question of an amendment to the by-laws, and the election of Directors and Inspectors of election, and all such other questions, the manner of deciding which is specially regulated by statute, shall be determined by a majority viva voce vote of the stockholders present in person or by proxy, except that a vote shall be by ballot when required by statute or by any stockholder present in person or by proxy. Each ballot shall state the name of the stockholder voting and the number of shares owned by him, and in addition, if such ballot be cast by a proxy, it shall also state the name of such proxy.

ARTICLE II.
DIRECTORS.

SECTION 1. The directors shall be elected 3 from each of 4 districts to be designated, respectively, Eastern, Southern, Central and Western, and 3 directors at large, one of whom shall represent the Dominion of Canada. Each district shall contain such territory as shall be allotted to it by the by-laws. As soon as practicable the directors named in the certificate of incorporation shall divide themselves into three classes, each of which shall consist of 5 directors, one from each district and one at

large. The first class shall hold office for one year and until the next annual election; the second class for two years and until the second annual election; and the third class for three years and until the third annual election; and thereafter directors shall be elected at each annual meeting upon the basis of district representation and at large, as above set forth, and each director so elected shall hold his office for the term of 3 years and until another director is chosen and qualified in his stead. The territory constituting the four districts from which directors shall be elected, as above provided, shall be composed as follows:

- Eastern District: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware and District of Columbia.
Southern District: West Virginia, Virginia, Kentucky, North Carolina, South Carolina, Tennessee, Georgia, Florida, Alabama, Mississippi, Louisiana and Arkansas.
Western District: Texas, New Mexico, Arizona, California, Nevada, Utah, Colorado, Wyoming, Idaho, Oregon, Washington, Montana, Oklahoma, North Dakota, and South Dakota.
Central District: Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Michigan and Ohio.

SECTION 2. Vacancies in the board of directors, occurring during the year, shall be filled for the unexpired term by a majority vote of the remaining directors (whether or not sufficient in number to constitute a quorum) at any special meeting called for that purpose, or at any regular meeting of the board. In filling vacancies so occurring district representation shall be maintained.

SECTION 3. The board of directors may adopt such rules and regulations for the conduct of their meetings and management of the affairs of the corporation as they may deem proper, not inconsistent with the laws of the State of New York or these by-laws.

SECTION 4. Regular meetings of the board of directors shall be held at such hour and place as the directors may by resolution specify on the Saturday preceding the fourth Thursday of April, or on the day immediately succeeding



PAUL PATTERSON
Member-at-Large

the adjournment of the annual meeting of the stockholders, and on the Tuesday preceding the first Wednesday of October. If any one of said days be a legal holiday, then the meeting shall be held on the next succeeding day not a legal holiday.

SECTION 5. Special meetings of the board of directors shall be held whenever called by the president or by not less than three of the directors for the time being in office.

SECTION 6. Directors may hold their meetings, have an office and keep books of the company, except as otherwise may be provided by law, at the office of the company, in the City of New York, or at such other place or places as the board from time to time by resolution may determine.

SECTION 7. No notice shall be required for any regular meeting of the board. Fifteen days' notice of each special meeting of the board shall be given by mailing the same to each director, which notice shall specify the time, place and purpose of the meeting.

SECTION 8. Seven directors shall constitute a quorum for the transaction of business, but if at any meeting of the board there be less than a quorum present a majority of those present may adjourn the meeting from time to time.

ARTICLE III.
EXECUTIVE COMMITTEE.

SECTION 1. The board of directors, by an affirmative vote of a majority of the whole board, may appoint from among their number an executive committee of three or more, of whom a majority shall constitute a quorum. Whenever the board of directors is not in session such committee shall have and may exercise any and all powers of the board of directors, including the power to cause the seal of the corporation to be affixed to all papers that may require it. The term of office of each member of said committee shall continue until the expiration of his term as director and until his successor shall be elected.

ARTICLE IV.
OFFICERS.

SECTION 1. The board of directors, immediately after the annual meeting, shall choose one of their number by a majority vote to be president, and they shall also appoint a vice-president, secretary and treasurer. Each of such officers shall serve for the term of one year, and until his successor is chosen or appointed. The directors or executive committee may appoint or employ such other officers, representatives and employees and with such duties as they may deem advisable.

(Continued on page 20)

THEY ARE ALL IN THE DAY'S NEWS



Wide World Photo
Adolph S. Ochs, M. A. It is by no means rare for American Universities to grant degrees for knowledge for work in the Arts, Science, or Statesmanship, but rarely do our great Universities confer Master of Arts as an honorary degree. It is, therefore, worthy of special note that Yale University this year called Mr. Ochs to New Haven to give him this degree, not, as we remarked before, for any specific knowledge in a given subject, but because he is the maker of a great newspaper. We believe this is the first time constructive work of this kind has been so highly honored. The man at his right is Major Julius Ochs Adler, also of the New York Times.

Nix, there was no fire, just a convention of the insurance advertising men and the photographer "sneaked" up on this group and here is the result. Left to right (below), C. I. Hitchcock, editor of the Insurance Field, Louisville; Clarence Axman, editor of the Eastern Underwriter; E. L. Sullivan, Advertising Manager Home Insurance Company; C. S. S. Miller, Advertising Manager North British and Mercantile Insurance Company, and C. M. Cartwright, editor National Underwriter, Chicago.

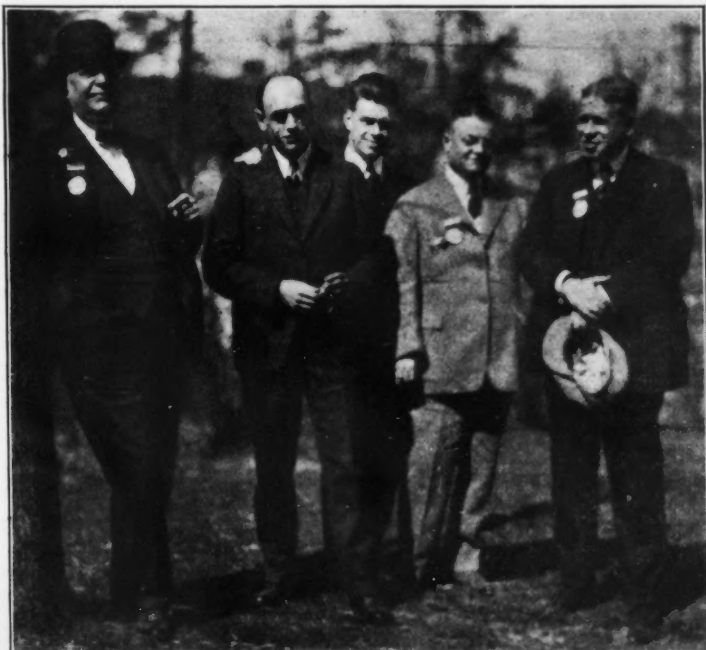


Photo by P. & A.

They stand on the edge of the world's greatest political volcano, but nobody seems down-hearted. Roger Ames Burr, former Chicago newspaper man, with Mrs. Burr, their 13-year-old daughter and 7-year-old son, have just arrived in Riga, the first American family to traverse Russia from the Pacific to the Baltic. A welcome committee of two newspaper men greeted Burr and his family at Riga. We have James Howe, of the Associated Press, at the extreme left, and Otis Peabody Swift, formerly of the New York Evening World and now of the Chicago Tribune Foreign Service, extreme right.

Daughter graduated with distinction and father's overjoyed. The remark was unnecessary, the picture below speaks for itself. We have Dr. Edwin F. Gay, editor of the New York Evening Post, who delivered the commencement address at Radcliffe this year, and with him Miss Margaret Randolph Gay, member of the graduating class.



Photo by Keystone

HEARST N. Y. STATE INVASION TOPIC AT ASSOCIATED DAILIES SESSION

Publishers in Nine Cities Report Propositions for New Sunday Editions by "W. R.," Who Seeks 5,000,000 Circulation for Sunday American, It Is Stated

By JOHN F. REDMOND

Special Correspondent of EDITOR & PUBLISHER

CATSKILL, N. Y., June 26.—One of William R. Hearst's chief executives was quoted, at the semi-annual meeting



A. R. KESSINGER
President N. Y. Associated
Dailies

of the New York Associated Dailies held here today, as stating that the real reason for Mr. Hearst's entering the up-state field is to build up a five million circulation for his Sunday American magazine and other special sections. Besides Rochester, where a new Hearst Sunday newspaper started this week, propositions to local publishers to publish Sunday editions and circulate them in conjunction with the Hearst Sunday American, have been made in Syracuse, Utica, Jamestown, Geneva, Poughkeepsie, Newburgh, Middletown, Olean and Elmira, according to reports made to the association by members.

Syracuse is to be the next point of operation, from all indications. If no local publisher will enter into the proposition of Mr. Hearst on a co-operative basis, in all probability he will go ahead independently with his own plant in that city, as he has done in Rochester.

The Hearst executive at the meeting was also quoted as saying that Mr. Hearst intends making the Rochester American a daily paper as soon as possible. He is certain that the 5,000,000 circulation mark can be reached, and perhaps 10,000,000 throughout the country, through co-operative distribution with the country press. However, nothing definite was mentioned in the way of plans outside of what is actually known in New York State.

The same process is also being discussed with reference to obtaining wider circulation for the Saturday special sections of the New York Evening Journal. The master mind in the plan is said to be Arthur Brisbane.

The association passed a resolution to the effect that all members will write to their Representatives and Senators in Washington voicing their endorsement of the Kelly Bill, which proposes to reduce the zone postal rates on second-class mail.

Rapid growth of the chain store movement was reported from practically all cities represented in the association, principally grocery stores and shoe stores. In most places, however, they are not advertisers to any great extent. In such cases, though, publishers reported that the new competition awakened local merchants to the necessity of becoming more active and that by this means the chain stores have been real developers of new advertisers. The steady expansion of the Atlantic & Pacific grocery stores was particularly commented on, but to date this firm does not advertise.

Members reported that the Firestone Tire & Rubber Company, which has been endeavoring to place advertising direct and collect the 15 per cent commission usually allowed advertising agencies, has begun to place its advertising through Critchfield & Co., Chicago, in cases where the commission is refused. Very few publishers reported having done business with the Firestone Company direct. Many of those declining continue to carry the business without interruption.

Several of the members expressed a desire to form combinations with other

members in employing an advertising specialist to go out into their cities and territories and talk advertising—not sell any particular paper, but go among the business people and educate them in how to use paid space in local papers. Reports were that some years ago this practice was followed by some of the members with very good results. It was stated that the Bureau of Advertising of the American Newspaper Publishers Association is considering employing several such specialists for local papers, but so far nothing has been done about it. Capt. C. K. Walbridge of the Saratoga Springs Saratogian and Sun, expressed a desire to get into touch with some competent and well recommended advertising man to discuss the matter with the view of making a possible group arrangement with other Associated Dailies members.

In the discussion of the installation of classified systems now being offered by certain firms the opinion seemed to be that they are too expensive for smaller papers. The systems are fine, it was stated by several of the users, and while some new business had been created, and in some cases circulation somewhat enlarged, the expense is considerably more than the revenue derived.

The practice of some publishers in giving outside specialty men commissions ranging from 50 per cent to 90 per cent on "stunt" advertising they handle was vigorously disapproved. The maximum figure considered proper is 50 per cent.

Picture pages, purchased in mat form, are very handy things, according to a number of publishers using them. They very often serve as good "filler" and are especially useful in catching early mail editions. Rotogravure picture sections do not pay small papers, was the general verdict.

A growing tendency to allow route boys cash commissions for obtaining new subscribers was evident from the discussion on this subject. Commissions granted range all the way from 25 cents to 50 cents per new order for three months or more.

No member reported having gone back to "returns." A number of them stated, however, that they have had fights on their hands with larger city papers, coming into their territories, which do allow returns and make things decidedly

unpleasant. One member who said he did not consider the practice as allowing "returns," said he was able to increase the circulation of his newspaper nearly 200 per day by going around to dealers and agents in a car at the close of each day with left-over papers and leaving with them a few extra copies over their regular order. The idea is to encourage the dealers to sell the extra copies. If they do not these extras are taken back the following morning and are very useful to the newspaper as file copies. The result has been that the dealers return comparatively few of the extras. They actually sell them and soon increase their regular orders. This member emphasized, however, that copies regularly ordered are not returnable—only the extras.

A tendency to check more carefully billing on all advertisements was reported in the discussion on this subject.

The average salaries paid reporters, as stated by members, is \$13.25 for "cubs" and \$36 for full-fledged reporters. In individual figures they ranged from \$12 to \$45.

Quite a number of members, it developed, continue to guarantee circulation in advertising contracts. Very few reported ever having been called upon to rebate for shortage. Most play safe by guaranteeing a figure well below their A. B. C. reports. One publisher, who had been forced to pay a rebate, has appropriately revised his contract to the effect that advertisers demanding shortage rebates shall pay extra for any circulation in excess of the guaranteed figure. He reported a marked disinclination to demand guarantees on such a condition.

Lack of standards was noted in the reports on how members measure advertisements. There were about as many who figure "cut-off rule to cut off rule" as those who measure from "type to type." The desire of the advertiser seemed to be about the only element entering into the method used.

Prices of dry mats now range from 16 cents foreign to 18 cents for the American product. The latter, the Wood Flong, is liked by many because of its greater shrinkage. Very satisfactory results, however, were reported with the German and English mats, the newest of the latter being the Dixon mat, made in Liverpool and sold at present for approximately 16 cents, including import duty and all costs of delivery to publishers' office. The German "Flexideal" and another foreign mat, the "Premier," are also obtainable at 16 cents.

It is probable that the association will adopt a standard of practice for advertiser service, as the result of the constantly increasing demands made on members for co-operation by advertisers. Some publishers charge for all service and others give it in limitless quantity.

The greatest service demands come from smaller advertisers, according to reports presented. It was the opinion of some members that a code of service would be impossible to live up to in small towns, where so much depends on competitive conditions. These felt that if such a code were adopted it would require getting all competitors to agree to it also or nothing could be done.

The advisability of adopting a standard editorial department style sheet of capitalization and punctuation was discussed, but did not meet with much favor. Most of those expressing an opinion felt that a newspaper's individuality is one of its most valuable assets.

Wireless telephone receiving outfits are of no value to newspapers as a means of gathering news, in the minds of association members, a number of whom have tried them. The general opinion was that newspapers have gone "radio crazy" and are getting little or no results from the space they are giving each day to programs and radio mechanical departments.

The Newburgh News, however, was one paper that didn't agree with the majority opinion. Frederick H. Keefe, its business manager, said he had been able to build up considerable good will and advertising for his paper through a radio broadcasting station which the News operates itself. It gives a regular daily program of three periods each. Its musical program is operated in conjunction with the local talking machine dealers. Each make of talking machine record has a day on the program—one day is Victor Day, another is Columbia Day, another is Brunswick Day, etc. Announcement is made of the program each day in the News. Other parts of the News program is put on likewise with little or no cost to the paper. Features include talks to women by well known speakers, social entertainment, bed time stories, etc. No trouble at all is experienced in getting local talent gratis, according to Mr. Keefe. His station is the only one between Newark, N. J., and Schenectady, N. Y., and the fame of the News has been spread for hundreds of miles around. Complimentary letters are received daily from as far away as Watertown, N. Y., New York City and distant parts of Long Island from radio enthusiasts who pick up the News program, although no effort is ever made to reach that distance. About a quarter of a daily page of local advertising has been developed for the News and Mr. Keefe considers it well worth while. His station is not used for news gathering.

While direct radio advertising is prohibited by the Government in licenses for broadcasting stations, Mr. Keefe said advertising in indirect publicity is becoming evident. For instance lectures by the Colgate Company on care of the teeth and concerts by the Colgate band are among the newest features of daily radio programs. He pointed out, too, that the American Telephone & Telegraph Company is erecting the most powerful station in the country in New York City, which is to be leased on occasion and possibly will develop some more new indirect advertising features.

The joint legal rate committee of the Associated Dailies, the State Press Association and the State Publishers Association, of which Frederick H. Keefe of the Newburgh News is secretary, reported that it intends introducing again, at the next session of the Legislature, the Brundage Bill, which has the approval of Governor Miller, to amend the civil practice, the legislative law, publishers officers law and surrogate's court act, in relation to the fees of printers, as follows: (matter in italics is new; matter in brackets is old law to be omitted):

Section 1. Section fifteen hundred and fifty-one of the civil practice act is hereby amended to read as follows:

§ 1551. FEES OF PRINTERS. Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled for publishing summons, notice, order or other advertisement, required by law to be published, (other than the session laws, for each inch ofagate twenty-nine ems to the line, to seventy-five cents for the first insertion and fifty cents for each subsequent insertion. In counties containing

REPORT HEARST OWNS ALBANY PAPER "PREMATURE," SAYS CONNERS

NEWSPAPER and political circles of New York State were agitated Wednesday morning by a statement given out at the political headquarters of William R. Hearst in New York City that he had purchased the Albany Times-Union, for many years owned and edited by former Governor Martin H. Glynn. The report was generally scouted by politicians and was denied by New York attorneys for Mr. Glynn, who is in Ireland with Mrs. Glynn, and it was finally stated by William J. Connors, proprietor of the Buffalo Courier and Enquirer, Mr. Hearst's political manager, that the report "may have been premature," but that the transfer would take place eventually.

First announcements had it that the deal was concluded before Mr. Hearst sailed for Europe a month ago, but that no publicity had been given at the time. No purchase price was made public. No changes of any moment have taken place in the policy or the staff of the Times-Union in that period, EDITOR & PUBLISHER learns, and the story is generally ignored as idle political gossip in Albany.

As Mr. Hearst can put his New York City papers into Albany within three hours after publication and has a large market for them there, and as the Times-Union has been one of the newspapers supporting his boom for the gubernatorial nomination, politicians can see little reason for its purchase as a part of Mr. Hearst's projected New York State chain.

CRIME A SMALL PART OF DAILY NEWS PROF. ADAMS TELLS NEW YORKERS

Only a Little Over 4 Per Cent of June Space in Three New York Dailies; Less in Country Press—Blossom New Press Association President

(Special to EDITOR & PUBLISHER)

CATSKILL, N. Y., June 28—Critics of the American newspapers who decry "the vast amount of crime news that is being printed daily," blaming it for bad moral conditions in the country, do not know what they are talking about, according to Prof. Bristow Adams of the New York State College of Agriculture in addressing the annual convention of the New York State Press Association Wednesday. In the course of outlining the amount of farm news carried by newspapers of New York State, Prof. Adams developed statistics on New York City newspapers, and state cities of the second and third class as showing that the amount of space given to crime news as compared with other classifications of news, stands seventh in volume in a list of 13 groups. The news groups exceeding it in volume of space are: Business and finance, sports, foreign, education, Government and politics, and labor.

In three New York City papers—Times, World and Tribune—whose use of space was analyzed by Prof. Adams, crime news printed during the month ending June 24, in which the Ward case and other criminal cases were at their highest peak of interest, an average of only a little over four per cent of total reading matter was devoted to news of all kinds of crime combined. Away from New York City the amount of crime news diminished to almost nothing, Prof. Adams' figures showed.

Professor Adams presented a tabulation which is reproduced on this page, showing the result of his analysis covering 13 groups of news classification (magazine and feature sections of Sunday papers are not included in the tabulation):

PERCENTAGE OF SUBJECT MATTER IN DAILY NEWSPAPERS OF NEW YORK STATE

Paper	Business and Finance	Sports	Foreign	Educational	Gov't and Politics	Labor	Crime	Deaths and Disasters	Courts	Liquor	Society	Miscellaneous	Agricultural
N. Y. City—													
Times	27	15	13	10	9 1/2	7	5	4 1/2	3 1/2	2 1/2	2 1/2	1 1/2	1
Tribune	30	20	8	7	9	8	3	3	2	1 1/2	3 1/2	3	2 1/2
World	28	21 1/2	7	7	5	10	5 1/2	3 1/2	1 1/2	2 1/2	0 1/2	7	1 1/2
Cities of Second Class—													
Albany	7 1/2	27	4 1/2	18 1/2	6 1/2	7 1/2	3 1/2	4 1/2	2 3/4	1 1/2	8 1/2	3	5 1/2
Syracuse													
Rochester													
Buffalo													
Cities of third class	18	16 1/2	15	11	8	5	1 1/2	3 1/2	0 1/2	1 1/2	8	2	9

He gave the following explanation:

"The figures are in percentages, in relation to all text, exclusive of advertising. Education includes all church matters, as spiritual education; death and disaster includes obituaries, and everything is counted in the place where it belongs, including editorials, cartoons, and even comic strips, where they could be classified.

"The figures represent a month, the most recent month, up to and including Saturday, June 24; though not all papers are included. During one week the papers of Monday, Wednesday, and Friday were taken, and during the alternating week, the papers of Tuesday, Thursday and Saturday. Sunday papers were excluded, because their magazine sections, illustrated supplements, comic sheets and the like, are likely to upset the proportions of the general 'run of the news.' They are, through special articles and critiques, largely matters of opinion rather than records of facts.

"During the month taken, because of commencements and the like, educational news may show a higher average than for the year round, but for the period given the figures are comparable as to the various types of papers. It should also be realized that in this period the Ward case, the coal strike outrages, and foreign questions momentous in Ireland,

China, and Germany have been to the fore."

Prof. Adams attributed the belief that crime news is predominating in the newspapers to the general reader's state of mind which runs to the human nature side of news rather than to other kinds of matter. He said he, himself, was greatly surprised to find the result he did.

As to farm news, Prof. Adams said the newspapers are giving a nearly 100 per cent adequate service to their readers. He suggested that perhaps a little less of the technical side be given and more about the personal and social angles of farm life in the newspaper's own locality be printed. He said, too, that farmers need to be educated to read in the news that is of most interest to them as their life has come to combine all social and business interests.

Officers of the press association were elected as follows: President, Peter A. Blossom, Brockport Republic; vice-presidents, John W. Baker, Ithaca Journal-News; M. V. Atwood, Groton Journal-Courier; Henri M. Hall, Jamestown Journal; E. M. Perkins, Leroy Gazette-News; Thomas J. Blain, Port Chester Item; secretary-treasurer, Elias Vair, Waterloo News.

A resolution was adopted endorsing the Empire State School of Printing, which has just been established in Ithaca by the New York State Publishers' Association.

Arthur Brisbane and Herbert J. Kaufman were the speakers at the annual banquet held Wednesday evening.

Speaking on "More and Better Advertising," John F. Rolfe of the Corning Evening Leader said the greatest fault with the country paper, whether it

be a daily or a weekly, is that it neglects selling its own field, letting outside "stunt" promoters sell all sorts of sign and novelty advertising to local merchants when that advertising should be in the local paper. He said the country publisher who really wants to make a success of his business must put himself in the state of mind to see that every person in the community has something to advertise and convince him of it. "Every person you meet in the streets of your home town is a potential advertiser," said Mr. Rolfe. "Just try, in your mind, to fit an ad on each one. You will soon be convinced of it yourself. Then you can convince the prospect. It will work more often than it will fail. Approach the advertiser, too, in a way that will make him see that you are doing him a service in opening the way for him to create new business, rather and have him look upon the matter as doing you a favor by placing advertising with your paper. This practice has worked splendidly in Corning and it will work just as well for any other publisher who has confidence in his own paper."

The aims and purposes of the new Empire State School of Printing, at Ithaca, which has just been started by the New York State Publishers' Association, were explained by Ross W. Kellogg, its director. He asked the

support of the publishers of weekly papers of the state in the way of sending pupils there to be educated in the printing trades. He said the school was neither a linotype school nor a training school for strikebreakers, as has apparently been taken for granted by some publishers. "The school has been started to provide a general printing education," Mr. Kellogg said. "It provides an elementary and graduating course in the fundamentals of printing—at the case, the study of typography, press work and linotype work—and no pupil can take the linotype course until he has been thoroughly grounded in the stages of the trade leading up to machine composition. The course covers a period of six months, in which time by intensive instruction and practical work under the direction of the most expert printing teachers obtainable, we feel we can turn out young men and women who are at least the equal of apprentices who have spent two years in the printing office alone.

Mr. Kellogg said he believes the Empire State School is the only institution of its kind in the United States which aims to give all around printing education. The Carnegie Institute of Technology and the United Typothetae Schools train printers more for executive positions, while other schools teach only machine composition, he said. The members of the New York State Publishers' Association have pledged financial support to the school to the extent of \$10,000 for its first year. Tuition fees are \$25 per month, and \$10 during the last three months, in the linotype course, for the use of the machines. The capacity of the school is 26 pupils. It has just started with five. Applications for enrollment are now receivable.

Wallace Odell of the Tarrytown Daily News, retiring president, acted as chairman of the meeting, with Elias Vair of the Waterloo News, secretary.

Other speakers on the program were Edward Percy Howard of the Publishers' Autocaster Company, New York, on "Building a Country Newspaper"; R. T. Patten of the Skowhegan (Me.) Independent-Reporter, on "Ways and Means in a Country Weekly and Job

JERSEY WANTS SCHOOL FOR JOURNALISTS

Press Association at Annual Meeting Plans September Conference at Rutgers—Bristor of Passaic Is President

Establishment of a school of journalism at Rutgers' College, New Brunswick, it is hoped, will follow a conference devoted entirely to newspaper problems on that campus in September, plans for which were reported to the New Jersey Press Association at its 66th annual meeting at Pocomo Manor Inn, Pocomo Summit, Pa., recently, by a committee of the association.



E. A. BRISTOR

Fifty-seven members have indicated that they will attend or be represented in the conference and it is likely that more than 100 will go to the New Brunswick conference.

Officers elected for the coming year were: President, E. A. Bristor, Passaic Daily Herald; vice-president, John E. Clarey, Madison Eagle; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle; executive committee, William B. Bryant, Paterson Press-Guardian; Edmund H. Carpenter, Woodbury Democrat; Eugene W. Farrell, Newark Evening News; R. E. Lent, Passaic Evening News; J. W. Naylor, Allentown Messenger; and F. A. Robertson, Washington Star.

Friday evening group conferences were held, one for dailies conducted by William B. Bryant of Paterson, and one for weeklies conducted by President John W. Naylor of Allentown. Round table discussions were the plan at the evening session.

Friday morning the annual meeting of the association was held, with over 140 members of the association and their families present. Secretary John W. Clift reported a net gain in membership during the year of 24, making the association's roster 185, the largest in its history. An interesting paper on advertising rates and business methods on a weekly newspaper was read by F. A. Robertson of the Washington Star, an outstanding weekly paper of the state.

Cost systems and income tax accounting were discussed by Edmund A. Walker, and following a conference of weekly papers, a co-operative plan was adopted which will give the weeklies the benefit of a standard cost and income tax system to be introduced and supervised by Mr. Walker in the offices of co-operating papers. These papers, on a standard basis, will be able to compare costs with papers of similar circulations and conditions, as is now done by the large dailies of the state.

Other matters discussed were the building for newspapers at the Philadelphia Sesquicentennial in 1926, a national co-operative country press association for the solicitation of national advertising and the Kelly postal rate bill now before Congress.

Sunday evening the annual religious service of the association was held with Rev. Dr. John Handley of Ocean City, chaplain, delivering the sermon, and special music by the three representatives of the Mergenthaler Linotype Company who were present—Messrs. Gruman, Parks and Manifold.

Hon. Arthur N. Pierson of Westfield, dean of the New Jersey Assembly, addressed the annual banquet of the association Saturday evening on the \$40,000,000 road bond issue to be voted on next November. The other speaker was Rev. William T. Boulton of Bound Brook, whose subject was "The Press and the Men Who Make It."

MORE EFFICIENT RETAIL ADVERTISING PACIFIC COAST CLUB'S AIM

**Better Business Bureaus and Store Managers' Sessions Centers
on 19th Convention at San Diego—T. M. R. Keane
of Spokane Next President**

(By Telegraph to EDITOR & PUBLISHER)

SAN DIEGO, Cal., June 29.—Two outstanding features of the program of the 19th annual convention of the Pacific Coast Advertising Clubs Association held here this week have been the value of the better business bureaus to merchants and patrons alike and the necessity of making retail advertising an economically efficient service in the field of distribution.

The new president is Thomas M. R. Keane, advertising and sales manager of Culbertson's store, Spokane.

Other officers are: Regional vice-presidents, John Connell, Tacoma; Frank Beckman, Spokane; W. S. Kirkpatrick, Portland; Lon Cleveland, Modesto; and Bert Butterworth, Los Angeles. Secretary, Kenneth W. Hood, Tacoma.

The next convention goes to Spokane. Pacific Coast Association now includes 18 clubs with 3,115 members.

The convention opened with an inspirational meeting Sunday afternoon at the open-air Organ Pavilion, the main address being that of President Von Kleinsmid of the University of Southern California on "Dynamic Forces of the New Day." He declared the present-day multiplicity of organizations imbued with the spirit of co-operation must result in a better understanding among all classes and concentration of effort toward the good of all.

General sessions opened Monday morning at the Municipal Auditorium in Balboa Park, with about 400 present. President Morse of the San Diego Club extended welcome to the visitors. Rollin C. Ayres of San Francisco, president of the Coast Association, was in the chair.

Specially interesting was a talk by Franklin Bell, in charge of advertising for "Sun Maid" raisins, who told the story of the five-cent raisin package which had solved the problem confronting growers who had surplus stocks. A campaign was inaugurated to popularize raisin bread and cake, but this did not meet the necessities of the case and the idea of placing small packages of raisins on the market as a confection was conceived and carried out with wonderful success. Expense of advertising was small and yet saved growers from severe losses.

Co-operative marketing, making possible large expenditures for advertising as a means of solving the problem of disposal of increased products of factory and soil on the Pacific Coast was discussed by Don Francisco of Lord & Thomas, Los Angeles.

San Diego's plan of advertising the community's attractions to the world was a subject of much interest, as explained by O. W. Cotton and Carl H. Heilbron, active workers in the local organization. The follow-up letter system was explained by T. G. Armstrong, office manager.

Irvin Engler, publicity manager of the Sacramento Chamber of Commerce, detailed the publicity campaign incidental to the "Days of Forty-nine" celebration just held.

C. H. Woolley, vice-president of Sunset Magazine, spoke on "Sidelights of Community Advertising."

A paper on "Selling Communities to the Public," by Dwight W. Jennings, Los Angeles, was awarded a trophy offered by the Women's Advertising Club of that city for the best talk on this line. Carl H. Brockhagen, advertising manager of the Oakland Post-Enquirer, received a cup for the best three-minute talk on the value of the advertising club to the community.

Alexander F. Bowers, assistant advertising manager of the Los Angeles Times,

urged hearty co-operation between newspaper advertising departments and better business bureaus as essential for best results in cleaning up the evil of misrepresentation on the part of some advertisers. He declared that most newspapers throughout the country now use extreme care regarding the character of advertising allowed in their columns.

A novel feature was presented by Elliott M. Epstein of San Francisco, who demonstrated the jury system followed by his better business bureau in trying a merchant charged with false advertising and showing him the advantages of using only truthful publicity in the conduct of his business.

F. P. Tibbetts, better business bureau manager of the Portland Ad Club, explained the shopping service carried on by his bureau under which a number of paid operatives visit all lines of stores and make careful observation of services rendered and class of goods sold as compared with advertisements. The merchants who contribute to the expenses of the bureau are furnished copies of these confidential reports.

In the retail advertisers' section, with Lulu E. Eckels, advertising manager of Hamburger's, Los Angeles, as chairman, Kate Brew Vaughn, director of the household economics department of the Los Angeles Express, discussed women's sentimental interest in merchandising, bringing out the fact that the human side of marketing appeals to women buyers and that they are more apt to patronize stores where friendly sympathetic interest is shown in their problems.

W. H. Strong, advertising manager of Marston's, San Diego, urged study of the principles of psychology for advertisement writers and merchants, thus enabling them to place themselves in the mental attitude of buyers.

Plans were discussed for the formation of an Association of Pacific Coast Retail Advertisers to standardize methods and policy and economize in marketing standard articles through advertising. In the convention parade the Hamilton Trophy went to Fresno for the best display characteristic of the communities competing.

Major William T. Morgan of the International Correspondence Schools in discussing the subject of making salespeople think in advertising terms, urged that store managers and advertising writers consult the sales force relative to the text of advertisements and accept constructive criticism.

Various better business bureaus told of work performed in squelching fraudulent promotion and stock advertising in their cities.

Exhibits by clubs and printers of the Coast are said to be the largest ever gathered for a convention of this kind, occupying approximately 20,000 square feet.

OPEN SHOP IN LANSING?

**Both Papers Threaten Lockout July 1
Unless Printers Meet Terms**

LANSING, Mich., June 28.—Composing rooms of both local daily newspapers, the State Journal and the Lansing Capital News, will become "open shops" after July 1 unless ultimatums of the publishers to the union men in their employ are withdrawn or their terms softened before that time. Preparations are now being made by the managements of both papers to put on non-union printers Saturday morning, when the proposed lock-out is scheduled to take effect.

The decision of the publishers came last week when, after the final date for the signing of the annual contract, June

21, the union refused to consider the terms offered. Charles N. Halsted, president of the State Journal Company, at that time posted a notice to the effect that no further negotiations would be attempted with the unions, and a similar statement was issued by Bert N. Garstin, president of the Lansing Capital News Company, to his printers. Both publishers immediately went to Chicago in search of non-union printers. They returned early this week with the word that they would be able to change their plants to an independent basis without trouble.

The rock on which publishers and unions split was a proposed lengthening of the working day from seven and a half hours, the present day basis, to eight hours. One proposal offered an eight-hour day and approximately a 15 per cent reduction in wages in definite contract form and the other offered an eight-hour day and a continuance of the present wage scale on a temporary basis without a specific contract. The union refused both offers and served notice that unless better terms were given them they would strike.

The union men affected by the lock-out include the foremen of both papers' composing rooms, about 30 linotype operators, and over a score of make-up men, ad-men, proof-readers, etc. The pressmen and stereotypers will not be affected, it is thought.

GUS OEHM GOES TO BERLIN

Will Be Staff Correspondent of United Press

Gus Oehm, accompanied by Mrs. Oehm, sailed on the La Touraine for Havre recently to go to London and thence to Berlin to act as staff correspondent for the United Press.

Mr. Oehm began newspaper work in 1916 as political reporter to the St. Louis Republic. In 1917 he became managing editor of the Harrisburg (Ill.) Daily Register and was also graduated from the University of St. Louis with the degrees of bachelor of arts and bachelor of journalism. Soon he joined the United Press Association's Chicago bureau staff and has been with the U. P. in New York for nearly 5 years with the exception of a year and a half spent in the army, during which he went overseas.

TRADE NEWS BY RADIO

**Dept. of Commerce Will Broadcast to
Boston and Baltimore Meetings**

Tests of the feasibility of sending foreign trade news by radiophone will be made by the Department of Commerce, July 11 and 12, and the practice will be made permanent if the tests are successful.

On those dates two gatherings of business men will be held at Boston and Baltimore; the exposition of the New England Shoe and Leather Association at Boston and import and export exposition at Baltimore. Arrangements have been made by the Commerce Department with the Navy for use of the Arlington radio station to send to the meetings the latest cabled news of foreign markets and trade opportunities received by the bureau of foreign commerce by the Department. The time of broadcasting the news will be 8 P. M. Eastern Standard time on the two days; the station Arlington (NAA) and the wave length 2,650 meters.

Engineers a Bike Day

Under the auspices of the Chicago Evening American July 1 will be "Bike Day" in Chicago. The newspaper has published several articles urging men, women and boys to "get out their old bicycles and get in the contest." Prizes are to be given by a number of bicycle concerns and the Chicago Evening American is to present the winner with a silver cup. The rewards will be decided on meritorious riding and decorated bicycles. Fred St. Onge, famous bike rider, will set the pace for the others.

MAIL RATE CUT OFF FOR SIX MONTHS

**House Committee Defers Action of
Kelly Bill to Give Joint Postal
Board Chance to Report Be-
fore December 1**

WASHINGTON, D. C., June 28.—Action on the Kelly amendment to the revenue act, providing for repeal of the last two increases in second class postal rates has been postponed for six months by the House Committee on Postoffices and Postroads. Decision to forego consideration of the proposal, which is sponsored by the American Publishers Conference, and the publishing industry in general, was reached at a meeting of the committee Tuesday.

The main objection to consideration of the measure at this time by the committee was the excuse that it would be unjust to the Joint Postal Commission, composed of five members of the House and five members of the Senate, to consider any part of the postal rate question before the commission made its report. The House Committee, however, approved a resolution offered by Mr. Kelly, author of the rate reduction amendment, calling for a report of the Joint Commission by December 1 next, which makes it obligatory upon the Commission to speed up weighings of various classes of mails. Five members of the House Postal Committee are members of the Joint Commission and the decision of the committee to delay action was due to the influence of those members.

The Joint Commission has on hand an appropriation of \$125,000 with which to conduct its inquiries into the postal rate situation and, it is understood, House and Senate leaders have served notice on the members that it will be the last appropriation granted for the purpose of making the investigation, as the commission already has spent hundreds of thousands of dollars without apparent results. The six months allowed the commission to make the investigation is considered by the publishers as ample time to make a thorough inquiry into second class rates and convince Congressmen of the contentions of the publishers that existing levies are wholly discriminatory. The publishers told the House committeemen that reports thus far filed by the commission were "very indefinite," and unless special instructions were given the commission doubtless would take a year or two to complete the report.

There was a distinct impression that both Republican and Democratic leaders in Congress are fearful of having the postal rate question injected as a campaign issue, particularly as there is a tendency on the part of hitherto partisan newspapers to get away from supporting any parties.

The postponement of the proposed legislative relief is a distinct disappointment to the entire publishing industry, according to A. C. Pearson, national chairman of the American Publishers Conference. Mr. Pearson announced the conference will continue its headquarters in Washington and keep up the fight until there is an equitable readjustment of the postal charges on second-class matter.

Writing Special Song

Ted Snyder, song composer, came to Chicago recently and immediately started work to compose a special Chicago Evening American soldiers' bonus song which will be completed in time to be sung on Saturday. The newspaper announces it is nearing achievement of its aim of securing 1,000,000 signatures on the bonus petitions by June 15.

Paper Entertains Newsies

A hundred carriers and newsboys of the Ogden (Utah) Standard-Examiner spent a day last week at Lagoon, a summer resort, the guests of the newspaper. Charles J. La Fleur, district circulation manager, had them in charge.

EDITORS WANT PRINTING COURSE AT PENNSYLVANIA STATE COLLEGE

Seek This as Relief for Shortage of Compositors at Joint Convention Held in Harrisburg—J. G. Zook President of Editorial Association, and J. B. Spatz Heads Weeklies

Condemnation of the cold-blooded murder of non-union workers in the Illinois coal fields was embodied in a resolution passed at the annual convention of the Pennsylvania Editorial Association and the Association of Pennsylvania Weekly Newspapers during their joint session at Harrisburg, June 19 and 20. The resolution furthermore called upon national and state authorities to mete out the full punishment of the law and to exterminate the Russian type of workers whose rioting has made a battleground of the mid-western state.

Other resolutions support the Sesqui-Centennial Celebration planned for 1925 at Philadelphia, the Pittsburgh and Lake Erie canal and other waterway projects, the legislation in Pennsylvania affecting newspaper publishers, and sympathy for Alexander P. Moore, Pittsburgh publisher and husband of the late Lillian Russell Moore.

The joint session passed a resolution urging the inclusion of a course in practical printing at Pennsylvania State College as a means of helping relieve the serious shortage of hand type setters and linotype operators. This proposition was made to the trustees of the college last Fall by the executive committee of the Pennsylvania Editorial Association and at that time the trustees felt that such a course of study could not be offered by the college because of its limited facilities and meagre support.

John G. Zook, of the Lititz Express, was elected president of the association for the ensuing year; H. L. Johnston, Altoona Mirror, 1st vice-president; H. W. Page, Philadelphia Legal Intelligencer, 2nd vice-president; J. F. Biddle, Huntingdon Daily News, 3rd vice-president; M. S. Schock, Selinsgrove Times, secretary-treasurer; D. M. Cresswell, State College, assistant secretary-treasurer. Executive committee: J. H. Zerbey, Pottsville Republican; C. N. Andrews, Easton Free Press; W. L. Taylor, York Dispatch; Paul Eyerly, Bloomsburg Press; J. S. Knepper, Carnegie Signal-Item; George J. Campbell, Pittsburgh Law Journal; Lea Lasher, Lebanon.

Strong addresses were delivered by Courtland Smith, of New York, right-hand man to Will H. Hays in his motion picture dictatorship, who spoke of the remarkable inventions which he predicted would revolutionize newspaper composition through use of the radio; Jarvis A. Wood, of N. W. Ayer & Son, who urged the importance of building up an advertising campaign for success in business, and President Thomas, of the State College.

At the banquet a message of encouragement and good wishes was read from President Harding, and from Arthur Brisbane. A radio program was arranged later through J. H. Zerbey, of Pottsville.

The entire session of June 23, Friday, was given over to an exchange of views and it was admitted by the publishers that there has never been a more successful convention from this standpoint in that a round-table discussion offered every opportunity for a practical exchange among the publishers.

Mrs. Julia Hazard, of the Swarthmore News, and Estelle Thomas Steele, of the Mechanicsburg Journal, presented the woman journalists' ideas of their service to the profession.

Messages of condolence were sent the relative of Harry Slep, one of the oldest newspaper men in the country, who died several weeks ago at his Altoona home.

Weekly Association Meeting

Meeting in separate convention the second day, June 20, after holding the first day's session with the Pennsylvania Editorial Association, the Pennsylvania Weeklies elected officers and listened to

several short addresses by their members.

John B. Spatz, of the Boyertown Democrat, was elected president of the association; John B. Knepper, Carnegie Signal-Item, vice-president; Howard Reynolds, Quarryville Sun, secretary-treasurer. Executive committee: Charles Meredith, Quakertown Free Press; Charles M. Coles, Lykens Standard; D. S. Fry, Newport News; Walter L. Sanborn, Lansdale Reporter; G. Ross Esheleman, Lancaster Law Review.

At the opening session of the convention held Friday morning, the association heard addresses by C. N. Andrews, of the Easton Free Press, president of the State Editorial Association; C. M. Coles, Lykens Standard, president of the Weekly Association; W. L. Taylor, York Dispatch, president of the Associated Dailies of Pennsylvania, and others. One of the keenest of the talks was that of H. W. Page, of the Philadelphia Legal Intelligencer, who spoke on "Newspaper Laws," and interpreted the manner in which the courts look at various phases of the law as it is applied to the profession.

THE COUNTRY EDITOR—

I hesitate to estimate his service to the preservation of national sanity and good temper. It thrills me every time I reflect on these several generations of splendid men who, with a bit of humor tucked away in their souls and a deathless devotion to something they loved, cherished their ideals in secret and drew on them to refresh their faith in a lifetime of quiet service to their communities.—Cyril Arthur Player.

Paul P. Aller, executive secretary of the Central Pennsylvania Typothetae, spoke to the weeklies in their separate session, as did C. M. Bomberger, of the Jeanette News Dispatch, who spoke on "Making 'em Buy!"

E. J. Stackpole, of the Harrisburg Telegraph, former president of the Associated Dailies of Pennsylvania when they were first organized, spoke on the need of a realization among young newspapermen of their responsibility to the community and the influence of their papers on the community in which they live.

John B. Spatz, Boyertown Democrat, spoke on the future of the country weekly newspaper and declared his belief that the country weekly is only just coming into its own and that the next decade will see it even more firmly entrenched.

Newspaper publishers attending the convention at Harrisburg were:

Altoona Mirror, Harry P. Johnston; Allentown Call, C. J. Smith; Berwick Enterprise, R. E. Eyerly; Bloomsburg Morning Press, P. R. Eyerly; Bloomsburg Morning Press, C. T. M. Vanderslice; Belleville Times, C. E. Allison; Brookville American, Dan F. Balmer, Paul Steele and George Mehter; Boyertown Democrat, Charles B. Spatz; Brookville Republican, Karl R. Bierly; Carnegie Signal Item, John B. Knepper; Duncannon Record, R. M. Barton; Easton Free Press, C. N. Andrews; Easton Express, J. F. Stakhouse; Ephrata Review, Arthur M. Yeager; Herndon News, Harry E. Zeigler; Huntingdon Daily News, Joseph F. Biddle; Harrisburg Telegraph, E. J. Stackpole; Hanover Record-Herald, Mr. W. Nail; Jeanette News Dispatch, C. M. Bomberger; Lock Haven Times, Lea R. I. Lasher; Lititz Express, John G. Zook; Lebanon Daily News, A. B. Schropp and John Schropp; Lykens Standard, Charles M. Coles; Lansdale Reporter, Walter L. Sanborn; Lock Haven Express, Frank D. O'Reilly; Lancaster Examiner-New Era, J. R. Gilbert; Lewistown Gazette, Lewis D. Beall; Mifflinburg Telegraph, C. A. Kness; Meyerdale Republican, W. L. Livingood; Mechanicsburg Journal, E. L. Steel; Juniata Tribune, J. C. Mitchell; Newport News, George R. Fry; New Cumberland Call, Raymond W. Roth; Norristown Times, Joseph J. McGinley; Pottsville Republican, J. H. Zerbey and J. H. Zerbey, Jr.; Pottsville News, W. L. Binder; Philadelphia Evening Ledger, George Nox McCain; Daily Law Bulletin, Pittsburgh, George J. Campbell; Quakertown Free Press, Charles M. Meredith; Ridgway Record, Charles B. McCabe, H. A. Thompson and John B. Hamilton; Quarryville Sun, Howard Reynolds; Selinsgrove Times, M. S. Schock; Shippensburg News, J. C. Fleming; Shippensburg Chronicle, Charles L. Rummel; Swarthmore

News, Mrs. Julia R. Hazard; York Dispatch, W. L. Taylor; Connoquessing Valley News, John E. Koehler; Lancaster Law Review, George Ross Esheleman.

Agencies and Business Representatives Atlantic and Pacific Photos, Inc., Charles L. Mathien and S. H. Wharton; Mergenthaler Linotype Company, Philadelphia, Charles C. Boyer; Mergenthaler Linotype Company, New York, Charles P. Garnett; Goss Printing Press Company, Harvey D. Bell; The Fourth Estate, E. P. O'Donnell.

WITH HARDING TO MARION

Three Cars Take White House Men to Home-Coming Fete

Eleven newspaper men, eight of whom followed President Harding during the 1920 campaign, accompanied the President when he left Washington Saturday to motor to Marion for the home-coming celebration which awaits him there next week.

The reporters traveled in three automobiles and will stop with the Presidential party at Gettysburg, Pa., over Sunday to witness the Fourth Brigade of Marines rehearse the third day's operations of the Battle of Gettysburg. The newspapermen accompanying the President are: Herbert W. Walker, United Press; George R. Holmes, International News Service; Clinton Coffin, Associated Press; Harry N. Price, Washington Post; Robert Ginter, Pittsburgh Gazette-Times; Samuel W. Bell, Philadelphia Public Ledger; Samuel T. Williamson, New York Times; Ralph Collins, New York Herald; Glenn I. Tucker, New

SELECT LIST DAILIES MEET IN CLEVELAND

Greig of Plain Dealer Tells Ohio Daily Men Their Merchandise Is Circulation, Classified Advertising, and Display Advertising

"A newspaper, like the department store, has merchandise to sell and must advertise it to find a market." This was the slogan of an address delivered June 27 by Carlisle N. Greig, publicity manager of the Cleveland Plain Dealer, in addressing members of the Ohio Select League of Newspapers, at the Hollenden Hotel, Cleveland.

"Use your own columns," said Mr. Greig. "You have three classes of merchandise to dispose of—circulation, classified advertising and display advertising. To obtain results you must advertise these. The small town papers must follow the example of the city big city dailies, if they expect to succeed."

Mr. Greig's paper was "The Value of the Small Town Paper as Supplementary to the Big City Paper in National Advertising Campaigns." In it he pointed out that the big city papers are always willing to extend a helping hand to their country neighbors.

Fred Bush, publisher of the Athens (Ohio) Messenger, was among the speakers, and A. H. Madigan, of the N. W. Gates Company, Cleveland, was toastmaster during a luncheon to the visiting publishers.

The League is composed of 50 Ohio newspapers exclusive of those in the large cities, and represent a circulation approximately of 3,000,000. E. C. Jewett, manager of the New York League's office, and James Ward, in charge of the Chicago branch, reported advertising prospects brighter than they have been for several years.

The meeting was held in Cleveland that the publishers might get into close touch with the owners and publishers of the big city dailies and representatives of advertising agencies. Representatives of about all the big agencies covered by the selected list attended the luncheon, as did managers of the advertising departments of the big Cleveland retail stores. Representatives of industrial firms also were present and Cleveland newspapers were well represented.

The next bi-monthly conference will be held in Columbus, August 14.

McPARLAND'S MARGIN 4,534

Official I. T. U. Tabulation Gives Him 28,752 Ballots for President

(By Telegraph to Editor & Publisher)

INDIANAPOLIS, June 28.—John McParland of New York was re-elected president of the International Typographical Union by a majority of 4,533 over Walter W. Barrett of Chicago, his only opponent, the official vote tabulation announced here Tuesday showed. McParland received 28,752 votes to his opponent's 24,219.

Other officers elected were: Charles P. Howard, Detroit, first vice-president; William R. Trotter, Vancouver, B. C., second vice-president, and John W. Hays, Minneapolis, secretary-treasurer.

Thomas McCaffery, Colorado Springs; Seth R. Brown, Los Angeles, and Malcolm A. Knock, Boston, were chosen trustees for the Union Printers Home, and Joe M. Johnson, of Washington, D. C., was re-elected agent for the home.

George W. Howard of Winnipeg, Man., was elected delegate to the Trades and Labor Congress of Canada. David W. Baird of New York was re-elected to the board of auditors. Frank Morrison, Chicago; Max S. Hayes, Cleveland; A. A. Cough, Des Moines; William Young, Philadelphia, and T. A. McCullough, Omaha, were elected delegates to the American Federation of Labor.

Universal Opens Irish Bureau

The Universal Service recently opened a bureau in Dublin, Ireland.

NOW INDIANAPOLIS TIMES

New Managing Editor and Business Manager Announced

The name of the Indiana Daily Times, which was recently purchased for the Scripps-MacRae Newspaper Enterprises by Roy Howard, was changed to the Indianapolis Times June 26, and the typographical appearance was made to conform to that of the Cleveland Press.

Mr. Howard, chairman of the board of the Scripps-McRae interests, the same day that these changes were made announced that Blaine McGraf, formerly make-up editor of the Times, has succeeded Harold Fichtner as managing editor. Oscar C. Johnson, business manager of the Covington (Ky.) Post, Kentucky edition of the Cincinnati Post, was also appointed business manager of the Times, taking up his new duties that day. No announcement was made as to Mr. Fichtner's future connection. No other changes in the editorial, advertising or circulation departments were announced.

Two Birthdays in Brooklyn

The joint anniversary of the births of Herbert F. Gunnison, vice-president and publisher of the Brooklyn Daily Eagle, and of Arthur M. Howe, editor of the Eagle, was observed by an informal gathering of the staff Wednesday afternoon. Every department was represented. Edwin G. Martin, business manager, speaking for the staff, presented Mr. Gunnison with some additions to his library. Harris M. Crist, managing editor, presided. Mr. Howe, who was on his vacation, was presented with a sportsman's wrist watch by Hamilton Ormsbee, dean of the editorial staff. The gift was entrusted to Mrs. Howe until her husband's return from Canada, and on behalf of the Eagle employees, flowers were presented to Mrs. Howe by Cleveland Rodgers, associate editor.

HIGHAM CALLS FOR ESPRIT DE CORPS AMONG ADVERTISING MEN

In Talk Before Newspaper Executives at Milwaukee, He Also Took a Fling at Condescension Toward Business Office Which He Charges Characterizes Editorial Officers

JUNE was a busy month for Sir Charles F. Higham, M. P., for, in addition to getting the O. K. of the A. A. C. W. convention at Milwaukee on the invitation he presented on behalf of London in 1924, he has addressed no less than 33 gatherings of newspaper and advertising men and women since May 31, when he commenced operations. Every address was in keeping with the reputation that the advertising knight has made, but his hearers, some of whom have been present for every speech, agree that his best and most typical effort was the extempore address to the National Association of Newspaper Executives at Milwaukee. His talk last week to the motion picture men also receives special mention.

Sir Charles was all set for an afternoon in the country when he was informed that the newspaper executives expected to hear his views on "Tact and Tactics." His convention work had already included three sermons, the week's program loomed ahead, but he needed little persuasion from his American associate, William H. Rankin, when he learned that the unscheduled "date" was with newspaper men.

Editorial men will find more tactics than tact in some of Sir Charles's remarks on the relations between upstairs and down in newspaper offices, but his main point was a plea for closer co-operation and less jealousy among all advertising men. His address, which follows, started according to the keynote:

"I am known in England as a newspaper advertising agent. I use magazines very little. The magazines in England are not like you magazines here—they are very much in the secondary field. But when I started in England some fifteen years ago, the bulk of big advertising was done on the billboards and what we call plates, on railway stations and in prominent positions throughout England. They are metal slides and today there is still considerable money spent in that form of advertising.

"I came to the conclusion from my American experience that the newspaper was the most economical way of selling goods if you used it properly, that is, if you didn't merely buy space through an agent and think to do him out of as much of his commission as you could and use as little brains as possible in this white space which you had purchased.

"The principal reason why I advocated the use of newspapers to advertise goods, whether retail or national commodities, in preference to any other form of medium, was because I felt that a man pays for his newspaper, he has bought it and when he has bought it he wants to get something out of it. Then when he reads the advertising, he reads it in a medium that for that moment at least belongs to him. I felt, as he had bought the newspaper and had live news to read, that you could put live advertising next to it and that you would get results.

"In Great Britain, advertising in newspapers is getting less expensive every day in results, while it is getting higher in price. The London Daily Mail charges seven guineas, or roughly \$35, an inch. We don't buy space by the line in England. We buy it by the inch or column or section of a column. For that money you get 1,600,000 circulation guaranteed net paid. The English newspaper carries an enormous amount of advertising. The Daily Mail charges \$4,400 a page for the front page to reach 1,600,000 people and you can't get a front page in that paper until next December.

"The reason the front page of the Daily Mail pays so well in England is that it is the Saturday Evening Post of Great Britain. It is used largely to educate the shopkeepers of England to believe that if you take a certain amount of space in newspapers, goods must move off the shelves.

"Therefore you can take a commodity in England today and set your advertising appropriation based on the area the size of New York State and a population of 50,000,000 people. You can spend on it that amount of money which you would take out of a national appropriation in the United States for New York's quota and you can reach all the people of England.

"For \$100,000 you can do everything that is possible in advertising in Great Britain through the newspapers, and you can stock the dealer with enough goods before the adver-

tising begins, to justify the expenditure before you start spending the money. In no other form of advertising in Great Britain can you do that thing.

"The modern newspaper to me is the greatest influence in the world. After we are 21 years of age, or out of the colleges and universities and schools, there is little or no education. We are living in a very rapid world. We have little time to read. We do now in a day what our ancestors took a month's time or two months to do. We have little time to gain knowledge. All the information that we get, all the news and all the views that are worth reading are in the newspapers of your country and mine.

"What I am anxious to see is that day when neither in editorial nor in advertising columns will there be anything that is unworthy and that makes a man a little ashamed to be a newspaper man, whether in the business department or the editorial department, or the advertising manager of a newspaper, or an advertising agent.

"How are we going to do it? By tact and tactics. What is tact? Tact is dealing with a situation in such a way that you will get your point over without giving offense, that you will be able to change the methods or manner of your publications without hurting public feeling or the advertisers.

"Tactics—that is your job. I am not here to tell American newspaper men or any other men or women in this country any way at all they ought to run their businesses. I have quite enough troubles at home and so have all of us. It will become any American to come to our country and tell us how to run it, and it will become our men and women, particularly women interested in politics, to come to your country and lecture you.

"You represent the public opinion of the United States through the business offices of your newspapers; advertising does more to educate the people of your country and mine than all the editorials and all the views that were ever written in any newspaper. When we take an American magazine in England, we wonder when the day is coming when papers like the Saturday Evening Post will equal in their editorial columns the remarkable skill and art work of their advertising pages. We feel that your advertising is going so far ahead of your editorial end that it is absolutely necessary, or will be, to take the brains of advertising and put them in the editorial chair.

"We in our country, as possibly you in yours, are sometimes astonished at the attitude of editors when they look upon the business office and advertising department and the advertiser with a certain amount of what we call swank. They say 'We are the holy of holies, this door is our door; we want no business stories in here, we are preaching news and views, but not of advertising.'

"Advertising is unworthy of entering the great brain of the editor who gets a salary three times that of the advertising manager. He with his skill in your country and mine hasn't found out yet that the reason he gets that splendid salary from the publisher or proprietor of the newspaper is due to one thing, and one thing only—advertising, nothing more.

"He has got to realize, speaking as one who never believed that today advertising is so bad or advertising skill so inefficient, that it needs a pat to make it pay; he has got to realize that when he gets a piece of news in

his office, he will have to forget that it is about a trade-marked commodity and treat it on its merits as news. We have yet to get in our newspaper offices of Great Britain an entry at all into the editorial room. These men very often don't come to luncheons or dinners where advertising men are. It makes us smile, because we know if we stopped our activities, or you stopped yours, all the editors would be applying for a job to write down the notes of advertising men using some other media. They would get no salaries, have no position, no prestige. Why, then, should we be treated in this way? How can you get respect, not that you necessarily want it, because you know that this man hasn't grown big enough in the editorial office to appreciate the great genius of the advertising office? In the meantime, what are you going to do with your own profession?

"This is my message: you newspaper men and magazine men, having heard an Englishman say the newspaper is the dominant medium, must not, if you adopt that thought, or if that is already your thought, as I believe it is, drag down or find fault with that advertiser who used another medium. First of all I say this: let us, whatever we do, get advertising. Let us continue to create advertising, no matter where it goes, so long as it isn't being debased. Let us not do it in the form of criticism, but constructively show the advertiser where he is wrong, not by running down the medium which he is using, but by offering him in simple, clear statements of facts, with tact and tactics, the medium he ought to use.

"If you find a man using the magazines and you are on a newspaper, don't say: 'Why do you continue to use those thirteen pages in the Saturday Evening Post, when you know it is no earthly good to you?' when you know that your great journal could do this, that and the other, because if you criticize the man spending money in the Saturday Evening Post, you criticize the man spending money in advertising. Every time you criticize the action of an advertiser without giving him a constructive reason for changing his program and leaving out any envy toward the medium which he is using, you are hurting the calling to which you belong.

"I know I am preaching to the converted. I know there isn't a man in the room who ever finds fault with his neighbor. I know there isn't a newspaper man sitting here that ever, if he is on the Chicago Tribune, criticizes an advertisement in the Daily News. I know that if the Milwaukee Journal man is here today and an advertiser goes into another paper in Milwaukee, he always thanks the advertiser for spending his money there. I know that is your attitude; therefore, I hope I am forgiven if I try to find one person who is erring and going at the wrong party. I do feel this and I practice what I preach. If an advertising agent in England gets a new advertisement account, I am glad. Why? Because I have created more advertising. If all of the advertising agents in America could stand together to create more advertising, all of them would make more profits, because every time you attack you weaken.

"If every newspaper representative in the United States and in my country preached newspaper advertising rather than the advertising in his own paper particularly, you would have more newspaper advertising. What you need in my country and in yours is closer co-operation, closer good-will, less envy and jealousy, less advertising agents pointing at one another and saying: 'I know why Bill Jones does that, and I know why Tom Brown does this; he does it to help his pocket.'

"I heard me say this morning in the convention, although they didn't know I heard it, that one of the reasons they didn't like Mackintosh was that his office helps build up the business with which he is connected. Thank God, it does. If Mackintosh being president builds that business 500 blocks long and 500 blocks

wide, thank God it is so. Don't condemn a man because he benefits himself in his business, playing his game for advertising, provided all the time he lives up to the business he is engaged in, is honorable toward it, makes it a better business by his atmosphere toward it, by the words he says. Don't ever say that again, please.

"I say it to my fellows in Great Britain—don't find fault with a man who helps to build something through the prestige you give him. You can't find an advertiser in America whose business won't be benefited by his being president of the Associated Advertising Clubs of the World. It is a fine position, it puts him at the top of his great fraternity, it is bound to make him bigger and richer. Thank goodness you can choose men to do that thing. Have pride in your calling, stop all this nonsense and drivel about this and that and the other, picking to pieces, and finding fault.

"Today I hold in my hand a letter addressed to your president from W. S. Crawford, who is my keenest rival, whose business today in England is growing faster than mine; in that letter he says: 'I ask you to let Charley Higham take my place at your convention, because he is the best advertising man in Europe.' That is from my rival. I say the same thing of Bill Crawford and today in England we have got it to this, that advertising agents have gotten together, and even if we don't like each other personally, we fight the cause of advertising agents against direct buying. We insist newspapers shall not sell their space except through us. We have a pledge we are all living up to, or trying to. We love our business. We are not yet ready to have a halo put on our heads, and I am the last man in the world to claim mine. It would ill become me, thinking the thoughts I think, if when I get a chance to talk to you, I don't plead a little as I am pleading now, when I ask you chaps to see to it that all this little criticism of men in their agrandizement, their pushing upward, is ended.

"You can help a fellow to get on by putting a friendly hand on his shoulder and saying: 'Yes, I am pleased, glad to find you with the Milwaukee Journal. You gave me a hard fight when I was in Minneapolis and Washington, but I am glad one of my kind has been promoted. I will help you. I will speak well of you.'

"If you do that with tact and tactics, you won't ever be ashamed to be the business representative of American journalism, and you may find that odd funny-thinking man who lives behind a door that says 'Editorial' will be more than glad in the future to shake you by the hand."

BOK SPRINGS ANOTHER IDEA

Former Editor Proposes Great Victory Hall for Philadelphia

The idea of a Victory Hall for Philadelphia, containing a convention hall with a seating capacity of 6,000, an opera house for 3,500 people, a municipal theatre to accommodate about 2,000, and an auditorium to hold about 1,000 people, was laid before the County Commissioners by Edward W. Bok. The cost of the building not to exceed \$4,000,000 or \$5,000,000 and to be completed by January 1, 1926.

"I have been in the show business two years," said Mr. Bok, in an explanation of the idea of the structure to the County Commissioners. "Philadelphia needs an auditorium seating 1,000, for conventions. There is a second need for an auditorium for 2,000. That would be the municipal theatre.

"Then comes a hall for large concerts and operas, seating 3,500. Next there must be a convention hall of 6,000 capacity. If such is built, a citizen I know will contribute the finest organ than can be made for it.

"The whole building, if properly planned, can be made self-sustaining and will not be a constant drain on the public purse."

Manchester Union Has Sunday Edition

The Manchester (N. H.) Sunday Union made its initial appearance June 18, consisting of 60 pages, including a rotogravure section and colored comic supplement. The selling price is seven cents. The style of makeup is different from that previously used by the Union, and new type is used.

"Herb" Roth Married

Herbert Roth, cartoonist for the New York World, and Miss Mildred Resmeyer were married July 1 and left for a six weeks' trip to California. Mr. Roth was formerly on the editorial staff of the San Francisco Bulletin.

E. HEZ SWEM, PASTOR, KNOWS AD VALUE OF HIS UNUSUAL NAME

REV. E. HEZ SWEM, of the Centennial Baptist Church, Washington, D. C., believes in advertising. His name alone is sufficiently arresting and he is well aware of this fact and never uses his initials in any other combination. In the Sunday notices published in all the daily papers locally, E. Hez Swem smites the eye and traps the most sophisticated into a second glance. "Must be a typographical error," decides the stranger, meeting the catchy monicker for the first time. But as it appears unchanged, Sunday after Sunday, from sheer curiosity he finally decides to go and investigate the personality behind the seeming pun. That E. Hez Swem should be a Baptist minister seems like stretching the long arm of co-incidence hopelessly out of joint. There are many strangers within his gates in consequence.

But timeliness of topic is another bait successfully used by Pastor Swem. The very week that Bryan addressed the fundamentalists of the Baptist Church in convention at Indianapolis, Mr. Swem carried an ad, all through the week, under the Special Notices of the Classified ads as follows:

Those who like Baptist doctrines can hear them from Pastor E. Hez Swem. Subject Sunday morning June 18: "Why Baptists Are Called Baptists." Cool house; free chairs. Centennial Bapt. Ch. 7th & Eye n.e.

He stipulated that if possible the ad should appear on the same page where any follow-up story of the convention might appear. As a result the church notice was carried on the same page that carried the story of the convention headed "Baptists Stirred by Bryan Speech."

CONCRETE TALKS AT GENERAL SESSIONS A. A. C. W. CONVENTION NEED

Advertising Men Won't Travel Long Distances to Hear Speeches Like Those at Weekly Meetings—Outlook of Association is Broadening, Educational Platform Evidences

By BERTRAND L. CHAPMAN
New York World

THOSE who planned the 18th Annual Convention of the A. A. C. of W. evidently had it in mind that most of us are working closer to our jobs this year than for some time past.

There were but two general meetings devoted to inspirational and general talks—fewer than heretofore. Even these were not well attended.



B. L. CHAPMAN

On the other hand, the departments were, practically all of them, huge successes. The newspaper men had sessions covering agency relations, merchandising, local advertising and classified advertising, all of which drew good houses.

The sessions of the direct mail men, of the local advertisers, of the advertising agencies and business papers were also as full of meat as usual.

The demand is clearly for conventions that are a combination of direct, concrete helpfulness and diversion. I prophesy that the conventions at Atlantic City and in London will both be well attended if good departmental programs are announced well in advance of convention time.

It seems to be the consensus of opinion that the general sessions can be more carefully planned, that the speakers must be more compelling and their subjects of more concrete interest, to insure representative audiences. Otherwise only delegates or those who feel impelled by duty can be counted upon to attend. Advertising men do not travel long distances to hear the same type of general talks that are delivered every week at their home advertising club luncheons.

The Milwaukee Convention in all its sessions emphasized the fact that we are

living, in the United States as in all the world, in an atmosphere of "change"—that advertising is no more free from this than any other part of the business, social or political structure.

This was reflected in the suggestion of the chairman of one of the most important groups, that the name of the association might reasonably be broadened by substituting the word Marketing for Advertising. In other words, it seems every day to become more evident to everyone that advertising is not in, of and by itself, a distinct science or art, but a PART—the most important component, if you will—OF SELLING.

The platform "for better business," adopted by the Educational Conference, J. A. Hall, Director, presiding, is indicative of the broadening outlook of the Associated Advertising Clubs of the World Conventions. It follows:

Our belief in the Truth-in-Advertising movement, backed by honesty in every department of marketing, grows stronger daily.

Having an abiding faith in the principles of our forefathers and in the soundness of our great resources, we assert our faith also in the future great prosperity of the home-loving people of all nations.

In the name of Better Business, we pledge ourselves to foster a spirit of confidence and cheerfulness.

In the name of Better Business, we promise a deeper courtesy, a greater willingness to serve.

We believe that home-building is the cornerstone of prosperity. We must, therefore, stand shoulder to shoulder in the development of the community spirit. We must realize that we most truly help ourselves when we help our neighbors.

Let us compete in service. This is the truest co-operation. Let us but emulate, not envy. Let us build up, not tear down. Let us take pride in our calling. Let us be boosters.

We are convinced that simple sincerity in approaching the public and scrupulous honesty in all dealings with the middleman will make business better tomorrow.

Therefore, all of these forces here represented unite in urging their associates and the business world generally to pledge themselves to further concentrate their efforts on truth in advertising and all branches of marketing, courtesy, cheerfulness, service, co-operation, mutual aid, elimination of petty jealousies and knocking, and to do all within their power for a Better Understanding of Better Advertising. Backed up by Better Selling and Marketing in general, for Better Business.

panied by letters from the principal of the high school, the city or the county superintendent of schools and two private citizens, one of whom must not be teacher. The letters have to vouch for the mental qualifications of the applicant, his or her ability to profit by a college education, deportment and character qualifications and finally a full inability to pay for a college course.

These letters are handled by the scholarship editor of the News, and forwarded to the various colleges. The method of awarding the scholarship is left up to the head of each educational institution. Last year faculty boards were appointed by their respective presidents to pass on the applications are received, and it worked successfully.

This year the applicant must choose one college. Last year an applicant was permitted to apply to as many of the institutions as he choose. This resulted in one instance of an application being given first choice by two colleges and second by a third. Complications arose and so the News has limited the applicants this year to a single college.

As an example of how the plan is working and what worthy material is obtained is shown in the case of George Saxon, who last year was the choice of the three colleges. He chose Howard College, the smallest of the three, and the end of his first year finds him president of his class, one of the three marshals and a successful athlete. He is now taking a special course in salesmanship for a few weeks and will spend

the Summer selling books before returning to college in the Fall.

The comments the News has received from all over the state and the interest shown in the plan by leading educators encouraged the paper to offer the scholarships this year and it is considered likely that it will be continued annually hereafter.

EDITORS MEET AT MYRTLE BEACH

South Carolina Press Association Has 47th Annual Convention

The South Carolina Press Association held its 47th annual convention June 21, 22, and 23 at Myrtle Beach. The following officers were all re-elected: Hubert G. Osteen, the Sumter Item, president; J. Rion McKissick, the Greenville Piedmont, and O. K. Williams, the Rock Hill Record, vice-presidents; Harold C. Booker, Columbia, secretary; August Kohn, Columbia, treasurer, and Frank C. Withers, the Columbia State; B. H. Peace, the Greenville News; R. M. Hitt, Bamberg; A. B. Jordan, the Dillon Herald, and L. Wigfall Cheatham, the Edgefield Chronicle, executive committee.

The party left the train at Marion, where a reception and refreshments awaited them at the public library and from there went by automobiles to the beach. During the sessions of the meeting the following papers were read:

"The Place and Mission of the Country Newspaper," W. W. Ball, editor, the Columbia State.

"Is It Profitable to Have a Traveling Staff?" J. Edwin Brunson, managing editor, the Greenville News.

"Press Agent Publicity: What Should Newspapers Do About It?" Charles O. Hearon, editor, the Spartanburg Herald.

"Production at a Profit: Means and Methods," O. K. Williams, the Rock Hill Record.

"Labor Problems in a Printing Office," C. C. Muller, superintendent of job printing, The State Publishing Company.

"The State Press and Farm Extension Service," Dr. W. W. Long, director, extension work, Clemson College.

"A Business Organization and Co-operation in the Printing Trades," A. B. Jordan, the Dillon Herald.

SHOR NOW WITH KING FEATURES

Was Managing Editor of Boston American and Philadelphia Times

George G. Shor has joined the general management of King Features Syndicate. He is a graduate of Brown University, class of 1906, and his first newspaper experience was gained as a member of the staff of the Providence Journal. From 1910 to 1912 he acted as managing editor of the Boston American. Until the end of 1914 he was managing editor of the Philadelphia Times.



GEORGE G. SHOR

Directly after the declaration of war, on May 12, 1917, to be exact, Mr. Shor enlisted, and shortly afterwards was in France, where he served during the duration of the war as personnel adjutant of the First American Field Army from its organization until it was disbanded.

Paris Luncheons All Summer

The popularity of the weekly luncheons of the Anglo-American Press Association in Paris has caused the organization to decide to continue the luncheons during the summer, according to word reaching members of the Washington newspaper corps. American newspaper men visiting Paris are invited to the luncheons without waiting for invitations from the friends. At the affairs, which are held every Wednesday at 1 p. m. at the restaurant Vignon, Boulevard de la Madeleine, each man pays for his own luncheon.

FIGARO TELLS PARIS ABOUT AMERICA

Weekly Section in French Devoted to News of American People and Domestic and Foreign Affairs

By G. LANGELAAN,
Paris Editor, EDITOR & PUBLISHER

PARIS, June 16.—The greater number of diplomatic conferences, the more has it become apparent how little the countries whose representatives have taken part in them know of one another. To make the United States better known to the French public, and therefore better understood, the Figaro, Paris daily newspaper, now devotes a section every Thursday to America and American activities.

This section is filled with contributions by Frenchmen who have traveled in the United States or have lived there a number of years. No better idea of the scope and diversity of this section can be given than by a summary of the "Figaro in the United States," which appeared in the issue of June 15.

Marquis Robert de Flers, literary editor of the Figaro, devotes a short article to Walter Berry, president of the American Chamber of Commerce in France, whose friendship for France is so well known and so highly appreciated by all Frenchmen. Then we find an article on the law voted by Congress for the consolidation of Allied debts, very ably explaining the American viewpoint. This is followed by an article on the Russian-American Industrial Corporation.

Next comes an article on American buyers in Germany and the numerous actions pending for the cancellation of contracts.

In lighter vein is a short article on the "jeune fille américaine." While the writer, a French lady, admires, she is yet afraid of the liberty the young American girl enjoys.

Short paragraphs follow on a possible visit of Sarah Bernhardt to the States, the transportation in America of fruit and vegetables by air, and the summary of a New York Times editorial on clumsy German propaganda in America.

In more serious mood is the report of a lecture by Prince Poniatowski on his return from a recent visit to the United States. "Office Buildings"—the title is in English—explains to the Frenchman the mysteries and wonders of the inside of a skyscraper. Articles on maritime competition, New York as an art center, and the American Library in Paris, complete the section.

What is interesting about this effort to make the United States better known to the Frenchman is that the mistake has not been made of getting Americans to explain their country. An American, of course, sees his country with American eyes, whereas the Frenchmen who contribute these excellent articles to the Figaro present all that is interesting as a Frenchman sees it.

In this American section there is no fulsome flattery, and controversial topics are not rigorously avoided. It represents a healthy attempt to make the United States better known to the Frenchman. Perhaps this interesting experiment may prompt some American newspaper to return the compliment and devote a weekly page to France and the French.

Crescent-News Broadcasts

The Defiance (Ohio) Crescent-News in co-operation with Karl A. Duerk is installing a radio broadcasting station, WCAQ and when the station is in operation the paper will provide daily programs. Mr. Duerk will conduct a radio column in the Crescent-News.

Drops Mid-Week Roto

The Boston Herald has discontinued its mid-week rotogravure section until the Fall. The Sunday roto section continues.

ADVERTISER MAKES MILLION DOLLAR DEMAND BY CONCENTRATION

One-Time Insignificant Proprietary Is Transformed Into Daily Tonic for Millions of Britishers by Advertising Policy Focused on Net Sale Newspapers

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

ONE of the outstanding successes of British advertising today is that of Kruschen Salts, a proprietary combining in its preparation six salines of tonic, aperient and diuretic properties. It dates back to about 1870 but for some thirty years possessed only a local reputation in and around Manchester, where it was originated by a druggist named Griffiths Hughes.

Its position to-day as probably the biggest thing among proprietary salines is due to the acumen of an advertising man who saw in it possibilities that permitted a universal appeal. It had previously been advertised for some years and had enjoyed some measure of success, but it did not bulk so largely in the public eye until a new idea and a new advertising policy were brought into operation. Both the new idea and the advertising policy are in the nature of a revelation in practice in the British field.

It should be stated that the directing mind behind Kruschen Salts to-day is Alfred Marland, whose previous work in advertising here has been in association with world-known proprietary brands and has always been characterized by a boldness and imagination that have contributed not a little to the advancement of advertising as we know it.

First, the idea. Kruschen Salts, in the ordinary way has an unpleasant flavor which the very nature of its ingredients makes it impossible to disguise. This rendered it unattractive to women and children and not a few men, and in consequence it was felt that with these ruled out as consumers something like sixty-six per cent of possible sales were being lost. The problem was to make the advertising one hundred per cent efficient in its appeal. It was discovered that while Kruschen Salts taken in water was not inviting, in beverages such as tea, coffee or milk it was tasteless.

Mr. Marland calls this his "million dollar idea" and well he might, for its capitalization in advertising has changed the whole character of the market for the line. From the moment it was introduced into the advertising it became clear that the previously non-responsive public had become accessible, and immediately it was decided to make this the keynote of all advertising. One other ingenious touch was added with the object of suggesting in a familiar way the infinitesimal size of the dose. The whole idea was thus summed up in the Kruschen advertising: "Tasteless in Tea. Take as much as will lie on a sixpence every morning at a cost of a farthing a day." This is the "million dollar idea" and its importance is such that no advertisement appears without it; in some the whole copy is based on it, but generally speaking it is featured in a display panel so that it cannot be overlooked.

Without the least exaggeration it can be said that not only is this responsible for the new success of the advertising but it has resulted in the formation of what might equally be termed a "million dollar habit," almost a national habit.

Perhaps one of the most interesting features of this advertising is that it is based on a very elementary idea. What is the one universal desire? Happiness was Mr. Marland's answer, and, accordingly, every Kruschen Salts advertisement is keyed up to suggest happiness. Sometimes this is stressed in the illustrations very effectively—happy jolly old men, radiant women and laughing children—but in all the copy the aim is to suggest the attainment of happiness through good health.

The new advertising policy is bold in two ways. It embraces the first instance known to me where a British advertiser

has deliberately set himself to recognize only such papers as give net sales figures as suitable media for his advertisements. And it is the only case in my experience where an advertiser regards all other forms of advertising as incomparable to that of the press, with the dailies and Sunday papers in heavy preponderance. This bold policy—for it must be remembered that Great Britain is by no means complete in its service of net sales papers—had a remarkable effect, not without some disadvantages. For one thing this concentration upon net sales papers resulted in such a decisive increase in business that it was found possible to increase so rapidly that in a short time the advertising campaign had risen to ten times its former proportions. The main disadvantage of this policy is that because several very important towns are not represented by net sale papers, it has not been found feasible to concentrate upon these centres, the creation of the demand therein having to depend therefore upon the national newspapers circulating there.

Newspaper figures are used as talk to

dealers; proofs of advertisements with their circulation stated in net sale figure totals are sent to all dealers in advance. That is to suggest to the retail trade what is being done to help them, for neither showcards nor window bills are distributed. The press does all the advertising.

The "million dollar idea" and the net sales policy have worked wonders. Dating only from January, 1921, each month and every month, the sales of Kruschen Salts have shown an advance. Summer and winter, spring and autumn have made no difference in the rise in sales-figures, yet this entire period has been one of the most notoriously "bad times" ever experienced in British advertising.

Mr. Marland says it is the combination of a happy idea and his faith in net sales that has done it. As I have no knowledge of any other advertiser in Great Britain having such progress to record over that period, I should not be surprised if Mr. Marland is right.

Special Section for Bakery Opening

The Lansing (Mich.) State Journal, June 20, issued a second section to the paper celebrating the opening of the new bakery of the Lawrence Baking Company. There were 10 pages in the section, 2 of which were full page advertisements of the Lawrence Baking Co.

Peirce Joins Powers & Stone

Warren H. Peirce has been appointed New England manager of Powers and Stone, Inc., publishers' representatives. He was with J. W. Barber Advertising Agency, Boston, for the past three years.

DETROIT PAPERS WIN FIRST RACING BATTLE

Circuit Court Upholds Injunction Against Interference With Track Editions — Chicago Tribune Gets U. S. Writ

Three Detroit newspapers and scores of newspapers entering the city, who are fighting an attempt to enforce a law prohibiting publication of race track betting results, scored their first victory when Judge Harry J. Dingeman, in Wayne circuit court, refused to lift the injunction under which the papers are now continuing to publish the results.

The action of Judge Dingeman will have the effect of continuing the injunction in effect at least until October, when the Supreme Court will pass on the constitutionality of the law, under which warrants were issued recently for the representatives of the newspapers in question.

The Chicago Tribune, safeguarding its interests in Detroit, did not wait to see the outcome of the hearing on the injunction, but appealed to the Federal Court, and was granted a restraining order forbidding the prosecuting attorney and the police from interfering with the sale in Detroit of the Tribune with racing results.

The Federal Court took jurisdiction in this case because the Tribune is an Illinois corporation.

Judge Dingeman, in the Circuit Court proceeding, upheld in full the contentions of Robert M. Brownson, attorney for the Free Press, who argued that the Circuit Court, functioning as a court of equity, has a right to restrain a criminal prosecution when property rights are involved.

Former Judge Patrick H. O'Brien represented the Times and William G. Bryant the Journal.

Assistant Prosecuting Attorney Bartlett admitted that it had been stated in court by a member of the prosecutor's staff that the law involved was unconstitutional. The admission, however, did not place the prosecutor's office on record as holding the law to be unconstitutional, he said.

Baltimore Sun Aids Students

The Baltimore Sun will award 3 scholarships for full time study in the Johns Hopkins Summer School this year to students who apply for admission to the journalism department which is being conducted in co-operation with the Sun and the Evening Sun. Each scholarship will provide free tuition for three of the regular Hopkins courses, "The Principles and Practices of Journalism" conducted by Raymond S. Tompkins, of the Sun staff, "The Forms of Contemporary Prose Writing," under Dr. Francis A. Litz, instructor in English at Hopkins, and any other related course in the English field. Following the plan established last year the students will be given an opportunity to publish a real newspaper of their own. Last summer a four page paper, the Hot Times, was issued, with a circulation of 1,000 copies.

Tribune Plans European Ads

The Chicago Tribune is planning to run advertisements in all the large publications in Europe concerning its prize of \$100,000 for the most artistic front and side elevation for the Tribune's new plant opposite its present home.

Special Supplement on Northwest

The Bellingham Publishing Company, publishers of the Bellingham (Wash.) Reveille, has issued 50,000 copies of an illustrated supplement in album form containing a great many views of the Pacific Northwest.

Special Adds McCall's

McCall's Magazine has appointed Blanchard, Nichols, and Coleman its Pacific coast representatives.



Healthy children make happy homes.

Rosy Cheeks and joyous hearts

THESE radiant children are aglow with health and energy, brimful of high spirits and the joy of Life's spring time. And they are as "good" as they are jolly because no child that really enjoys its birthright of happiness is ever naughty for long.

When children are fretful, sulky, inattentive, or disobedient, they are not merely unhappy—they are unwell. For some reason or other (such as eating something that has disagreed) their delicate internal mechanism is not running quite smoothly; impurities are creeping into their blood; a lack of harmony is making itself felt. The symptoms are often more noticeable in their general behaviour than in any physical condition, and your child may be punished for naughtiness instead of being treated for indisposition.

Keep the blood pure and the organs functioning regularly and properly, and your child will be as happy and as good as the day is long. Kruschen Salts will do this. A tiny dose is all that is necessary for children—give each child just as much Kruschen Salts as would cover a threepenny-bit, in the breakfast cup of tea or cocoa, or mixed with the bowl of porridge. Taken this way Kruschen Salts are tasteless. And the cost of such a dose is half a farthing a day.

The effect of Kruschen Salts on children is to make and keep them healthy, and therefore happy—vigorous in body and alert in mind. A Kruschen child leads in lessons and in play, and starts with the best possible equipment for winning the larger prizes of life.



Tasteless in tea, cocoa, milk or porridge. Give each child as much as would lie on a threepenny-bit.

A bottle of Kruschen Salts costs 1/9 at any chemist's. Each bottle contains 192 children's doses—so the cost works out at half a farthing a day for each child. Buy a bottle for the nursery to-day. Healthy children make happy homes.

The SAFE Laxative for Children.

Advertising that can associate smiles with salts and carry the association throughout the copy is good advertising. This idea also may be worth several millions to American medical advertisers.

Kruschen Salts

*Another Advertiser
testifies to the
Boston American's*

Proved value to Advertisers

S. Vorenberg, president of Vorenberg's, clothiers, of Boston, has found the Boston American to be "the most profitable advertising medium in this section," according to his signed statement.

In fact, this series of advertisements, which started January 1, might be continued almost without end; so many other national and local advertisers stand ready to testify to the fact that the BOSTON AMERICAN is THE evening newspaper of New England.

'A Remarkable 3-cent Evening Newspaper



Research and Promotion Departments at Service of Advertisers

CLASSIFIED AND FOUND ALL THERE



The go-getters of the little money makers that create reader interest were as happy and prosperous looking as any group that gathered in Milwaukee during the recent A.A.C.W. convention. The manner in which they tackled the problems of making single six-liners grow to columns would have done credit to a convention of space grabbing sport editors in the heat of the baseball season. Left to right they are:
 Top Row—E. T. Lockhart, Grand Rapids Press; I. W. Williams, Philadelphia North American; J. W. Dunigan, Springfield, Ill., State Register; F. C. Erbele, Philadelphia Inquirer; R. J. Geiger, Nashville Banner; Joe Bunting, Bloomington Pantagraph.
 Center Row—Charles Winters, Chicago Daily News; E. F. Stoneham, Portland (Me.) Express; C. W. Nax, St. Louis Globe-Democrat; F. L. Tate, Toronto Star; C. L. Perkins, Chicago Herald & Examiner; A. L. Loud, Illinois State Journal; George Pelles, Chicago Herald & Examiner; E. H. Barrett, Chicago Herald & Examiner; H. M. Hatfield, South Bend Tribune; O. E. Schenk, Chicago American.
 First Row—P. M. Hughes, Minneapolis Tribune; J. J. Tierney, Spokane Spokesman-Review; A. Levich, St. Paul Dispatch & Pioneer Press; J. L. Irvin, Des Moines Register & Tribune; C. T. Hardin, Columbus Dispatch; W. S. Broker, Milwaukee Sentinel; Miss Ella Strebig, Fort Wayne Journal Gazette; J. P. Klouda, Davenport Times; J. W. Wiegand, St. Louis Post-Dispatch; Lester Schultz, Danville Commercial News; H. W. Klink, Lancaster Intelligencer; Miss Marion Griffiths, Chicago Herald & Examiner; C. B. Nissen, Los Angeles Herald; Miss Florence Monson, Chicago Daily News; H. G. Barringer, Indianapolis News; (unidentified); R. E. Seiler, Los Angeles Examiner; J. A. Byrne, Cleveland News; Harry Gwaltney, Milwaukee Journal; J. L. Jernegan, Chicago Herald & Examiner; J. H. Butler, Houston Chronicle; M. P. Goodfellow, Brooklyn Eagle; H. J. Moehلمان, Baltimore Sun; George Thall, Detroit Free Press; G. N. Gundersen, Baltimore News; Miss Isabel Arkenberg, Arkenberg Advertising Agency, Chicago; M. M. Kelly, Eau Claire Leader & Telegram.

COST PER SALE, NOT COST PER LINE, VITAL FACTOR IN CLASSIFIED

Better Copy, That Tells at Once What Advertiser Wants to Buy or Sell, Will Make Rate Charged by Newspaper of Small Moment

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers.

DURING the past year, more than ever before, classified advertising departments have devoted efforts to securing better copy from advertisers. This phase of classified building should, however, receive still greater attention, as it is based on one of the fundamentals of this type of advertising.

Want-ads are, after all, not advertising in the generally accepted meaning of that term. The purpose as a rule is not to create markets, stimulate demands, or promote the name or character of a business. Lineage in the want-ad columns renders a specific service instead of advertising the business or commodity of the space-buyer. It delivers a message which finds for him an employe, a tenant or a buyer for a specific thing he has for sale. It does not create workers, tenants, buyers, etc. It brings together people who have opposite wants.

Anything which increases the efficiency of this service builds classified. One of the greatest ways of adding to the potency of want-ads is to educate advertisers to write them so that readers can know definitely that the advertiser does have a want that is opposite his. If one wants to buy a house of a certain definite type and price, he will find on reading a column of "House For Sale" want-ads that he will not answer half of them because he is unable to tell whether the advertisers have the kind of property he wants. This applies to all classifications. Advertisers do not tell enough to get the greatest possible results, and often they tell so little that they get no results.

The Indianapolis News is one of the papers now promoting better want-ad copy. It recently ran a full-page advertisement headed "Write Your Want-ads Right." In part it said:

"Many people look upon a want-ad as they do a telegram—they count the words religiously to make it as short as possible. And they write in a hurry.

"True enough, a want-ad is the shortest cut to your buyer, but the short, incomplete want-ad, hurriedly written, is not the want-ad that gets results.

"The successful want-ad is the one that tells a complete, interesting story

about the thing you have to sell. The good want-ad is written slowly and carefully, so that it can be read with complete understanding. There is no haste on the part of the reader; he reads leisurely and he wants to know what you have to tell him. Tell it, then, directly, fully, interestingly.

"The reader of a want-ad must be told by the ad itself. He will not, as a rule, call you up for further particulars, because he is wary of obligating himself even by so much as a telephone call. He will call you up to close a sale after your ad has sold him. Your ad, then, besides telling all about the thing you have to sell, must sell it; it must create a desire for it; it must have a bit of real salesmanship.

"Let us be emphatic about the cost of a want-ad. It isn't the cost per word or the cost per insertion that counts. It is the COST PER SALE.

"The well-written, attractive, interesting, selling want-ad is the one that costs the least because it gets results."

BALTIMORE SUN

Average Net Paid Circulation in
May, 1922

Daily (Morning and Evening)
232,575
Sunday, 159,865

Which when compared to May,
1921, shows

AN INCREASE OF
14,892 Daily
8,595 Sunday

Everything in Baltimore Revolves
Around

THE  SUN
Morning Evening Sunday

LICKED AGAIN!

Washington Newspaper Golfers Find Senators Strong on Links

Washington newspaper golfers, suffering from their second drubbing within a few weeks, have foresworn competitive play except among themselves. The members of the corps who sought easier prey in members of the Senate after the defeat administered by New York and Boston golfers in the recent EDITOR & PUBLISHER trophy play, were virtually annihilated by the statesmen over the links of the Chevy Chase Club last Tuesday.

Eleven Senators, reinforced by Speaker Gillett, met the newspapermen, selected from the Senate Press Gallery, and not a reporter came off winner. The manner in which the Senators won was as follows: Speaker Gillett and Senator Kellogg vs. W. E. Brigham, Boston Transcript and M. B. Judd, New York Sun, 14 points.

Senators Hale and Newberry vs. Robert M. Choate, Boston Herald and Charles S. Groves, Boston Globe, 10 points.

Senators Hitchcock and Edge vs. Charles Michelson, New York World and Bond P. Geddes, Associated Press, 9 points.

Senators Townsend and Robinson vs. W. L. Bruckart, Associated Press and G. Gould Lincoln, Washington Star, 1, point.

Senators Phipps, and Jones of New Mexico vs. Robert L. Norton, Boston Post and Edward B. Clark, Chicago Evening Post, 23 points.

Senators McKinley and Capper vs. Harold Phelps Stokes, New York Evening Post and John J. Marrinan, Boston Telegram, 11 points.

The newspaper men, according to the terms of the contest, will blow the Senators to a chicken dinner at an early date.



REGULAR FELLERS

By GENE BYRNES

The Greatest Comic in the World

Here is the list of papers publishing the full page in color each week:

Baltimore News	New York Herald
Boston Globe	New Orleans Times-Picayune
Boise Statesman	Oakland Tribune
Bellingham American-Reveille	Philadelphia Bulletin
Council Bluffs Nonpariel	Peoria Journal Transcript
Cleveland Szabadsag	Pueblo Star Journal
Chicago Polish National Daily	Pittsburg Leader
Dayton News	San Antonio Light
Detroit Polish Daily Record	Salt Lake Telegram
Detroit News	Springfield Union
Greenburg Record	Savannah Morning News
Great Falls Tribune	Sandusky Star-Journal
Havana El Dia	Seattle Times
Long Beach Telegram	Sioux City Journal
Louisville Courier Journal	Syracuse Post Standard
Milwaukee Nowiny Polskie	Tacoma News Tribune
Mexico City El Democrita	Toledo Times
Newark La Tribuna	Tampa Tribune
Worcester Gazette	Utica Observer-Dispatch
	Washington Star

We can furnish this comic in full-page matrices, full color, black and red, or black alone, or as the first page of a printed comic section.

HERALD-SUN SYNDICATE
280 Broadway New York City



Distinctive

Only one Daily Newspaper in St. Louis publishes a Full Page of News Photographs every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes a Full Page of Comic Features every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes a Double Page of Features for Women every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes Four Pages of Sport News and Features every day—

The POST-DISPATCH

St. Louis is an Evening newspaper town—a ONE newspaper town—and the Post-Dispatch is FIRST in ST. LOUIS

Only one Daily Newspaper in St. Louis, in the evening field, publishes the Associated Press Dispatches—

The POST-DISPATCH

*National Representative:
The S. C. Beckwith Special Agency*



NEW FEATURE GROUP ORGANIZED LIKE A. P.

(Continued from page 8)

SECTION 2. The president shall preside at all meetings of the board of directors and shall act as temporary chairman at, and call to order all meetings of the stockholders. He shall sign certificates of stock, sign and execute all contracts in the name of the corporation, when directed so to do by the board of directors; appoint and discharge agents and employees, subject to the approval of the board of directors, and he shall have the general management of the affairs of the corporation and perform all the duties incidental to his office. At the annual meeting he shall present to the shareholder's a full and complete report and audit covering the year's operations.

SECTION 3. The vice-president shall, in the absence or incapacity of the president, perform the duties of that officer.

SECTION 4. The treasurer shall have the care and custody of all the funds and securities of the corporation, and deposit the same in the name of the corporation in such bank or banks as the directors may elect; he shall keep and at all reasonable times exhibit his books and accounts to any director or stockholder of the corporation upon application at the office of the corporation during business hours; he shall give such bonds for the faithful performance of his duties as the board of directors may determine.

SECTION 5. The secretary shall keep the minutes of the board of directors, and also the minutes of the meetings of stockholders; he shall attend to the giving and serving of all notices of the company; he shall have charge of the certificate book and such other books and papers as the board may direct; he shall attend to such correspondence as may be assigned to him, and perform all the duties incidental to his office; he shall have the custody of the seal of the corporation; he shall also keep a stock book, containing the names, alphabetically arranged of all persons who are stockholders of the corporation, showing their places of residence, the number of shares of stock held by them respectively, the time when they respectively became the owners thereof, and the amount paid thereon, and such book shall be open for inspection as prescribed by law.

ARTICLE V.

CAPITAL STOCK.

SECTION 1. Certificates of stock shall be numbered and registered in the order they are issued, and shall be signed by the president or vice-president and by the secretary or treasurer, and the seal of the corporation shall be affixed thereto. All certificates shall be bound in a book, and shall be issued in consecutive order therefrom and in the margin thereof shall be entered the name of the person owning the shares therein represented, the number of shares, and the date thereof. All certificates exchanged or returned to the corporation shall be marked canceled, with the date of cancellation, by the secretary, and shall be immediately pasted in the certificate book, opposite the memorandum of its issue.

SECTION 2. Transfers of shares shall only be made upon the books of the corporation by the holder in person or by power of attorney duly executed and filed with the secretary of the corporation, and on the surrender of the certificate or certificates of such shares. Any share or shares of stock offered for transfer shall be subject to the restrictions set forth in the charter of the corporation and the secretary shall be charged with the duty of insuring exact and full compliance therewith. The board of directors shall have and are hereby given authority and power to establish by resolution such rules and regulations not inconsistent with the charter as may be found necessary or convenient for the execution of the charter provisions relating to the ownership and transfer of shares of stock.

ARTICLE VI.

CHECKS, NOTES, DRAFTS, ETC.

SECTION 1. All checks, drafts, notes, bills of exchange and orders for payment of money, shall be made, signed, endorsed or deposited as the board of directors may by resolution provide.

ARTICLE VII.

APPLICATION OF EARNINGS.

SECTION 1. No dividends shall be declared or paid out of the earnings of the corporation. All earnings shall be applied to the general purposes of the corporation, and any deficiency therein shall be contributed by the shareholders. The amount of such contribution by each shareholder shall be such proportion of the total as the number of shares owned by each shareholder bears to the total outstanding shares.

ARTICLE VIII.

INSPECTORS.

SECTION 1. Two inspectors of election shall be elected at each annual meeting of stockholders to serve for one year, and if any

inspector shall refuse to serve or shall not be present, the meeting may appoint an inspector in his place.

ARTICLE IX.

SEAL.

SECTION 1. The seal of the corporation shall be in the form of a circle, and shall bear the name of the corporation and the year of its incorporation.

ARTICLE X.

AMENDMENTS.

SECTION 1. These by-laws may be amended at any stockholders' meeting by a vote of majority in amount of the shares outstanding, represented either in person or by proxy, provided the proposed amendment is inserted in the notice of such meeting. A copy of such amended by-law shall be sent to each stockholder within ten days after the adoption of the same. Any stockholder may propose an amendment by forwarding it to the secretary a sufficient time in advance of any meeting for insertion in the notice of the meeting.

RESOLUTION ADOPTED AT THE ORGANIZATION MEETING OF THE STOCKHOLDERS

OF

NORTH AMERICAN NEWSPAPER ALLIANCE, INC.

Held in New York City June 23rd, 1922.

RESOLVED that until further ordered by the board of directors no invitations to participate in the service of the North American Newspaper Alliance be extended to others than newspapers or substitutes for newspapers named in the list of the organization committee, and that the basis of assessment as set forth in the approved form of contract is understood to and shall include the net paid daily average circulation of the publisher as set forth in the contract and the circulation of the paper having the largest circulation in any city allocated to such publisher.

Members of North American Newspaper Alliance are:

Phoenix (Ariz.) Gazette.
Little Rock (Ark.) Gazette.
Los Angeles Times.
San Francisco Bulletin.
Denver Post.
Bridgeport (Conn.) Post & Telegram.
Hartford (Conn.) Times.
New Haven (Conn.) Register.
Waterbury (Conn.) Republican & American.
Washington (D. C.) Star.
Atlanta Constitution.
Savannah News.
Boise (Idaho) Statesman.
Chicago News.
Indianapolis News.
Des Moines (Ia.) Register & Tribune.
Sioux City (Ia.) Tribune.
Louisville Courier-Journal & Times.
New Orleans Times-Picayune.
Baltimore Sun.
Boston Post.
Detroit News.
Duluth (Minn.) Herald.
Minneapolis Tribune.
St. Paul (Minn.) Dispatch & Pioneer Press.
Kansas City (Mo.) Star.
St. Louis Globe-Democrat.
Butte (Mont.) Miner.
Lincoln (Neb.) State-Journal.
Omaha (Neb.) World-Herald.
Jersey City Jersey Journal.
Albany Times-Union.
Buffalo News.
New York World.
Elmira (N. Y.) Star-Gazette.
Rochester (N. Y.) Times-Union.

The Atlanta Journal

ATLANTA, GA.

5c Daily 10c Sunday

Associated Press
United Press

Leased Wire Cable and
Financial News

An outstanding
newspaper

Advertising in The
Journal Sells the Goods

Syracuse Post-Standard.
Utica Observer-Dispatch.
Cincinnati, Times-Star.
Cleveland Plain Dealer.
Dayton (Ohio) Journal & Herald.
Oklahoma City Oklahoman & Times.
Portland Oregonian.
Erie (Pa.) Times.
Philadelphia Bulletin.
Pittsburgh Dispatch.
Charleston (S. C.) Post.
Memphis (Tenn.) News-Scimitar.
Dallas (Tex.) News & Journal.
El Paso (Tex.) Herald.
Houston (Tex.) Chronicle.
San Antonio (Tex.) Express & News.
Salt Lake City (Utah) Telegram.
Norfolk Virginian Pilot.
Richmond (Va.) News-Leader.
Seattle Times.
Spokane Spokesman-Review.

CANADA

Calgary (Alta) Herald.
Edmonton (Alta) Journal.
Vancouver (B. C.) Province.
Victoria (B. C.) Colonist.
Winnipeg (Man.) Tribune.
Halifax (N. S.) Herald & Mail.
Toronto (Ont.) Star.
Montreal (Que.) Star.

Allocated papers to date are:

Mobile (Ala.) Register & Times.
Fresno (Cal.) Republican.
Oakland (Cal.) Tribune.
Sacramento (Cal.) Bee.
San Diego (Cal.) Union & Tribune.
Wilmington (Del.) Journal & News.
Peoria (Ill.) Star.
Springfield Illinois State Journal.
Fort Wayne (Ind.) News-Sentinel.
South Bend (Ind.) Tribune.
Terre Haute (Ind.) Star.
Davenport (Ia.) Times.
Topeka (Kan.) State Journal.
Wichita (Kan.) Beacon.
Shreveport (La.) Journal.
Portland (Me.) Express & Telegram.
Leviston (Me.) Journal.
Fall River (Mass.) Herald.
New Bedford (Mass.) Standard.
Springfield (Mass.) Union.
Worcester (Mass.) Telegram.
Grand Rapids (Mich.) Press.
Hattiesburg (Miss.) American.
Jackson (Miss.) News.

Vicksburg (Miss.) Post.
St. Joseph (Mo.) News-Press.
Reno (Nev.) Gazette.
Manchester (N. H.) Union & Leader.
Camden (N. J.) Courier.
Newark (N. J.) News.
Trenton (N. J.) Times & Advertiser.
Albuquerque (N. M.) Journal.
Akron (Ohio) Beacon-Journal.
Canton (Ohio) Repository.
Youngstown (Ohio) Telegram.
Tulsa (Okla.) World.
Harrisburg (Pa.) Patriot & News.
Reading (Pa.) Eagle.
Providence (R. I.) Journal & Bulletin.
Fort Worth (Tex.) Star-Telegram.
Burlington (Va.) Free Press.
Tacoma (Wash.) Ledger & News-Tribune.
Milwaukee (Wis.) Journal.

CANADA

Hamilton (Ont.) Spectator.
London (Ont.) Free Press.
Ottawa (Ont.) Citizen.

In deciding upon what paper should be invited to become members of the Alliance, Major Pickering explained that as a general thing the largest paper in the territory was considered, modifying this by the general character of the paper and modifying this again by the character and ability of publisher.

The attorneys for the Alliance are Taylor, Jackson, Brophy & Nash, of 56 Pine street, New York. It is understood that Mr. Jackson spent nearly two months in constructing the constitution and by-laws of the Alliance in order to make it as nearly "tir tight" as possible. The Associated Press agreement with its member paper was taken as a model. The entire territory of the United States and Canada has been allotted to member paper and allocated papers by the Alliance with the exception of two or three minor points.

NEW PRODUCTION RECORD Reached by Ford in Detroit

Detroit's Prosperity Is Yours With News Advertising

DURING the month of May, The Ford Motor Company established a new monthly record with the production of 144,469 cars, trucks and tractors.

Ford Company officials said that while they have no means of computing exactly what the June production will be, they are confident that it will exceed the May output.

The Ford Motor Company is not the only one in Detroit working at top notch. Practically every automobile plant in the city is working full time; many have night shifts.

All this means that Detroit is prosperous. There is no unemployment. There is even a scarcity of skilled employees. Such a condition warrants your making strenuous efforts for launching your advertising campaign in Detroit immediately.

Besides the advantage of prosperity, Detroit offers you another—the ability of one newspaper to cover at one time and at one rate the whole Detroit field.

The Detroit News with its more than 224,000 Daily and 243,000 Sunday circulation reaches 90% of all the homes—figures from verified house to house canvass.

The Detroit News

Member of National Newspapers Inc.

"Always In The Lead"

ACCESSIBLE PARTS AND STRONG BUILD GIVE SPEED TO PRINTING PRESS

Modern Newspaper Time Schedules Require Quick Start and Well Printed Papers Throughout Editions—Heavy Frame Adds to Power—Fudge for Late News

By OSCAR C. ROESEN

EDITORIAL NOTE.—Mr. Roesen, whose ideas on newspaper press equipment are sought by publishers as were those of his late father, is associated with R. Hoe & Co., of which his father was vice-president for many years. He will contribute articles from time to time to EDITOR & PUBLISHER on pressroom problems of the newspaper.

AS most newspapers adhere closely to a definite time schedule for printing their various editions this fact must be considered in designing the newspaper printing press of today. Most papers have to deliver a certain number of papers to the railway depots, post offices, carrier routes, etc., at a certain time to insure the delivery of their paper in seasonable time. The closing of the stock market and the finishing of the various sporting events make it necessary for the newspaper press to produce the maximum number of well-printed newspapers at the beginning of the run.

Thus a press must be so designed that all controlling parts are easily accessible and adjustable, and it must be so constructed that the possibility of its being put out of commission by breakdown is reduced to a minimum, if the time schedule is to be met efficiently.

The various units of the press can be all placed on the floor, with aisles between them so that the pressmen can easily place the plates in their various positions without climbing and without stopping. When the plates are on the cylinder they must be locked on quickly and securely.

When the press gets under way the ink must be set so that the papers are neither under or over printed. As stated previously, the press must produce a maximum of well printed papers at the beginning of its run. It was this condition that led R. Hoe & Co. to develop their ink pump distribution, for with it the color on the entire machine can be set uniformly for an ordinary type page by means of a gauge which fits under the ink-adjusting screws and as this device feeds the ink to the plate uniformly at all speeds, it can be seen that this is a great help in starting the edition and meeting the time schedule.

In folding the paper the controls of the folding and nipping rollers must be placed outside of the folder frames so that the necessary adjustments can be made while the press is in operation.

In order to guard against breakdown each unit is driven by its individual upright driving shaft so that if accident should occur the damage will be confined to one unit, but in order to prevent any serious trouble the best machines of today are built with extra heavy side frames, solid steel cylinders and the gears are manufactured of heat-treated forged steel so that the machines can withstand a great strain without damage.

To further guard against breakdowns the various operating mechanisms are protected by pins which "shear off" when the mechanism is subjected to a strain which would cause a breakdown and lay up the machine, it being only necessary to insert new pins, after removing the cause of trouble, to start up the machine again.

Extra heavy construction also gives the machine a reserve speed, for it is evident that a press that is heavily built can operate at high speed without vibration and on account of its rigidity will produce well-printed papers at the increased speed. Thus, if for some reason the edition falls behind the schedule, due to poor paper, pasters or other trouble, this reserve speed can be called upon to make up for the lost time, just as a railroad engineer calls upon the reserve speed of his locomotive to make up the time he has lost earlier in his run.

As mention was made of the importance of getting papers on the street after the close of a baseball game, prize fight, etc., it may be well to mention the "fudge device" designed and patented by

the late William Loveland and Harry Sloane of the Philadelphia Evening Bulletin. With this fudge bed the score by innings of a baseball game can be printed inning by inning so that the papers printed have the correct score one minute after the close of any inning. This is accomplished by having a font of type on each machine, and a telegraph operator in the pressroom with a direct wire to the ball grounds. At the close of an inning he marks the score on a large black board which is in view from every press: the presses are stopped, the type corresponding to the score for that particular inning inserted into the fudge and the presses started again. Thus at the end of the game it is only necessary to add the total runs, hits and errors and the paper has a complete score by innings for the game.

By using this device and method the New York Telegram was able to put its papers on the street with a complete round-by-round story of the Carpentier-Dempsey prize fight less than one minute after the knockout had occurred.

In summing up it will be seen that in order for a newspaper to meet a definite schedule, a press must be constructed so as to have all parts accessible and must also function so as to produce a maximum number of papers at the beginning of each edition, which reflects in the design of the presses as outlined above and the best presses of today incorporate in their design such features.

Speaking of Rate Reductions

The last 6 months Post Office statement of the Washington Times shows an average daily increase of over 22 per cent.

The absence of any rate increase during the past year makes this circulation increase equivalent to a most extraordinary rate reduction.

No wonder national advertisers increased their space for the past seven months until the gain totals OVER A QUARTER OF A MILLION LINES.

THE WASHINGTON TIMES

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

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

Japan's Total Wealth Has Increased 50 Per Cent In 10 Years

For American Advertisers this fact has deep significance. It means that the Japanese as a nation of buyers are better able than ever to consume American merchandise.

The Proved Fact!

That Japan today offers the most profitable outlet in the world for American export goods is proved by those forward-looking manufacturers and distributors whose prosperity has been built on wisely planned advertising campaigns in

THE JIJI SHIMPO 時事新報

They have won for their products nation-wide popularity and for their houses a prestige reflected by The Jiji's high character. The secret of their success lies in this simple fact:

"In Japan, the Buyers Read The Jiji"

Cables
"Jiji Tokyo"
Bentley Code

Morning
and Evening
Editions

BALLOTING SYSTEM VITAL TO SUCCESS IN NEWSPAPER CONTESTS

Newspapers Should Hold the Good-Will of Every Contestant and This Depends Entirely Upon the Honesty of the Contest Man—Strict Accounting Absolutely Necessary

By JOSEPH S. ROGERS

IT has been made plain in the previous articles of this series that the success of a newspaper circulation campaign where automobiles are given as prizes, depends in the main on the integrity of the contest man. At the end of a campaign, a publisher should have the good will and esteem of every candidate participating, no matter whether the contestant won or not. That is as it should be with an honestly conducted contest.

The official records of a campaign go a long way in determining the honesty of a contest man. If a contest man can show a dollar taken in for every vote issued, then the publisher can feel assured that the campaign has been honestly administered and that the contest man has been fair and impartial. All of the successful contest managers can do this.

One of the most widely used good voting ballot systems may be explained as follows:

Every subscription that a contestant turns in is made out in triplicate on a voting ballot, giving the name and address of the subscriber, the price of the subscription, its length, and the number of votes allowed. One copy of these ballots is given to the contestant, one to the circulation department, and one the contest man keeps.

Under this system, therefore, the newspaper can account for every dollar taken in during the campaign, can verify the number of votes given on each subscription, and can prove that the prizes have been properly awarded.

On the other hand, some of the unprincipled contest people issue votes haphazardly, viz., if a contestant turns in ten subscriptions a slip or paper saying good for 500,000 votes will be issued. Under this plan there is nothing to prevent the unscrupulous contest man from making this ballot read 1,500,000 votes, as there is no possible way of checking up the votes issued with the cash taken in.

"Second payments" are "gold" for the unscrupulous contest man. By second payments are meant the extending of subscriptions already obtained in the campaign to longer periods. Let us consider that a contestant has obtained five subscriptions for six months and persuades the subscribers to extend their subscriptions to one year. The candidate turns in these extensions or second payments. The contest man issues a "blanket" voting ballot covering these extensions. There is nothing to prevent the unscrupulous contest man from "going south" with the money on these second payments, as the subscriber is already getting the paper and will not know about the "embezzlement" until the first payment on the subscription expires. By that time the contest man is out of town. When the subscriber makes a complaint, the paper has no record of the second payment, and in order to pacify the contestant and the subscriber, usually extends the subscription on the subscriber's say-so.

It should not be construed from the above paragraph that many contest men "go south" with second payments. However, a publisher naturally wants to avoid any such possibility, and he can do this by insisting on the contest man having a system of votes, money and subscriptions that will stand an exhaustive audit at the close of the campaign.

I was talking to a contest man of questionable reputation not long ago, and he told me he had just signed a contract for a contest in the middle west. "I am broke," he said, "but I am not worrying."

"Where are you going to get the money to finance the opening of the campaign?" I asked him.

"Oh, that's easy," he said, "I'll

just hold out the 'old' subscriptions."

By that the contest man in question meant that during the first days of the campaign, he would himself pocket the money turned in on subscriptions from those persons who were already getting the paper. The subscriber would not know for a month or so that the subscription had not been put on the books. In the meantime the contest man would probably have gotten on his feet and if any complaint arose he would no doubt make good.

To avoid any such complications, it is best for the publisher to appoint some member of his staff to handle all the money. Big contest men are in favor of this plan, as it takes the responsibility off their hands. In any event, if the contest man has a proper voting ballot system, every dollar taken in can be accounted for every night.

When a contest man is selling a contract, he is apt to exaggerate concerning the "expert" staff which he carries with him, men, he says, who have been with him for years. Such statements are not always correct, and a publisher would do well to investigate not only the contest man, but every man in his organization.

Not long ago the circulation manager of a newspaper which was running a contest hired private detectives to investigate the past performances of every man connected with the campaign. When the detectives submitted a written report to him, the circulation manager was more than pleased. Other circulation managers might do the same thing to their advantage.

As a matter of fact, the "expert staff" which some contest men claim is oftentimes recruited from a nearby town. The contest man is anxious to get his help as cheap as possible, and only the larger companies, as a rule, can afford to carry a complete staff of men with them. The unscrupulous contest man says to his employe after he has hired him: "If any person around the newspaper asks you what experience you have had in the contest business, tell him that you have been with me for years."

It is such persons picked up by the contest man who by their actions may reflect against not only the contest man, but on the newspaper as well.

Several years ago I wrote the advertising and publicity copy for the biggest and most successful contest company in the country. The campaign was being conducted on one of the largest metropolitan dailies and I took especial pains with every line that went into the paper.

Last year while I was managing a contest in a southern state, I noticed that a circulation campaign was being run in a nearby town, and to my amazement I

saw that the copy my self-styled rival was running was identical with that I had written several years ago. I always considered that plagiarism was the worst form of theft, so I wrote a letter to the contest man in question and in a nice sort of way asked him "how he got that way."

The letter I received in reply was a "classic." The man said that he got the "copy" in question from a contest man whom he used to work for in Canada—that he never heard of me—and what was the difference if he had stolen my stuff. The letter closed by saying:

"You certainly must have been in the contest business long enough to know that everything goes."

This instance is cited merely to emphasize that some contest men, not all by any means, know no difference between right and wrong, and it is of vital importance that every publisher planning to put on a circulation campaign thoroughly investigate the contest man.

Spurious references are often given. Claims are made of running a contest in such-and-such a city when the city in question never had a contest. Some contest men have been known to forge letters of recommendation from publishers. Some contest men, now in business for themselves, at one time worked for others and claim to have managed big contests of which they were only an integral part.

Be sure that you have the right contest man before you go ahead.

The fourth article of this series by Mr. Rogers will explain the methods of "appointing" and "coaching" contestants. It will point out how the "extra" prizes have been known to have been "won" by the contest man.

Dayton Papers Hosts to Newsies

Carrier boys of the Dayton (Ohio) Journal and Evening Herald enjoyed a big picnic and outing June 22, as the guests of the newspapers. They were taken to Lakeside Park where strip tickets good for the various concessions at the park were issued. And a picnic dinner was served.

St. Paul Newsies Have Picnic

All the newsboys of St. Paul took part in a picnic at Wildwood Park June 19. They were in charge of H. "Mogy" Bernstein, chairman of the Newsboys' Picnic Association, and Reuben Kovsky, acting treasurer of the association.

SPORTS WRITER KILLED

"Tiny" Maxwell and Percy Sanderson in Collision Near Philadelphia

Robert W. Maxwell, sports editor of the Philadelphia Evening Public Ledger, and Percy Sanderson, the Evening Ledger's golf expert, were badly injured in an automobile accident near Norristown early Sunday morning. Mr. Maxwell's hip was dislocated and seven of his ribs fractured. Mr. Sanderson's skull was fractured and he also sustained concussion of the brain. Both men are in the Montgomery Hospital, at Norristown, and while their conditions are still serious they are expected to recover.

Mrs. Sanderson, and Miss Florence Gram and Frank Mackin, the latter two friends of the two newspapermen, sustained less serious injuries.



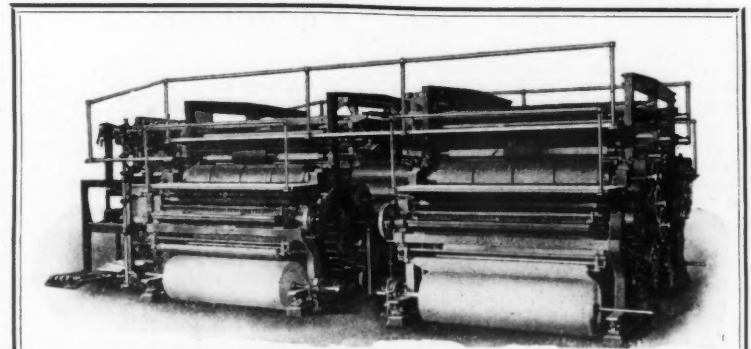
PERCY SANDERSON R. W. MAXWELL
Public Ledger Photos

The accident was caused by a head-on collision between Mr. Maxwell's car and a six-ton truck. Mr. Maxwell's car was wrecked.

Bob, or "Tiny," as Mr. Maxwell is best known, is one of the most widely known newspaper men in the country. He is also noted as a former All-American football star. He played first on the University of Chicago eleven, and later came to Swarthmore. During the last few years he has been nationally known as one of the foremost referees in the big college football matches.

Mr. Sanderson writes under the nom de plume of "Sandy McNiblick."

Robert W. Maxwell, sports editor of the Philadelphia Evening Ledger, who was injured in an automobile accident near Norristown early Sunday, died Friday morning, June 30.



This Scott Double Quadruple "Multi-Unit" Newspaper Printing Press

consisting of 4 Units and 4 Folders will produce newspapers up to 16 pages at 72,000 per hour, up to 32 page papers at 36,000 per hour and up to SIXTY-FOUR Page Papers at 18,000 per hour, delivering products in one, two or four sections as desired.

THE PROVIDENCE JOURNAL

JOHN R. RATHOM, MANAGER

have one of the Scott "Multi-Unit" Octuple Presses and it can be seen running every day in the week.

THIS IS THE PRESS OF NO REGRETS

WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK
1457 Broadway

CHICAGO
1441 Monadnock Block

1922 BEATS 1921

FROM January 1 to June 1, 1922, The Passaic Daily News published 192,490 more lines of paid advertising than during the same period of 1921.

FROM January 1 to June 1, 1922, the circulation of The Daily News averaged 1327 more copies daily than during the same period of 1921.

Advertising Lineage Audited by De Lasser Bros.
A. B. C. of course.

DAILY NEWS Passaic, New Jersey

G. M. HARTT, Editor. R. E. LENT, Gen'l Mgr.

Pennsylvania

THE RESPONSIVE MARKET

Nearly 55% of Pennsylvania's population is located in 147 cities of over 5000 people. This means that these prospective buyers of your product—nearly 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.*

COVER THE FIELD THOROUGHLY BY USING

Pennsylvania Daily Newspapers which reach the buying public oftener than any other media.

By localizing advertising throughout the Keystone State national advertisers will get results beyond anything which can be obtained through any other medium for an equal amount of money expended.

THE USE OF THESE DAILIES MEANS TRADE LEADERSHIP

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call (M)	29,021	.09	.09	Pittsburgh Dispatch (S)	63,767	.22	.18
Allentown Call (S)	16,104	.09	.09	Pottstown Ledger (E)	1,590	.025	.025
Bethlehem Globe (E)	8,066	.04	.04	Pottsville Republican (E)	11,558	.055	.05
Bloomsburg Press (M)	6,316	.029	.029	Scranton Republican (M)	32,180	.12	.10
*Chester Times and Republican (M&E)	14,752	.065	.05	*Scranton Times (E)	37,701	.12	.10
Coatesville Record (E)	5,436	.0214	.0214	Sharon Herald (E)	4,888	.021	.021
*Connellsville Courier (E)	5,652	.0179	.0179	Sunbury Daily Item (E)	3,911	.021	.018
*Easton Express (E)	15,668	.05	.05	*Warren Times-Mirror (E&M)	7,931	.036	.036
*Easton Free Press (E)	12,557	.05	.05	*Washington Observer and Reporter (M&E)	15,426	.06	.05
*Erie Times (E)	26,428	.08	.08	West Chester Local News (E)	11,010	.03	.03
*Harrisburg Telegraph (E)	36,478	.095	.095	*Wilkes-Barre Times-Leader (E)	21,234	.08	.05
*Lancaster Intelligencer and News-Journal (M&E)	21,867	.08	.08	York Dispatch (E)	16,549	.045	.045
*Oil City Derrick (M)	6,088	.035	.035	York Gazette and Daily (M)	16,614	.045	.045
Pittsburgh Dispatch (M)	54,541	.17	.15				

Government Statements, April 1, 1922.

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

HEARST'S N. Y. INVASION TOPIC

(Continued from page 10)

wholly or partially cities of the second class, the proprietor of a newspaper is entitled for publishing such notices, matters and advertisements aforesaid, other than the session laws, for each inch of agate twenty-nine ems to the line, to one dollar and twenty-five cents for the first insertion and one dollar for each subsequent insertion; and in all cities of the first class, to twenty-five cents per agate line of twenty-nine ems for each insertion. If such notices, matters and advertisements aforesaid, other than the session laws, are printed in type other than agate, the proprietor of a newspaper shall be entitled to the number of inches such notices, matters and advertisements would occupy set in agate twenty-nine ems to the line) to four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement. In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signatures and similar short lines as full lines where the same are set to conform to the usual rules of composition. This rate shall not apply to counties wholly within Greater New York City where the legal rate for such publication shall be at the rate of twenty cents per agate line.

§ 2. Section forty-eight of chapter thirty-seven of the laws of nineteen hundred and nine, entitled "An act in relation to legislation, constituting chapter thirty-two of the consolidated laws," as last amended by chapter four hundred and sixty-seven of the laws of nineteen hundred and twenty-one, is hereby amended to read as follows:

§ 48. PUBLICATION OF CONCURRENT RESOLUTIONS. The secretary of state shall send to each newspaper designated pursuant to law, in the order in which they are passed, and as soon as the slips are printed, copies of such concurrent resolutions as are required to be published. Concurrent resolutions proposing amendments to the constitution shall be published in such newspapers, at the times prescribed by the election law, under the direction of the secretary of state, at the expense of the state, in such manner, by the use of italics and brackets, as to indicate the new matter added and the old matter eliminated. The charge for such publication shall be paid by the treasurer of the state or the warrant of the comptroller, after certification by the secretary of state that the said publication has been regularly made as provided in this section, at the rate prescribed by law, specifying such rate. The charge for such publication outside of a city shall be at the fixed rate of thirty cents for each folio of one hundred words. The charge for such publication within any city shall be at the rate prescribed by statute for the publication of a summons, notice, order or citation in the same city. Provided, that in any county containing wholly within its boundaries a city of the second class, the charge for the publication of such resolutions in such newspapers shall be at the rate of six cents per agate line of a column width not less than twelve and one-half ems for each insertion; and provided further, that in any county containing wholly within its boundaries a city of the first class, the charge for the publication of such resolutions in such newspapers shall be at the rate of eight cents per agate line of a column width not less than twelve and one-half ems for each insertion.]

§ 3. Chapter fifty-one of the laws of nineteen hundred and nine, entitled "An act in relation to public officers, constituting chapter forty-seven of the consolidated laws," is hereby amended by inserting therein after section seventy, a new section, to be section seventy-a, to read as follows:

§ 70-a. FEES TO BE PAID BY PUBLIC OFFICERS FOR PUBLIC ADVERTISEMENTS. The charge for the publication, of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state, tax sales and official notices required to be published by state boards, commissions or officers in newspapers of the state, shall be paid by the state treasurer on the warrant of the comptroller, after certification by the secretary of state that such a publication has been regularly made as prescribed by law. The charge for the publication, if authorized by law, of digests of laws of a local nature in the newspapers designated to publish such digests shall be paid by the several counties of the state in which such laws may be published, upon like certification. The charge for the publication of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state or of any political subdivisions thereof or therein, tax sales by the state or any county or municipality therein, and of all official notices and advertisements required to be published by law at the expense of the state or of a county or other municipality shall be at the

rate of four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement.

This rate shall not apply to counties wholly within Greater New York City where the legal rate for such publication shall be at the rate of twenty cents per agate line. In reckoning line charges allowance shall be made for date lines, paragraph endings, titles, signature, and similar short lines as full lines where the same are set to conform to the usual rules of composition. Every newspaper designated for the publication of concurrent resolutions, proposed constitutional amendments, propositions or questions to be submitted to the voters of the state and making claim for compensation must be established at least one year, entered in post office as second class matter, and be printed and published in the town or city of its post office address and shall attach to such claim an affidavit of the circulation of such newspaper for the six months period ending March thirty-first or September thirtieth immediately preceding and file a copy of its report to government or the Audit Bureau of Circulations, which shall be used as the basis of circulating voting. Papers unable to file either report shall accept the minimum rate per line until such time as they establish to the satisfaction of the state comptroller sufficient circulation to entitle them to a higher rate. It shall be the duty of each board of supervisors in the several counties of the state, in making out the assessment-rolls, to assess and levy on the taxable property of the county whose representatives they are, such sums as shall be sufficient to defray the expense of publishing the digests of laws of a local nature, if such publication be authorized, applicable only to the county affected, in the newspaper designated.

§ 4. Section two hundred and eighty-seven of the surrogate's court act is hereby amended to read as follows:

§ 287. Fees of printers. Except as otherwise specially prescribed by law, the proprietor of a newspaper is entitled for publishing notices, order, citation advertisement, required by this chapter to be published, [for each inch of agate twenty-nine ems to the line, to seventy-five cents for the first insertion and fifty cents for each subsequent insertion. In counties containing wholly or partially cities of the second class, the proprietor of a newspaper is entitled for publishing such notices, matters and advertisements aforesaid, for each inch of agate twenty-nine ems to the line, to one dollar and twenty-five cents for the first insertion and one dollar for each subsequent insertion; and in all cities of the first class, to twenty cents per agate line of twenty-nine ems for each insertion. If such notices, matters and advertisements aforesaid are printed in type other than agate, the proprietor of a newspaper shall be entitled to the number of inches such notices, matters and advertisements would occupy set in agate twenty-nine ems to the line,] to four cents per agate (five and one-half point) or nonpareil (six point) line of a column width not less than twelve ems, provided that in computing such charge per line, the line shall average at least six words, display copy, agate measurement (fourteen lines to each inch), twelve to thirteen pica ems wide, depending on the make-up of the paper publishing such display copy, for each insertion in newspapers having less than five thousand circulation; five cents per line for such newspapers having five thousand or more circulation and less than seven thousand five hundred; six cents per line for such newspapers having seven thousand five hundred or more circulation and less than ten thousand; and one cent per line in addition to the six cents for the initial ten thousand circulation, for each additional five thousand circulation possessed by such newspapers until the maximum rate of twenty-five cents per line (one hundred thousand to one hundred and five thousand circulation) is reached, to which two cents per line shall be added to the initial insertion charge in each separate advertisement. In reckoning line charge allowance shall be made for date lines, paragraph endings, titles, signature, and similar short lines as full lines where the same are set to conform to the usual rules of composition. This rate shall not apply to counties wholly within Greater New York City where the legal rate for such publication shall be at the rate of twenty cents per agate line.

§ 5. This act shall take effect immediately.

In addition to formulating the legal rate bill the joint committee actively worked against the Walton Bills (a group which provided against the reduction in the number of insertions of Surrogate's Notices), securing agreement of

their sponsor to their "dying in committee." Other bills which were not to the best interests of publishers were also opposed. The committee was resolute a vote of thanks for its work and authorized to continue its efforts.

A. R. Kessinger of the Rome (N. Y.) Sentinel, president, was chairman of the meeting and Henri M. Hall of the Jamestown Journal was secretary. The annual meeting will be held in December. No changes were made in the officer personnel.

WOOD ASKS PUBLISHERS' AID

Without High Dry Mat Tariff, American Firm Says It Will Die

"If we receive proper tariff protection, we are prepared to promptly instal new equipment and enlarge our mill to produce an absolutely uniform and perfect dry mat and to considerably reduce our cost of manufacture and selling price," is the promise that the Wood Flong Corporation makes in a letter sent to publishers a few days ago in an appeal for their support of the Wood plea for a tariff on imported dry mats.

The letter is a protest to the publishers, who, it states, have been responsible for the reduction of the originally proposed rates by the Senate Finance Committee. If the committee's rate is enacted into law, the Wood letter states, the business cannot possibly survive.

In that case, the letter declares, the only alternative left to publishers will be the use of German dry mats, and it states that "no newspaper can safely depend upon imported articles of any kind, nor can it expect to receive the high standard of service and assurance of unfauling supply which is provided by the Wood Flong Corporation."

It points out that if the Wood Corporation is forced out of business, "as it will be without your help, you may expect to pay a considerably higher price than dry mats ever before sold for."

A. P. Executive Committee Meets

The executive committee of the Associated Press held a brief meeting June 26, at which only routine business was transacted. Those who attended were Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pittsburgh Dispatch; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times, and John R. Rathom, Providence Journal. Of the directors and officers of the A. P. there were present Herbert F. Gunnison, Brocklyn Eagle; Melville E. Stone, counselor; J. R. Youatt, treasurer; D. D. Moore, New Orleans Times-Picayune, and Frederick Roy Martin, general manager. Kent Cooper and Jackson S. Elliott, assistant general manager, and Milton Garges, chief of the traffic department, were also at the meeting.

Murdered Judge a Former Editor

(By Telegraph to EDITOR & PUBLISHER)

SAN FRANCISCO, June 28.—Leon Wing, the judge at Reno race track who was murdered by jockey Archie Ziegler today, was formerly on the San Francisco Examiner. He went to the paper as an office boy, became one of the sporting editors, was an expert on race horses and left the paper about seven years ago to become judge at the Tia Juana race track.

Hearst Will Rebuild Mother's Gift

William Randolph Hearst will rebuild Hearst Hall, the gymnasium and assembly rooms given to the University of California by his mother, which were destroyed by fire June 20. The day after the fire Mr. Hearst wired his offer to rebuild to David P. Barrows, president of the university, and June 23 the buildings and grounds committee met and formally accepted the offer.

Broadcasting in Tacoma

The Tacoma (Wash.) Ledger has installed a radio broadcasting station.

H. N. KELLOGG REAPPOINTED

Heads A. N. P. A. Labor Board, Subject to Directors' Approval

INDIANAPOLIS, June 27.—Harry N. Kellogg is again chairman of the Special Standing Committee of the American Newspaper Publishers Association, having been appointed by members of the committee at a meeting here yesterday. This was forecast in EDITOR & PUBLISHER last week. The appointment is subject to the approval of the A. N. P. A. directors, who will meet some time August, but there is every probability that Mr. Kellogg will be confirmed in his old post.



H. N. KELLOGG

He resigned shortly before the A. N. P. A. convention this year to assume the ownership of the Waterloo (Ia.) Times-Tribune, the name of which he changed to the Waterloo Tribune, and has been connected with the committee in an advisory capacity since the convention.

Abrogation of the international labor agreements left a number of disputes between publishers and union employes unsettled and Mr. Kellogg, who had been associated with the conduct of the cases before the agreements expired, has been at the committee's Indianapolis office for the past three weeks.

J. B. Pinkham, who was field man for the committee last year and was reappointed at the convention, continues in that capacity.

It is understood that the committee has found difficulty in securing a successor to Mr. Kellogg and that he was not averse to resuming his old post when the committee offered it to him. Mr. Kellogg retains his interest in the Waterloo Tribune, he stated this week.

The committee also met with a committee of the International Typographical Union to consider cases which arose before the arbitration agreement expired. No findings were announced.

Boston Advertiser Has 2 Ad Staffs

The Boston Advertiser is trying out a new plan of advertising solicitation. As there is the Sunday Advertiser, a standard size paper, and the Daily Advertiser, a tabloid pictorial issue, an advertising staff entirely distinct from the Sunday Advertiser to specialize in advertising to fit the character of the paper has been organized under the direction of Ray C. Mills, advertising manager, and M. C. Priest, business manager. The staff under Mr. Mills, recently advertising manager of the Fall River Herald, consists of 6 men with special training in advertising solicitation for a pictorial newspaper. The Sunday Advertiser staff remains unchanged.

Macon Paper Loses 12-Cent Verdict

(By Telegraph to EDITOR & PUBLISHER)

MACON, Ga., June 28.—Former Mayor Glen Toole obtained a verdict of 12 cents in his \$50,000 libel suit against the Macon (Ga.) Telegraph. A jury in Macon city court on Wednesday afternoon, the third day of the trial, rendered this verdict after two hours' deliberation. Under the Georgia law, all of the costs in the case above the amount named, 12 cents, is assessed upon the plaintiff. The former mayor charged that he had been libeled when the Telegraph said that he figured in an automobile wreck. He denied this.

Seattle Stereotype Wages Cut

SEATTLE, Wash., June 22.—A local arbitration award, dated yesterday, maintains the 44-hour week for newspaper stereotypers and reduces wages \$2.40 per week for journeymen. This is a five per cent reduction in wages. The new contract expires December 31, 1923.

“ OHIO FIRST ”

Ohio is one of the best territories possible to find in the United States. It has everything to make it an ideal market as a tryout proposition for national advertising campaigns.

Here are found nearly six million people—five per cent of the population of the United States—85% native white, 11.8% foreign born and 3.2% negroes.

Ohio has 1,414,068 families or 34.4 per square mile. Of these 256,695 families live on farms. These farms have a total acreage of 23,515,000, making approximately seven farm families per square mile.

Ohio farm products and Ohio manufactured products mount well into the billions of dollars in value annually. Ohio ranks fourth in value of all manufactures and in ten industries outranks all other states.

Ohio newspapers listed here are market finders for national advertisers. They have helped numerous manufacturers to win a place in Ohio and to hold it. They are at your service.

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

Government Statement, April 1, 1922.

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

J. E. HARDMAN DIES SUDDENLY**Heart Failure Kills Managing Editor of Davenport Times**

(By Telegraph to Editor & Publisher)

DAVENPORT, Iowa, June 28.—James E. Hardman, aged 51, for 20 years managing editor of the Davenport Daily Times, died suddenly Wednesday evening following an attack of heart trouble. He had been suffering for some time but remained at work up until press time on the day of his death because of extra work in connection with the National Grotto convention here. Mr. Hardman formerly lived at Sigourney, Iowa, where he began his early newspaper training, later coming to Davenport as reporter for the Times. He worked through the editorial department until he was made managing editor in 1901.

Most of his term of service has been under E. P. Adler, publisher of the Times and president of the Lee newspaper syndicate. Many prominent newspaper men and writers of today began under Mr. Hardman during his term of service, including Harry Hansen, Fred Hatton, Floyd Dell and others.

His out-of-town acquaintance covered newspaper offices throughout the central west and he was a prominent figure in the correspondents' section of most of the national political conventions held in the central west.

"CARNATION" DAN O'LEARY DEAD**Great Fire of 1872 Brought Dean of Police Court Reporters to Chicago**

"Carnation Dan" O'Leary, aged 69, dean of Chicago's police reporters, died at St. Joseph's Hospital, Chicago, June 24. He acquired the sobriquet because he always wore a carnation on the left lapel of his coat. Twenty years ago at his sister's funeral he plucked a carnation from the casket and told a group of newspaper men attending it that he would always wear one in her memory. "Carnation Dan" worked on practically every newspaper in Chicago during the past thirty years. He came to Chicago as a volunteer fireman with the Detroit department at the time of the Chicago conflagration in 1872, and never returned to Detroit. He was formerly a player on the old Indianapolis baseball team.

Obituary

CORA HANEY PETTIBONE, wife of William H. Pettibone, general manager of the Detroit Free Press, died June 24 in St. Joseph's Sanitarium, Ann Arbor, Mich. Mr. and Mrs. Pettibone were attending the pre-commencement exercises preliminary to the graduation of their daughter, Dana, from the University of Michigan at Ann Arbor, when Mrs. Pettibone was taken ill. Her physician recommended an immediate operation for appendicitis. This took place Tuesday, and Mrs. Pettibone showed improvement until a sudden change for the worse resulted in her death.

LEDGER SYNDICATE NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

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

FEATURE SERVICES

WEEKLY MAGAZINE PAGES IN MAT: Personality Page, Special Feature Page, Science Page, Short Story Page. COMICS: "Somebody's Steno." (Hayward), "That Reminds Me" (Collins), "And Then He Changed His Mind" (Dunn), "Dumb-Bells" (Dunn), "The Crossing Cop" (John). CARTOONS: Sykes Daily; "Follies of the Passing Show" (Hanson), Weekly; "Children of Adam" (Rehe), Daily. FICTION: Daily and Weekly Detective and Mystery Serials; Hazel Deyo Batchelor's Daily Love-Problem Serials; Daily and Weekly Short Stories. RADIO FEATURE: "Radio in the Home" (Daily). MIDGET FEATURES of stick length: "Things You'll Love to Make," "Things for Boys to Make," "The Housewife's Idea Box," "What's What," "After-Dinner Tricks," "The Home in Good Taste," "How to Save When Shopping," "Cultivating Your Charm," "Famous Ghosts," "Favorite Recipes of Famous Women," "Sharpening up Your Memory," "Guess Who?" "Pam's Paris Postals," "The Children's Hour," "History of Your Name," "Who-Why-What-When-Where?" "Human Curios," "Sportfollo," "What Are You Good For?" "Making More Money," "Daily Fun Hour," "Can You Tell?" "Correct English," "Read Your Character." HOME PAGE FEATURES: "A Daughter of Ere," "The Latest" (Paris Fashions), "Home Cooking," "Queen Victoria's cook," "As Woman to Woman," "Dreamland Adventures." SPORTS COMMENT: "The Sport Reel," "Wise Tennis Tips" (Tilden). PUZZLES, CUT-OUTS, TRICKS and MAGIC.

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

MISS TILLIE MAY FORNEY, daughter of the late Col. John W. Forney, died June 25 in Philadelphia. Miss Forney was for many years associated with her father, who was one of the most prominent journalists of his day. She collaborated with her brother, John W. Forney, in publishing "Progress," a magazine with which her father also was identified. Miss Forney contributed to various magazines and other publications.

JOHN L. BEST, for 25 years an editor of the Northampton (Mass.) Daily Hampshire Gazette, died recently.

MRS. CLEMENTINE KENDRICK BURNS, aged 70, who sold the Boston Globe since the paper first was handled in Saco, Me., in 1875, died in that city June 23.

MISS MARY A. GOULD, aged 60, for more than 25 years associated with the business office and circulation department of the Daily Eastern Argus, now combined into the Press Herald at Portland, Me., died June 26.

MRS. A. W. POTTS, mother-in-law of Capt. Raymond I. Tennant, formerly in the service department of the St. Paul Dispatch-Pioneer Press and president of the St. Paul Town Criers' Club, died recently at Moravia, Iowa.

CAPT. GEORGE WALLIS HAMILTON, marine corps aviator, who was killed in a 3,000-foot nose dive at Gettysburg, Pa., Monday, was the son of Charles A. Hamilton, Washington correspondent of the Buffalo Times. The younger Hamilton held the Distinguished Service Cross, the Legion of Honor and the Croix de Guerre with palms for service overseas.

WILLIAM DEWEES, aged 56, president of the Chicago Addressing Company and originator of the circular advertising business, died the past week. He founded the C. S. Boles Addressing Company in 1883. Later the firm was reorganized as the Chicago Addressing Company.

MRS. EVA TALLMADGE BROWNE, aged 67, widow of J. Stanley Browne, managing editor of the Rockford (Ill.) Morning Star from 1888 until he died in 1915, is dead in Rockford.

WATKIN L. ROE, editor and publisher of the Preston (Ida.) Franklin County Citizen, died June 19. For 20 years Mr. Roe was foreman of the "ad" alley of the Salt Lake (Utah) Herald.

HENRY RIGHTOR, aged 52, formerly a New Orleans newspaper man, died last week of heart disease.

To Unveil Tablet to Newspaper Men

A bronze tablet in memory of the 14 British Columbia newspaper men who fell in the World War will be unveiled August 6 by Lieut. Gov. Walter C. Nichol of British Columbia. It will be placed under the dome of the Parliament Building in Victoria and will also carry the names of the more than 50 newspaper men who served in the war and returned. The memorial has been subscribed to by the daily and weekly papers of British Columbia and the Institute of Journalists.

GRADUATES GET JOBS**Washington Journalism Seniors Ready for End of School**

Seven of the nine students who will be graduated at the School of Journalism, University of Washington, in June, have accepted positions. Three members of the class are doing part-time work in offices where they will become permanent employes as soon as college closes. The senior class roll follows: Harold H. Marquis and Donald S. Harris, Miller Freeman Publications, New York and Seattle; Frank Lockerby, Associated Press, Spokane; Loren Millman, Lewiston (Ida.) Tribune; Minnie Nelson, Seattle Post-Intelligencer; Phebe Hunt, society editor, Ellensburg (Wash.) Evening Record; Ruth Ainsworth, associated with her father, Fred L. Wolf, in the publication of the Newport Miner. Miss Margery Lindsay, Seattle, announced her engagement to Mitchel V. Charnley now on the staff of the Walla Walla Bulletin.

Fred B. Judges, Spokane, who will graduate in six months, is Northwest representative of the Pictorial Review.

Hiester Guie, alumnus and former member of the staff of the Seattle Post-

Intelligencer, has joined the Everett News.

Monitor Cleveland Ad Office

The Christian Science Monitor has opened a new branch advertising office in Cleveland which will cover Ohio, western New York and Pennsylvania, West Virginia, and Michigan, with Eugene Batten in charge. Horace H. Delano has been appointed manager of the Chicago branch advertising office, succeeding Charles M. Veazey, who has gone to Boston.

M. N. Stiles Home from Buenos Aires

M. N. Stiles, head of the Associated Press bureau at Buenos Aires, arrived in New York June 23 on a leave of absence. He is at present in Washington and will go to several central Western cities before he returns to South America.

Tacoma Papers Have Picnic


Employees of the Tacoma (Wash.) News, Tribune and Ledger had their annual picnic June 27 at the Lakeside Club, American Lake. About 150 enjoyed the outing.

TRADE **LINOTYPE** MARK

Every important improvement in methods of composition for the past 36 years has been the result of LINOTYPE initiative.

Every part of the LINOTYPE is there because the machine is better for it and every part fits into the big scheme of simple operation. The LINOTYPE is the machine of no compromise.

The illustration shows the Model 24, text and display LINOTYPE. As many as ten faces in six different sizes are immediately available from the keyboard.



Exhibitors at Boston Graphic Arts Exposition

Composed entirely on the LINOTYPE

THE "AGED MAN" AND SOME OTHERS THAT MEAN NOTHING

Reporter Who Claims Championship as Chronicler of Hen House Construction and Confesses Authorship of Effusions That Gagged Readers Yells "Stop"

By D. H. TALMADGE

FAR be it from me to find fault with the bright young men who write the news for the daily papers. I shoot this as a sort of barrage in the beginning of what I am about to say, so that there may be no misunderstanding. I do not want to be taken as a critic. I do want to be taken as a lover of good English, although I readily admit my own weakness as a purveyor of the article.

I have not been this way always. I wrote news, or what passes for news at the crossroads, for a good many years. It is possible that were I to claim the record for having chronicled the building of more hen-houses and barns than any other writer on the American press I might make the claim stick. But I am not proud, nor am I much ambitious any more. I have been guilty of writing up weddings so effusively that everybody gagged except the families of the contracting parties. I have done obituaries, hundreds of them, which were so sloppy they made me ashamed, but this was due to a conviction that the relatives of the deceased like them sloppy. In the writing of these and other stock stories at the crossroads I have used the same phrases over and over again. It is not altogether safe to spring new stuff. A bride is a bride, and a remains is a remains, and a leading citizen is a leading citizen. One's scope is necessarily limited. It is the part of wisdom for him to adhere to the stereotyped phrases.

This, however, is aside from the point. The light on the sunset trail seems more penetrating, more revealing, than that on the other side of the divide. The old body reacts more slowly, and the mind, no longer concentrated on matters pertaining to the daily rush, becomes sensitive to imperfections. It is not in a captious spirit that it utters its protests. Rather it is with a feeling of tenderness for the language, and a longing, a desire, for purity, for perfection, in the use of the printed word.

A young writer of news told me the other day, somewhat impatiently, that the sole purpose of the language is to express meaning. He is not entirely correct, even from his own standpoint as a writer of news. For instance of his incorrectness there is the word "staged." It is neither elegant nor kind to abuse an innocent, not overly strong, word. Everything is "staged"—boxing matches, pink teas, political debates, declamation contests, surgical operations, bargain sales—until one is bored stiff. Again, there is the term "aged man," which for some quite unknown reason is used frequently. The subject of the "aged man" story is more often than not under the age of sixty. Why "aged"? Why not plain "man"? To the reader who has celebrated fifty or sixty birthdays since his arrival in this vale of tears the adjective is maddening.

For months I have been in my daily skimming of the papers confronted by the term, "a local hospital." It appears that most of the deaths occur in "a local hospital." The average person is interested in knowing the name of the hospital, but in many localities he cannot obtain this knowledge through the press. This, of course, has no reference to the subject under consideration, although it might be well for the young person who does the hospital stuff to find a new term to apply to the cheerful scene of dissolution. Parrots are well enough in their place, but really one becomes weary of parrot-like phrases in the columns of his favorite daily newspaper. Why not cut out the hospital entirely, and simply say that the person died?

Then there is "well known." I count-

ed recently twelve references to "well known" people in one issue of the paper with which a red-headed boy tries to break one of my front windows every morning. "Well known" applied thus indiscriminately means nothing except that the mental machinery of the writer is working in a groove and that the vast wealth of possibilities in the language is lost to sight, and I suspect that in some cases it is not to memory dear either.

Do you not see, boys, that the reiteration of phrases destroys the force of your work? That the "meaning" which your words are intended to convey is lost thereby? There is a young fellow who writes news for a certain daily newspaper in this U. S. A. who no longer uses the word "notable." Time was when pretty much everything that came to him for write-up was "notable." A political meeting, an arrest by the county sheriff, a sermon by the pastor of the Presbyterian church, all were "notable." Then one day he called a man "notable" who thought that "notable" meant "notorious" and the jolt which followed was sufficiently strong to boost the young chap's mind out of the groove in which it was running. Providence now and then butts in and helps a chap in spite of himself.

Is there a paucity of adjectives in the language? There is not. It might be better if there were. Refreshments as recorded in the society columns are either "delicious" or "dainty" always and forever, amen. Nine out of ten homes where functions (by the way, there is a word for you!) occur or take place or are pulled off are "beautiful." It is a lie in many instances, but presumably the owner of the home and his women folk like it. The less beautiful it is the better they like it, too. It makes the unrelated reader sick, however, if he is sensitive to newspaper technique. I pass over the "charming" hostess with a shudder. Once back at the cross-roads I called a woman "charming" in the society news, and in the same issue called her husband a "disorderly conduct" in the police news. And that "charming" woman dropped into the office presently and called me goddamful, just like that.

It is difficult for me to concentrate, I find. This article is not what I thought to make it when I sat down to the old mill. I have wandered and am wandering. The reference to the woman who was "charming" calls up an incident in which another woman is concerned. This woman was positively notorious. She was a stench in the nostrils (good old phrase, time tried and fire

(Continued on page 36)

The high quality of
HUBER'S Grit-Free
BLACK NEWS INKS
also prevails in HUBER'S
COLORED INKS
for comic and magazine
supplements.

Manufactured by

J-M-Huber

Main Office: NEW YORK

HUBER'S colors in use since 1780

IOWA—

Owens 69 different makes of motor trucks for a total of 30,535

Just another item which shows the policy of Iowans to employ modern methods. From this number, over 9,000 are on farms, ranking Iowa third in number of motor trucks on farms in 1921.

There were 430,118 passenger cars of 67 makes registered in Iowa the same year. Here Iowa is first, with one machine to every 5.5 persons. Well over 177,000 of these automobiles are on farms—more than any other state.

A Leader in the Automotive World

Garage and accessory dealers have increased from 1,500 to approximately 5,000 in less than ten years. Iowa is universally regarded as one of the finest automobile and motor truck markets in the country.

Automobile ownership is a sign of individual wealth. Practically everyone wants a car and owns it if possible. Iowa's place as first in the number of machines per capita would indicate that individually, Iowans have greater-than-usual buying power.

Where could be found a more desirable field for goods meeting a popular demand? Live concerns are concentrating their advertising on this productive market.

You can reach all Iowa through these newspapers.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye (M)	10,510	.035
Burlington Hawk-Eye (S)	13,171	.035
*Cedar Rapids Gazette..... (E)	19,711	.06
*Council Bluffs Nonpareil (E&S)	14,749	.05
*Davenport Democrat & Leader..... (E)	14,649	.06
*Davenport Democrat & Leader..... (S)	17,080	.06
*Davenport Times (E)	23,839	.07
*Des Moines Capital (E)	60,186	.14
*Des Moines Sunday Capital (S)	33,607	.14
*Des Moines Register and Tribune.. (M&E)	122,074	.20
*Des Moines Sunday Register..... (S)	116,465	.20
*Iowa City Press-Citizen (E)	6,320	.035
Mason City Globe Gazette..... (E)	11,015	.035
*Muscatine Journal (E)	7,868	.035
*Ottumwa Courier (E)	13,186	.05
*Sioux City Journal (M&E)	50,804	.11
*Sioux City Journal (S)	38,168	.11
*Waterloo Evening Courier..... (E)	15,099	.05

Government Statements, April 1, 1922.

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

TIPS FOR AD MANAGERS

Albee Corporation, 14 East Jackson Blvd., Chicago. Placing copy on United Hydro Tires.

Barritt & Co., 220 South State street, Chicago. Reported will make up list during next 30 days for Sidway Mercantile Company, baby carriages, Elkhart, Ind.

Bauerlein, Inc., Hibernia Bank Building, New Orleans. Has been appointed advertising agents for Paul Gelpi & Sons, chocolate manufacturers, and the Association of Commerce, New Orleans.

Berrien Company, Inc., 19 West 44th street, New York. Has secured account of Illinois Zinc Company, Chicago.

Blackman Company, Inc., 120 West 42d street, New York. Will make up lists during July for Lewis A. Crossett Company, men's and women's shoes, North Abington, Mass.; placing orders with newspapers in various sections for Red Book Magazine, 33 West 42d street, New York. Placing orders for Procter & Gamble, Cincinnati, in newspapers.

Bloomingdale-Weiler Advertising Agency, 1429 Chestnut street, Philadelphia. Has secured account of M. Eiseman & Sons, cigars, 246 North Delaware avenue, Philadelphia.

Central Foundry Company, 90 West street, New York. This firm, manufacturer of "Universal" cast iron pipe, will make up lists during July and will advertise direct. Henry Hoeltge, advertising manager, is in charge.

Dake-Johann Advertising Company, Charleston Bldg., San Francisco. Placing orders on Tysmal Medical Company.

D'Arcy Advertising Agency, International Life Bldg., St. Louis. Placing copy for Missouri Pacific Railroad.

Dauchy Company, 9 Murray street, New York. Reported will make up list of newspapers for Glen Brothers, nursery products, 1768 East Main street, Rochester, N. Y.; again placing classified orders with newspapers for Madison Mills, hosiery, 503 Broadway, New York.

Lee E. Donelley Company, Ulmer Bldg., Cleveland. Will make up lists during next 30 days for Born Steel Range Company, household ranges, 517 Huron road, Cleveland.

Dunlap-Ward Advertising Agency, Union National Bank Bldg., Cleveland. Making contracts for varying space with newspapers for Cleveland Automobile Company.

Erwin, Wasely & Co., 58 East Washington street, Chicago. Reported will make up list during July for E. W. Rose Company, "Zemo," 1750 East 27th street, Cleveland.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Placing orders with New York City newspapers for Mifflin Chemical Corporation, "Mifflin Alcohol Massage," 527 Hudson street, New York.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Will make up lists during July and August for Pyramid Drug Company, 227 East State street, Marshall, Mich.

Gray Advertising Agency, Gray Bldg., Kansas City, Mo. Using 50-line, 24-time space in newspapers for Paratabs Laboratories.

Greenleaf Company, 516 5th avenue, New York. Again placing orders with newspapers in New York and vicinity for Pencil Products Company, "Salrite" pencil, 175 5th avenue, New York.

Groesbeck, Hearn & Hindle, 350 Madison avenue, New York. Has secured account of Watson Stabilator Company, shock absorbers, 207 West 57th street, New York.

Harvey Advertising Company, Inc., 304 Walton Bldg., Atlanta. Reported will make up list of newspapers during July for Blosser Company, medical, 82 North Pryor street, Atlanta.

Honig-Cooper Company, 74 New Montgomery street, San Francisco. Handling advertising of Sussman, Wormser & Co., wholesale grocers, San Francisco. Newspapers, trade papers, and outdoor posters will be used in the Coast territory to advertise "S & W" coffee; also handling advertising of Baumer-Waldner Company smokers' specialties.

E. T. Howard Company, 117 West 46th street, New York. Making 1,000-line contracts with newspapers for Phillips-Jones Corporation; has secured account of Independent Warehouses, Inc., New York, chain of warehouses in United States.

Martin V. Kelley Company, 2d National Bank Bldg., Toledo. Has secured account of Balba Corporation of America, perfume, Toledo.

Lord & Thomas, 409 North Michigan avenue, Chicago. Placing 5,000-line orders for Nordyke-Marmion Motor Company; issuing 5,000-line orders on Pepsodent Company.

Lord & Thomas, 366 Madison avenue, New York. Has secured account of Autostrop Safety Razor Company, 656 1st avenue, New York; placing orders with New England newspapers for S. Liebman's Sons, "Old Scotch Brew."

Lyon Advertising Agency, Inc., Times Bldg., New York. Has secured account of Carlisle Tire Corporation, "Carlisle Rope Tires," Stamford, Conn.

O. J. McClure Advertising Agency, 111 West Monroe street, Chicago. Will use newspapers for Hawkins Mortgage Company, Portland, Ind., operator of a chain of loaning societies in several states.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing orders with

newspapers for Interlaken Mills, "Interlaken Book Cloth," Providence, R. I.

Mace Advertising Agency, Lehmann Bldg., Peoria, Ill. Make up lists in July and December for Empire Manufacturing Company, "Empire" steel wagons and wheels, 615½ Hampshire street, Quincy, Ill.

Matos Advertising Agency, Bulletin Bldg., Philadelphia. Has secured account of James Good, Inc., "Good Dog Soap," 2111 East Susquehanna avenue, Philadelphia.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders with Connecticut newspapers for Diamond Bottling Company, Waterbury.

B. G. Moon Company, Proctor Bldg., Troy, N. Y. Placing orders with New York City newspapers for W. O. Horn & Bro., Inc., "Reviva" cravat, 53 West 14th street, New York.

Patterson-Andress Company, Inc., 1 Madison avenue, New York. Making 5,000-line contracts with newspapers for Curtis Publishing Company, Philadelphia.

John O. Powers Company, 50 East 42nd street, New York. Placing copy with newspapers that have magazine sections for Mum Manufacturing Company, "Mum" and "Amoray" tale, 110 Chestnut street, Philadelphia.

William H. Rankin Company, 1 West 37th street, New York. Again placing orders with newspapers in various sections for American Ever Ready Works, flashlight, Long Island City, N. Y.

H. E. Remington Advertising Company, 225 East Superior street, Chicago. Placing copy on Chicago, Rock Island & Pacific Railroad.

Irwin L. Rosenberg Company, Wrigley Bldg., Chicago. Has secured accounts of the Gifts, Art Wares & Novelties Association and of the Audiola Radio Company, Chicago.

Louis Charles Rosenberg, 23 East 26th street, New York. Will make up lists during July for Columbia Metal Box Company, 226 East 144th street, New York, electrical cabinets, safety switches and medicine cabinets.

Sek Manufacturing Company, 4301 West Kinzie street, Chicago. Asking rates and information.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Has secured account of Tildesley & Co., "Yacht Club Salad Dressing," 314 North Clark street, Chicago.

J. L. Sugden Advertising Company, 5 South Wabash avenue, Chicago. Placing copy in Ohio papers for "Victor" hairnets.

J. Walter Thompson Company, 242 Madison avenue, New York. Has secured account of Vanity Fair Underwear, Reading, Pa.

Vanderhoof & Co., 167 East Ontario street, Chicago. Will make up list during July and August for University of Chicago Press, books and journals, 5750 Ellis avenue, Chicago.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Making 5,000-line contracts with newspapers for Northwestern Yeast Company; again making newspaper contracts for Lambert Pharmaceutical Company, "Listerine," 2101 Locust street, St. Louis.

Cut Paper Rates to Southwest

Rates on newsprint paper moving from Oregon and Washington mills to Oklahoma, Texas and Colorado are to be reduced as soon as new schedules can be issued, according to announcement made by the Southern Pacific Company. The reduction will be from \$1.25 to 87 cents to Texas and Oklahoma and from 94 cents to 79 cents to Colorado.

(By Science Service)

Means:

INTERESTING
READABLE
ACCURATE
RELIABLE
POPULAR
SCIENCE
NEWS STORIES

in
THE SCIENCE NEWS
BULLETIN

Write or wire for territory and rates.

SCIENCE SERVICE

1115 Connecticut Ave.
Washington, D. C.

NEWMARK WITH DURANT

For 13 Years With General Motors Sales and Ad Force

J. H. Newmark, for thirteen years associated with General Motors companies in a sales and advertising capacity, has resigned as advertising manager to join Durant Motors. He is one of the oldest men in point of service to leave the organization, having worked under every president since the big company's inception. He entered General Motors via Olds Motor Works, where he spent one year which was followed by a six-year association with Oakland Motor Company. For more than 5 years he was located at the executive offices of the Chevrolet Motor Company, New York City. When the advisory staff of General Motors corporation was organized a year ago, he was asked to become a member of the sales, advertising and service section, of which Norval A. Hawkins is the director. Mr. Newmark's office will be in Long Island City.



J. H. NEWMARK

Reporters Have Own Outing

Chicago afternoon newspaper reporters and writers organized a "motor train" into the country with their wives or sweethearts on June 25. The fleet of motor cars started out at 8:30 in the morning and Deer Park was reached before noon. A dinner in the woods, swimming, boating and races in which prizes were awarded helped to make up an entertaining program. Those in the outing included "Jimmy" Murphy, veteran of

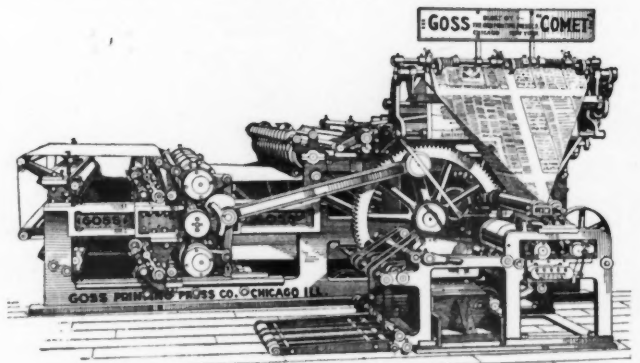
the Chicago Journal; Walter Wright, of the Daily News; Emil Hukba, of the City News Bureau; Leroy F. (Buddy) McHugh; Chicago Evening American; Pearce Butler, of the Chicago Evening Post; Harry Heydenburg, of the United Press; Adolph Wagner, reporter on the American, and Joseph D. McHugh, of the Chicago Evening American rewrite desk.

WOMEN REPORTERS GATHER

General Federation of Women's Clubs the Magnet

With prominent club women from all over the United States and foreign countries numbering about 4,000 in session at the 16th biennial meeting of the General Federation of Women's Clubs at Chautauque, N. Y., more than 50 special writers and correspondents are covering the meeting, together with many editors and associate editors of women's publications.

Correct reporting was discussed by representatives of the press on Friday of the first week of the meeting. Among those who told the club women about newspaper and magazine work were Miss Sarah MacDougal, the New York Sunday World; Miss Elizabeth Toombs, Harper's Bazaar; Mrs. James J. Reed, Fayetteville, Ark., editor of the Federation News; Miss Ida Clyde Clarke, Pictorial Review; Miss Martha Dodson, the Ladies' Home Journal; Mrs. Harriet C. Emmons, Modern Priscilla; Mrs. Josephine Dascomb Baker; Miss Elen Foster Stone, the Philadelphia Public Ledger; Miss Graham, the Congressional Digest; Mrs. Gertrude Bonnin, writer of children's stories; Mrs. Dye, the New York Evening Post; Miss Louise Dooley, the Atlanta Constitution; Mrs. E. C. Smith, the Wheeling (W. Va.) Register; Mrs. Adelaide P. Smith, the United Press; Miss Lessie Leonard, the New England Women's Press Association; and Miss Nellie Scanlon, who came to the United States to report the disarmament conference for New Zealand papers.

GOSS
COMET FLAT BED PRESS

Prints 4-6 and 8 Page Papers

From Type Forms and Roll Paper.
A 5 Horse Power Motor will drive it.

Now Being Built for Early Delivery

Write for Literature and Prices

THE GOSS PRINTING PRESS CO.

Main Office and Works: New York Office:
1535 So. Paulina St., Chicago 220 W. Forty-second St.

NEWS OF ASSOCIATIONS AND CLUBS

THE Clarksburg (W. Va.) Advertising Club installed its new officers at a dinner held June 15. Arthur Heinze was the toastmaster. The new officers are J. Monroe Boyer, president; Dr. C. C. Wilson, vice-president; George R. Snyder, secretary; and J. C. Yost, treasurer.

The mid-summer meeting of the Vermont Press Association took the form of a pilgrimage into Northern Vermont and Southern Canada last week. Gathering in St. Johnsbury June 22, about 25 newspaper men and their wives and friends enjoyed a banquet at the Maple Grove Inn as the guests of the St. Johnsbury newspapermen and the Commercial Club. Frank E. Howe, editor of the Bennington Banner, and president of the Vermont Press Association, presided at the exercises after the banquet. Arthur F. Stone, of the St. Johnsbury Caledonian-Record welcomed the newspapermen for the press of his town and Edgar R. Brown spoke for the Commercial Club.

On Friday morning, the party left in six automobiles for the Averill Lakes. From there they proceeded to Sherbrooke, P. Q., on Saturday, and remained there Saturday night. The party was handsomely entertained at luncheon Saturday noon at Newport by the local members of the association.

Mrs. Mamie Wynne Cox, Dallas, was elected president of the Texas Woman's Press Association in its meeting at Wichita Falls June 18, and Waco was selected for next year's convention. Other officers are: Mrs. Bettie Magruder, San Angelo, first vice-president; Mrs. J. M. F. Gill, Burkburnett, second vice-president; Mrs. F. M. McKay, Rosenberg, third vice-president; Miss Consuelo Lankford, Sherman, corresponding secretary; Mrs. W. B. Hamilton, Robert Lee, Tex., treasurer. Miss Decca Lamar West, Waco, Miss Estelle Place, Beaumont, and Mrs. Cornelia Jones, formerly of Texas, now of Los Angeles, were awarded prizes for best literature written during the past year.

Chester I. Campbell, president of the Pilgrim Publicity Association of Boston, recently supervised a day's outing at the seashore for crippled and orphaned youngsters. He has been receiving many letters of appreciation from the kiddies.

In a recent talk given before the Scranton (Pa.) Motor Trades Association, Charles Swisher, of the Swisher Advertising service of that city went on record as favoring a plain statement of facts in advertising. He spoke on the subject "Advertising, survey your project." The speaker also dwelt on the vast circulation of the daily newspapers of the country, saying there are 2,000 dailies with a circulation of 30,000,000.

The New York Advertising Club golf committee has arranged three tournaments during which the Presbrey cup and the Golfers Magazine cup will be played for. The first tournament will be held on the St. Albans course July 28; the second on the Dunwoodie course, August 15; and the third on the Shackamaxon Jersey course, September 27.

In advance of the summer session of the State Press Association, Southwest Washington newspaper men gathered in Olympia, Wash., June 17, for a business and social session. Speakers were Russell Mack, the Aberdeen World; Dan Cloud, the Montesano Vidette; Herbert Campbell, the Vancouver Columbian; F. W. Kennedy, department of journalism, University of Washington; R. L. Knapp, the Morton Mirror; M. L. Spencer, University of Washington; and J. Newton Colver, the Seattle Post-Intelligencer.

Members of the Worcester (Mass.) Advertising Club, 150 strong, enjoyed an outing on June 24 at Rocky Point, Providence. R. I. A clambake was included among other features. R. P. Robinson was chief marshal. Sports were under direction of John Burford,

of the Worcester "Y" as umpire and Philip Frye, R. C. Moore, Edward King, H. E. King, and J. J. Sullivan. The members were guests of R. M. Daschner, Worcester hotel proprietor and the W. H. Graham Corporation, headed by Ray O. Page, the company's Worcester manager.

The Michigan Woman's Press Association held its annual meeting at Flint, June 15, 16 and 17. The following officers were elected: Dr. Emma E. Bower, editor and publisher, the Lady Maccabee, Port Huron, president; Mrs. Clara Pierson, Stanton, first vice-president; Mrs. Fred W. Gage, Battle Creek, second vice-president; Mrs. Marion Long Jones, women's page editor, the Flint Daily Journal, corresponding secretary; Mrs. Emma R. Sherman, Paw Paw, recording secretary; Mrs. Grace Greenwood Browne, Jackson, treasurer; and Miss Martha E. Moll, Detroit, Mrs. Irene Pomeroy Shields, Bay City, Mrs. Mary A. St. John, Lansing, Mrs. C. M. Davis, Fenton, and Mrs. Margaret H. Alden, Detroit, directors.

The summer meeting of the Kentucky Press Association is in session at Crab Orchard, Ky., June 29, 30 and July 1. The newspaper men will not only talk shop and routine business, according to J. C. Alcock, Danville Messenger, but will compete in foot races, swimming races, diving contests and other athletic events. Special prizes are offered for the best front page make-up, best printed matter, ugliest editor, most bald-headed editor, etc. Among those on the program for speeches are Harry Giovannoli, Lexington Leader; Arthur Krock, Louisville Times, and B. F. Forgey, Ashland Independent.

The National Association of Theater Program Publishers plan to create new by-laws and adopt a standard rate card for program advertising. Action is also favored to bar from theater programs all questionable and misleading advertising. Officers elected for the ensuing year are: President, E. E. Brugh, of the Clyde Riley Advertising System, Chicago; vice-president, D. R. Mills, Omaha, Neb.; secretary-treasurer, Louis G. Sprecher, Los Angeles, Cal.; members national advertising commission: John H. Logeman, Chicago; D. R. Mills, Detroit; J. C. Chevalier, New York.

The Arkansas Press Association, held its 50th annual meeting in Little Rock June 7. Over 60 members were present at the opening session. R. O. Schaefer, editor of the Southern Construction News was elected president of the association, succeeding J. C. Jolly. Other officers for next year are: Frank E. Robins, Canway Log Cabin Democrat, first vice-president; H. M. Jackson, Mariana Courier-Index, second vice-president; C. C. Hudson, Dierks Banner, third vice-president; Clio Harper, Little Rock Parke-Harper News Service, corresponding secretary (reelected);

E. A. Fowler, Benton Courier, Financial secretary; T. D. Harris, Marked Tree Tribune, Recording secretary; Dr. A. C. Millar, Little Rock, Arkansas Methodist, orator; the Rev. J. L. Wadley, Texarkana Texarkanian, chaplain (reelected); Mrs. Ruby Livingston, Russellville courier-Democrat, poet (reelected); Fred W. Allsopp, Little Rock Arkansas Gazette, was elected historian for life.

The foreign advertiser will have no advantage in rates over the local advertiser in Washington State newspapers if a motion adopted at the Southwest Washington group meeting of the Washington State Press association is carried when the entire association meets at Pullman next month. Thirty publishers at the June 17 meeting voted to present a resolution to the state body providing that the minimum rate charged for foreign advertising be equal to the net rate for local advertising with the 15 per cent. agency discount and the 2 per cent. cash discount added.

Members of the Past Presidents Club of the Missouri Press Association are enjoying an outing at Cape Girardeau this week as the guests of Fred Naeter, of the Cape Girardeau Southeast Missourian. The party left St. Louis June 30 and will arrive in Cape Girardeau Saturday morning, have lunch as the guests of the Rotary Club and dinner as Mr. Naeter's guests at the Country Club. Addresses will be made by Dean Walter Williams of the University of Missouri School of Journalism, William Southern, Jr., and others.

The next semi-annual meeting of the Midwest Circulation Managers' Association will be held at Colorado Springs,

Colo., September 6 and 7. The Association takes in the five states of Colorado, Nebraska, Missouri, Oklahoma and Kansas. The officers are: Sidney D. Long, Wichita (Kans.) Eagle, president; William Boeshans, St. Joseph Gazette, vice-president; W. W. Rhoads, Farm Home and Mechanical Farming, Kansas City, secretary-treasurer.

Program Ads Under Ban

At a meeting of the Business Men's Association of Canandaigua, N. Y., a resolution was adopted opposing all appropriations for advertising except in newspapers, in street cars and on theater curtains. It was stated that within the past six months the merchants of Canandaigua, which is a small village, have contributed \$4,000 for advertisements to be inserted in programs, small magazines and other publications from which little or no real return was received.

Topeka Capital Larger—Adds Features

The Topeka (Kan.) Daily Capital, published by Senator Arthur Capper, recently has increased the size of the paper and added a number of new features, including a serial, a page of pictures, several editorial page features and added cartoons.

Wins Chicago Trib Art Prize

Paul Cross Chapman, 24 years old, an ex-soldier, who has had comparatively little art training, has been awarded a \$5,000 prize by the Chicago Tribune for the best mural decorations for the news room of its new plant.

The Ludlow

For Stereotype Requirements

YOUR stereo man will appreciate the strength, height-to-paper and the low quads of Ludlow slug composition. In fact, congratulations will be exchanged between your stereo man, compositors, pressman—and the advertiser himself, who cannot fail to notice the superior typography.

Fewer Make-Overs Necessary

Low quads—11 points lower than the printing surface, are an attractive feature. They overcome the old difficulty of stereotyping from forms with shallow areas.

est parts of any slug. The substantial overhanging face, supported by accurate underpinning, provides a form of solid metal which will stand any pressure.

Strong slugs—slugs that will not break down even under dry-mat pressure—are a gratifying improvement. The shape of a Ludlow T-head slug limits the size of possible air bubbles to the minimum, and there are no hollows underneath.

Type-high accuracy is necessary to the stereotype room. Ludlow slugs are remarkably true in this respect, and this accuracy never varies. Ludlow mats do not wear. Slugs from old matrices are as high as from new ones. And Ludlow typefaces are always new.

T-head slugs are one explanation of the strength of Ludlow composition under pressure. Every Ludlow face over 12-point is supported by at least six walls. Walls are the strong-

Unbreakable italic is a boon to the stereotyper. Kerns never break off from Ludlow italic. All kerns are supported by the whole strength of the Ludlow slug.

"The full kerned italics that can be secured by the Ludlow improve the appearance of the paper; foundry italics soon have the kerns broken under the dry mat process, but with the Ludlows we can give perfectly free from broken kerns. Our advertisers like the italics." — Topeka State Journal.



NEW MULTI-MAILER SYSTEM FOR SMALL CIRCULATIONS

Publishers with daily mail circulations of 2,000 can handle their lists with the same efficiency, accuracy and time savings enjoyed by such users of a Multi-Mailer System as the New York Times, Chicago Tribune, Indianapolis News and over fifty other large publications.

Multi-Mailer System No. 17, specially designed for small lists, gives all the Multi-Mailer benefits at a low initial investment.

Direct imprinting, daily correction of mail list, speed, accuracy, economy—those are only a few of its advantages.

Further information may be secured by writing The Speedomatic Company 817-825 Washington Blvd., Chicago.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

EDITORIAL

JOURNALISM'S OPPORTUNITIES

THERE has been no time in the history of the world when there was greater opportunity for the true journalist. No week passes that EDITOR & PUBLISHER does not have a request to suggest or recommend a person capable of assuming a position of responsibility in the profession that is to play the greatest part of all in moulding the future.

There will always be jobless men, but never before has there been such a great need and demand for men who can rise above the hurly-burly crowd and assume leadership through fearless honesty and a desire to establish their livelihood on truth. Journalism is the greatest modern medium of civilization; it is the equalizer of the world's melting pot. In America journalism has won greater freedom to do things worthwhile than has ever been within the grasp of any calling that has been forced to measure material return with service to mankind in maintaining real independence; the rewards are great and the only demand that must be met in return for them is unstinted labor dominated by honest purpose.

Five years ago American journalism was divided into two major classes, metropolitan and country. Ambition generally pointed to the former as the niche for greatest achievement and reward. In the five years that have passed a new field of opportunity has been opened to the real journalist. It was opened at Paris and broadened into a reality at the Washington Conference on Disarmament and at Genoa; its field is world-wide and its purpose is international interpretation and world understanding.

Statesmen will continue to confer and issue communiques, but there has come into being in recent years a new type of reporter hailing from the four corners of the earth. With his fellow-workers—from England, France, Japan, China, Brazil, Germany, and the United States, calling one another by their first names—he will gather in some telegraph or cable office to exchange views, and the next day the true news of what has occurred will be heralded to the world by the press of a dozen nations.

There is something thrilling and inspiring about this new sphere of journalism, with its opportunity for service; many will envy the members of its limited corps as they troop from parley to conference and conference to courts and measure their journeys by the distance between world capitals.

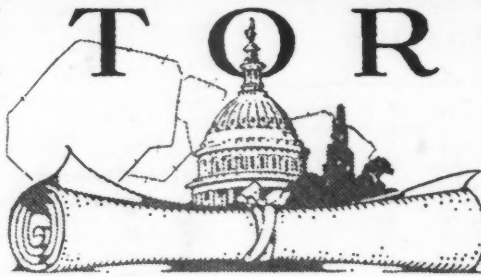
But, it should not be forgotten that the success of the men in this new field of journalism will depend entirely upon the honesty and vision of the moulders of public opinion at home; it is to meet this need that journalism in America, country and metropolitan, offers greater opportunities today than ever before in its history—no matter how small the community, a newspaper has ceased to be a matter of machinery, paper, ink, advertisements and something with which to fill.

The new mission is truth combined with service—there is opportunity for every man of ambition.

SPEED VS. "ECONOMY"

COST is important, but not the only consideration in handling news under the demands of modern journalism. This is particularly true in the transmission of news of international import, and no better example of the giving way of financial saving in the interest of speed can be found anywhere than in the Far East where there is the greatest possible need of better news communications. Proponents of world understanding through the free flow of news won a notable victory by securing a three-year extension of the right to transmit news between this country and Japan by United States Navy radio via Guam.

While the rate on press messages sent by Navy radio is 6 cents a word cheaper than by either a cable or commercial wireless, John R. Morris, Far East editor of EDITOR & PUBLISHER, who has just completed an investigation, reports in an article appearing in this issue that Navy radio is no longer being used in the handling of news between this country and Japan because of the great delays, particularly at Guam. There can be reasonable excuse for Navy radio being twelve hours behind the commercial services and steps to remedy this condition should be taken at once.



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER,
Vicksburg (Miss.) Herald

IT is of the Lord's mercies that we are not consumed, because His compassions fail not. The Lord is good unto them that wait for Him, to the soul that seeketh Him. It is good that a man should both hope and quietly wait for the salvation of the Lord—(Lam. iii:22, 25-26). He hath shewed thee, O man, what is good and what doth the Lord require of thee, but to do justly, and to love mercy, and to walk humbly with thy God—(Micah vi:8). Thou shalt have no other gods before Me—(xx:3).

THE GATHERING OF THE FORCES

GIGANTIC groundswells are rolling under the surface of American journalism. Their trend is toward an increasing measure of "standardization" for the daily newspapers, not along lines where this development is already marked, but in fields where it has been only slightly evident in past years. With Mr. Hearst moulding plans for fifty new daily or Sunday newspapers, as Park Row gossip has it, the Scripps-McRae organization reaching out into new fields every few months, one hundred and fifty other first class dailies banded together for the purchase and distribution of important newspaper features, another group forming a syndicate to pay \$250,000 for the former Kaiser's memoirs, and another score soliciting advertising for a national weekly magazine, truly the newspaper business seems headed for stirring events.

Formation of the North American Newspaper Alliance, full details of which appear in the news columns, is one of the greatest steps taken by American newspapers since the Associated Press was formed on its present lines two decades ago. Except for the joint character of the new enterprise, its points of similarity with the A. P. are limited, but they are alike in this—that the whole can do for each of its parts what none of them could do as an individual newspaper.

Opportunities in which the Alliance can function with full efficiency will not arise every day, of course, but its existence as a market for big news features is likely to call into being features that will demand for their purchase the resources that such an organization alone can mobilize. It is eloquent testimony of the efforts which newspaper owners will make today to give their readers the best newspapers that money or brains can create.

Apparently, the Alliance is no menace to the present feature services and syndicates, with which it disclaims any intention of competing. Neither does it appear to stand in the way of more and better news, as distinguished from feature matter. It is in the news columns that the daily press of the country suffered most during the war and the period of press agency that followed it, and it is these that need most restoration to former standards of accuracy and intelligent discrimination between clean news and subtle propaganda. Good features will forward this end, if they have any effect at all.

There have been widely-advertised features aplenty since the armistice, features of supposedly international appeal, but with mighty few exceptions the product has been inferior to the advertising. If the brains and wealth of 150 of the best newspapers in America united in the new Alliance can overcome the present tendency to pay big prices for "big names" and put the "big names" into their columns only over really important and carefully prepared utterances, they will have sent American journalism far ahead on its new path of progress.

"BY THEIR FRUITS—"

LEW HAHN, managing director of the National Retail Dry Goods Association, in an open letter addressed to Senator McCumber, refuting the charge that the department stores of the country are profiteers, says that the Senator has, in citing instances of profiteering, chosen articles of small importance, all, or nearly all of them imported, and sold as side lines, and that he has purposely ignored the important items of commerce.

Perhaps this is so. Perhaps, if "bread and butter merchandise" was used in proof of the "profiteering" charges, the answer would be different.

Mr. Hahn's letter was published in the New York Times of June 25. It is no more than fair, in defending the retailers against this charge, to cite some of the items contained in the New York Times of the same date, showing that prices are very close to cost.

On page 2 we find that J. & J. Slater have reduced the prices of shoes from \$15 to \$6; from \$18 to \$8, and from \$20 to \$10.

On page 4 we are told that Franklin Simon & Co. have reduced the price of French hand-made underwear, women's blouses, capes, coats and wraps as well as suits just 50 per cent—cut them in two; that they have cut the price of children's frocks from \$15.75 to \$6.50.

On page 5 we find that Bonwit Teller & Co. have cut the price of women's coats from \$115 to \$39, from \$195 to \$98, that tweed suits have been reduced from \$45 to \$12.50, that French hand-made lingerie has been reduced from \$28.50 to \$5, together with 53 items in all, all listed at similar reductions.

On page 6 Stewart & Co. have reduced dresses from \$69.50 to \$25, together with six other items of similar purport.

Saks & Co., on page 12, have noted reductions on wraps and coats from \$45 to \$25, from \$59.50 to \$29.50; silk frocks from \$29.50 to \$15.95, and numerous other reductions.

These are but a few of the reductions advertised throughout the paper.

When we stop to consider that every merchant makes an average profit on every dollar's worth of merchandise that he buys and sells; that the two suits, exactly alike, one selling for \$100 and the other for \$50, yield \$150 and that that \$150 represents a profit—it is hard for some of us to think that there is no profiteering.

Perhaps Senator McCumber may judge some of these stores from their own statements published in their own advertising.

As to the newspapers being controlled by the advertisers—that is twaddle. Because the advertisers choose to misuse the space they buy; because they foul their own nest, so to speak, is no indication that they own the newspapers, for it is hard, indeed, to get the stores even to agree as to the particular newspapers to use.

The stores do not profiteer as much as they might, however, for, season after season, "regular" prices are getting to be more and more recognized by the buying public as merely prices at which goods are not sold, and, due to the persistent advertising, people are constantly growing keener on avoiding all merchandise unless it is "special" or "reduced."

THERE is no petty criminal that is worse than the rat of prey who appeals for the contents of the purses of the ignorant and unknowing through their vanity. A few years ago their kind were conducting short story schools that promised riches and fame; today scenarios are their inviting bait. The Screen Writers' Guild of the Authors League has declared war on this growing graft and every newspaper man with a knowledge of the practice can render a real service by communicating with that organization at 6716 Sunset Boulevard, Hollywood, Cal.

PROF. Bristow Adams' proof to the New York State Press Association that crime news received only 4 per cent of the June space in leading papers of the state demonstrates that an open mind and a good footrule will refute most of the wild charges laid against the American press.

PERSONAL

EDWARD B. McLEAN, publisher of the Washington Post, June 24 and 25 entertained President and Mrs. Harding, Secretary Weeks, Attorney General Daugherty, Senator Edge, and Chairman Lasker of the Shipping Board, at his country home near Leesburg, Va.

Frank A. Munsey, publisher of the New York Herald, and Mrs. Whitelaw Reid, widow of the late Whitelaw Reid, former publisher of the New York Tribune, were among the American guests at the dinner given by Ambassador and Mrs. George Harvey June 24, in honor of King George and Queen Mary at which Chief Justice and Mrs. Taft were also guests.

Carroll Shaffer, of the Chicago Evening Post, is host to a group of a dozen business men of Chicago at Ken-Caryl, the Shaffer ranch at Littleton, Colo. Charles Segner, managing editor of the Post, accompanied the party and S. J. Duncan-Clark is acting managing editor in his absence.

Dean W. F. G. Thatcher, of the School of Journalism at the University of Oregon, stopped in Chicago on his way to the East as a representative of Oregon newspapers. He will visit various advertising agencies and newspaper representatives for a close study of matters pertaining to national advertising.

William C. Deming, editor of the Cheyenne (Wyo.) State Leader, June 14 was elected president of the board of trustees of the University of Wyoming.

Edgar A. Guest, newspaper poet, received the degree of Litt.D. at the 61st Albion College commencement June 26.

Frederick W. Enright, publisher of the Boston Telegram and Lynn (Mass.) Telegram News, has returned from a business trip to New York and Chicago.

Col. R. R. McCormick, co-editor of the Chicago Tribune, has returned from a visit to the Tribune's mills at Shelter Bay, Canada.

Henry W. Clendenin, editor-in-chief of the Springfield Illinois State Register, has left for Spokane, Wash., where he will spend the summer with his daughter. He is 85 years old, but still writes daily editorials for his paper.

A. L. Brimin, one of the publishers of the Prentice (Wis.) News-Calumet, has been appointed postmaster at that place.

Howard Kahn, editor of the St. Paul Daily News, spent several days recently in Chicago.

Willard G. Bleyer, director of the department of journalism, at the University of Wisconsin at Madison, will give a series of lectures at the American Library Association convention which will be held at Detroit from June 26 to July 1.

Herbert S. Houston, president of the Houston Publishing Company and publisher of Our World and World Fiction, who has been in Europe for the past 2 months, will sail for home on the Berengaria July 1.

Brig. Gen. Herbert M. Lord, who on July 1 will become director of the budget succeeding Charles G. Dawes, was a newspaper man before he entered the army at the outbreak of the Spanish-American War. Gen. Lord started as editor and part owner of the Rockland (Me.) Courier-Gazette, later drifted to Cardiff, Tenn., where he established a paper. His next venture was in Denver, where he was assistant editor of the Colorado Morning Sun. He had returned to Rockland as editor of the Rockland Daily Sun in 1898 when war came and he went into the army as paymaster.

E. L. Conn, former Washington correspondent, has arrived in Tokyo to assume the editorship of the Japan Times & Mail an English-language newspaper owned by Japanese capitalists, published in Tokyo.

Miss Mary Gray Staples, daughter of Arthur G. Staples, managing editor of the Lewiston (Me.) Journal, was married June 24 to Ralph C. Harvey, of Boston, at the chapel of Bates College, Lewiston. She is a granddaughter of the late

Congressman Nelson Dingley, of Lewiston, former owner of the Journal.

William H. Dow, business manager of the Portland (Me.) Evening Express and Sunday Telegram, is receiving congratulations on the fact that he is now a "grand daddy." William Dow Bailey is the name of the newcomer.

Miss Etta I. Ward, publisher and editor of the Winchendon (Mass.) Courier for 20 years and member of the New England Women's Press Association, has returned to her home after being away for 8 months. Miss Ward was a delegate from the National Editorial Association to the Press Congress of the World at Honolulu last October. After that, she left to visit China, Japan and the Philippines and spent part of the winter in California.

Charles B. Welch, editor and general manager of the Tacoma (Wash.) News Tribune, accompanied by Mrs. Welch and their two sons, have left Tacoma on a motor trip south to the Mexican boundary. During his absence he will write of his motor experiences in a column called "Motor Peregrinations."

Major Lester D. Gardner, president of the Gardner-Moffat Company, publishers of Aviation, the Rubber Age, and Tire Trade Journal, was honored by the Massachusetts Institute of Technology by election to the corporation. This corresponds to trustee in other colleges. Mr. Gardner graduated from the Institute in 1898 and has been very active in Technology affairs ever since, having been president of the Technology Club of New York.

IN THE EDITORIAL ROOM

RICHARD ATWATER, editor of the Pillar to Post column of the Chicago Evening Post, returned from his vacation in the Dunes.

Hugh O'Donnell, who for ten years conducted a newspaper in Menominee, Mich., before coming west, and was formerly editor and publisher of the Kooския (Idaho) Mountaineer, has been commissioned registrar of the land office at Lewiston, Idaho.

Byron Ford has resigned as director of the co-operating marketing page of the Richmond (Va.) News-Leader.

John Manning, former reporter of the Detroit News, has joined the Detroit Times staff.

Dwight Moody, of the 1922 class of the Columbia School of Journalism, and Frank Mahoney, for several years with the New Bedford Times, have joined the staff of the New Bedford (Mass.) Evening Standard.

Arthur F. Packard, one of the best known photographers in southern New England, has retired from business to join the New Bedford Standard staff of camera men.

Helen Worthington, until recently society editor of the Jackson (Mich.) Citizen-Patriot and Karl Schweinfurth, of Lansing, were married in the latter city June 10. The bride has edited society pages in several Michigan cities as well as doing special signed feature work, and is an officer in the Michigan Woman's Press Association and a member of the Business and Professional Women's Club. They will live in Lansing where Mr. Schweinfurth is connected with the Durant Motor Corporation.

Joseph Macqueen, who has been for years musical editor and book reviewer for the Portland Oregonian, has gone to Olympia, Wash., as news editor of the Evening Recorder. Mr. Macqueen was formerly connected with a Philadelphia newspaper. On his departure for Olympia he was entertained at luncheon by forty leading musicians of Portland.

William H. Johnston, cartoonist for the Boston Telegram and the Lynn (Mass.) Telegram-News, and Miss Alva Smith have announced their engagement.

S. J. Leffer, formerly of the New York American and for the last two months on the New York Telegram, has been appointed Eastern editorial and business representative of the Glass Worker and China. Glass Lamms both of which are published at Pittsburgh. He has opened an office at 116 West 39th street.

FOLKS WORTH KNOWING

A. R. MALTON, new business manager of the Toronto Globe, in succession to Wm. Findlay, who resigned recently,



A. R. MALTON

will enter upon his duties on June 23. He is a native of Watford, Ont., and received his education at the Watford Public School and the Petrolia Collegiate Institute. He entered the service of the Bank of Toronto at London in 1902 and was connected with that institution for 18 years, the last five as chief supervisor at the head office in Toronto. For the past two years Mr. Malton has been associated with the advertising agency of McConnell & Fergusson, Limited, as a director of the company. Mr. Malton's training and experience give him an intimate knowledge of business conditions and business enterprise.

Michael E. Hennessey, Boston newspaper man, on the Globe for some years, celebrated, with Mrs. Hennessey, last week their 32nd wedding anniversary.

Raymond S. Mowers, managing editor of the Schenectady (N. Y.) Union-Star has returned from a vacation spent in New York.

Daniel Duval, sports editor of the Schenectady (N. Y.) Union-Star, is spending part of a two weeks' vacation at the Y. M. C. A. physical training camp at Springfield, Mass. Edward Nowvinski is acting sports editor.

Miss Josephine M. Leonard has resigned as assistant to the managing editor of the Schenectady (N. Y.) Union-Star and has joined the staff of the Syracuse (N. Y.).

Charles J. Hanford, who formerly conducted a column in a Florida newspaper is now writing a column, "Kohn for Comment," for the Frederick (Md.) Daily News.

R. W. Bentley, managing editor of the Tampa Tribune, has been spending two weeks vacation at Anna Maria Beach, his fishing ground.

Franklin Peterson, Dominion news editor of the London Times, is in Calgary. He is traveling through the country gathering information and getting

acquainted with the people and customs of Canada.

Mrs. Miriam Green Ellis, agricultural editor of the Edmonton (Alberta) Bulletin, is on a trip up the Peace and Mackenzie rivers as far as Fort McPherson, the farthest Northern point touched by the boats of the North.

Miss Harriet Ashbrook, formerly society editor of the Lincoln Nebraska State Journal, and now of the staff of the Calgary Morning Albertan, has left to spend two months at her home in Mitchell, Neb.

E. Perrin Schwartz has returned to the Milwaukee Journal as assistant Sunday editor after spending a year on the copy desk of the Chicago Daily News.

Clifford M. Bond has resigned from the Milwaukee Journal to join the Casper (Wyo.) Daily Tribune.

Mayor Hubert H. Peavey, editor of the Washburn (Wis.) News, is again a candidate for the Republican nomination for Congress in the 11th district.

Will C. Conrad, former exchange editor of the Milwaukee Journal, has started on a tour of Wisconsin during which he will write a series of historical articles for the Journal.

Stuart Godwin, for many years a member of the Washington staff of the old New York Sun and more recently connected with the Haskin Syndicate, has joined the Washington staff of the Cosmopolitan News Service.

Laurence Todd, Washington correspondent of the Federated Press, expects to leave for Europe early in the fall and Paul W. Hanna, former Washington correspondent for the service, will return to take charge of the capital bureau.

William Henderson, telegraph editor of the Victoria (B. C.) Daily Times, Harold B. McDonald, of the staff of the Victoria Daily Colonist, and C. A. Sutherland, of the Vancouver Province, were among the guests of the Canadian National Railway system at the opening of the new Jasper Park Lodge in the Rocky Mountains recently.

Ernest LeMessurier, cartoonist for the Vancouver (B. C.) World, has left for Toronto, to join the staff of the Telegram.

Arthur W. Pense has joined the editorial staff of Kingston (Ont.) Daily British Whig for the summer months.

Alex C. Givens, sporting editor of the Kingston (Ont.) British Whig, has just recovered from a serious illness and before assuming his regular duties is working on circulation.

Frederick Moore, who as an Associated Press correspondent was stationed several years in the Far East, is now foreign counsellor to the Japanese Foreign Office. With Mrs. Moore and their

The following papers have signed contracts for the Haskin Service:

- The Canton News
- The Flint Daily Journal
- East Liverpool Review and Tribune
- Ashtabula Star-Beacon
- Grand Forks Herald

four children, he arrived in Tokyo early in June.

Mrs. Charles Denny has arrived in Tokyo to join her husband, the newly-appointed Tokyo Associated Press correspondent.

Glenn Babb, news editor of the Japan Advertiser, has returned to Tokyo after a vacation of four months spent in the United States.

J. Courtland Elliott, formerly connected with the editorial staff of the Kingston Whig, has returned from France after a year of post graduate study at the University of Paris.

Oliver L. Hall, managing editor of the Bangor (Me.) Commercial, accompanied by Mrs. Hall and their daughters, attended the diamond jubilee convention of the Zeta Psi Fraternity of North America, at Swampscott, Mass.

J. Lewis Milligan, Toronto journalist, has been appointed editor of the Belleville (Ont.) Intelligencer. Prior to his joining the staff of the Intelligencer he was connected with the Toronto Globe for eight years, and started his newspaper career on the old Peterboro Review.

Charles A. Warren, assistant managing editor of the Springfield (Ohio) Daily News, is spending his vacation in Cleveland, Akron, and other northern Ohio points.

Howard Weber, staff photographer of the Springfield (Ohio) Morning Sun, and Miss Hazel M. Ogden were married in Springfield June 20.

R. B. Vail, resident manager for Birmingham, Ala., of the Western Newspaper Union, has purchased the Bay Minette, (Ala.) Baldwin County Times, and will take it over July 1. He sold it some time ago.

Miss Florentine Michaud, society editor of the St. Paul Daily News, has gone abroad for 2 months as social secretary to a St. Paul family and will visit England, France, Spain, Italy, Belgium and Holland.

Archie H. Vernon, former city editor of the St. Paul Pioneer Press, and commander of the Minnesota department of the American Legion, was nominated as Republican candidate for the state supreme court at the primary election.

Webb Miller, Paris correspondent of the United Press, and Mrs. Miller were so proud of the fact that a boy arrived Wednesday that they cabled the news.

Joseph E. Hennessy, who covers the Minnesota state capitol for the St. Paul Daily News, is taking his vacation at the lakes in the northern part of the state.

Edgar Rogers Bean, in charge of the "lobster shift" of the New York Sun, spent a portion of his vacation in St. Paul and Iowa.

Miss Mary Thompson is taking the place on the assistant society desk of the Tacoma (Wash.) News-Tribune recently vacated by Miss Edith McLeod, who is to be married in July.

A. L. Bixby, poet, lecturer and writer, for 30 years a member of the editorial staff of the Lincoln, (Neb.) State Journal, has been taking a Pacific coast trip.

Herman Hunt is a new member of the editorial staff of the Tacoma (Wash.) News-Tribune.

H. F. Kuhn, formerly with the Tacoma (Wash.) Bureau of Records in the police department, is now on the staff of the Salt Lake Telegram.

Frank B. Constant, who years ago was city editor and later business manager of the Hutchinson (Kan.) News, visited Hutchinson this week. Mr. Constant now lives in Chicago.

Miss Kate Webber, formerly club editor of the Chicago Tribune, is the new exchange editor.

R. J. Finegan, managing editor of the Chicago Evening Journal, left this week for his vacation.

James P. Bicket, news editor of the Chicago Evening American, was away this week on a vacation and will take the balance of his month's leave in July.

John Main, member of the Chicago Evening American's rewrite desk, ill for more than two months, will return to his desk July 6.

Isabel Drummond, a member of the Philadelphia North American staff, has completed the law course at the University of Pennsylvania and received a degree.

William Blinn, reporter for the Chicago Evening American, returned June 26 from two weeks' vacation.

Miss Genevieve Forbes, of the Chicago Tribune, is in New York on two weeks' vacation.

Howard Mann, sports editor of the Chicago Evening Post, has bought an \$18,000 home in Lombard, Ill.

Tony Andoly Dahl, news editor of the Chicago Evening Post, has left on a fishing trip in Georgian Bay.

Frank Mailhotter is a new member on the Chicago Evening American's copy desk.

J. L. Kilgallen, of the International News Service, returned from Herren, Ill., where he covered the Southern Illinois mine massacre.

H. C. Eldred, reporter on the Chicago Evening Journal, and formerly on the Chicago Post, has been forced to resign because of illness.

H. H. Kinyon, for four years managing editor of the Trans-Pacific, Tokyo, has resigned and is now on his way back to the United States. Henry W. Kinney, who came to the staff of the Trans-Pacific from the Honolulu Advertiser, will succeed Mr. Kinyon.

James Harris, formerly a member of the Chicago Tribune's staff, is now on the Long Beach (Cal.) Press.

Randall E. Howe, editor of the Ripon (Wis.) Press and Miss Viola Sydow, were married June 19.

Edward H. Burns is now a reporter for the Chicago Tribune. He was a reporter years ago on the old Chicago Record-Herald and of late years has been in the advertising branch of the work.

Cecil Storey, editor of the Vernon (Tex.) Times, is the uncontested candidate for representative in the Texas legislature from the 11th district, Wilbarger and Wichita counties.

Vincent Y. Dallman, managing editor of the Springfield, Illinois, State Register, recently made an address on journalism and reporting before several hundred Boy Scouts.

Thomas Murphy, associate editor of the Times, in Scranton, Pa., has returned home from a visit to New York city.

William R. Lynett, of the Scranton (Pa.) Times staff, has been re-elected secretary-treasurer of St. Thomas College Alumni in that city.

THE BUSINESS OFFICE

ELDEN W. MATHEWS, circulation manager of the Springfield (Ohio) Daily News, has resigned, effective July 6, to join the circulation department of the Cincinnati (Ohio) Post. Roger O. Dudley, for two years assistant circulation manager of the News, succeeds him. A farewell banquet was tendered to Mr. Mathews by a group of circulation department employees and carriers on June 21.

John Chance has joined the field staff of the circulation department of the Springfield (Ohio) Daily News.

O. Eugene Nelson, a member of the advertising staff of the Lynn (Mass.) Telegram News, and Mrs. Nelson are the parents of a baby daughter, Claire Elinor, born June 8.

Harold S. Croshier, of the advertising department of the Schenectady (N. Y.) Union-Star, and Miss Kathleen Drums of Schenectady, were recently married.

Miss Florence Blose, formerly employed in the business office of the Springfield (Ohio) Daily News, will become the bride of Ivan L. Long, cashier of The News, on July 19.

William McCloskey, advertising salesman for the Springfield (Illinois) State Register, has been made automobile ad manager, succeeding Philo Kane, who has entered the insurance business.

W. E. Sherlock, in charge of country circulation, has been made circulation manager of the St. Paul Dispatch-Pioneer Press, succeeding E. W. White, resigned.

Miss Grace F. Kaercher, manager and

RYAN GETS NEW OFFICE

Now Assistant General Manager of St. Louis Star

Tom A. Ryan's fourteen years of service with the St. Louis Star have resulted in his appointment to the newly created position of assistant general manager of that publication.

Mr. Ryan is also treasurer of the Star. He has filled virtually every position in the business end of the paper, working himself up to the post of business manager and advertising manager. Before joining the staff of the Star, Mr. Ryan was with the old St. Louis Republic for three years. Other changes on the Star are the promotion of E. N. Giles to be advertising manager and C. J. Edeleman to be in charge of foreign advertising.



TOM A. RYAN

part owner of the Ortonville (Minn.) Independent, was nominated for clerk of the supreme court of Minnesota on the Republican ticket at the primary election. Miss Mattie Rasens, of the Chicago Evening Post's circulation department, returned after a six weeks' visit in California.

Charles V. Smith has become manager of the Crawfordsville (Ind.) Journal. Mr. Smith is the son of A. M. Smith, sole owner and proprietor of this paper.

Paul J. Hawke, until recently eastern representative of the Independent and later advertising manager of the Industrial Digest, New York, has joined the advertising staff of Dan A. Carroll, special newspaper representative, New York and will solicit general accounts. Mr. Hawke started his advertising work with the Chicago Tribune.

George M. Cootes, of the merchandising department of the Kingston Whig, has just returned from a short vacation in London, Ont., and other Western Ontario points.

Freddie Pense, circulation solicitor of the Kingston Whig is making a good recovery after an accident which occurred while on duty some weeks ago.

Sherman Hill, business manager of the Kingston (Ont.) Standard, made a business trip to London, Ont., last week.

N. L. Lucius, of the Los Angeles office of the Chicago Tribune's Pacific & Atlantic Picture Service, returned to the Coast from Chicago during the week.

Garland Merrill, of the merchandising department of the Wichita Eagle, has returned from a business trip to Chicago.

Luther Weaver, former service man of the St. Paul Dispatch-Pioneer Press, has joined Major Harrison Fuller, former assistant managing editor of the papers, and now general manager of the Minnesota statewide organization which is working to exterminate wheat rust.

William F. Povah is now covering the city hall assignment for the Victoria (B. C.) Times.

Fred Law, hotel reporter for the Vancouver (B. C.) World, has left for California, from where he will write special articles.

P. W. Luce is now writing a humorous column of comment on the front page of the Vancouver (B. C.) World under the title "Phizz."

WITH THE AD FOLKS

L. E. HOLLAND, president of the Associated Advertising Clubs of the World, this week made his first visit to New York headquarters of the A. A. C. W. since his election at Milwaukee. He and Sir Charles F. Higham, M. P. were the guests of honor at the luncheon June 29, of the New York Advertising Club.

Ralph E. Mooney, fiction writer, is

now connected with the Southwestern Bell Telephone Company's house organ in St. Louis.

E. K. Thompson has resigned as advertising manager of the T. M. Sayman Products Company, St. Louis.

Clinton Brown has left the St. Louis Times and has become a member of the firm of Ferree-Taylor-Brown, advertising counselors.

Arthur J. Gaines, former treasurer of the Advertising Club of St. Louis, has resigned as manager of the St. Louis Symphony Orchestra, to engage in similar work in New York.

C. B. Nichols, associated with John Branhan, newspaper representative in the Mallers building, Chicago, left for a fishing trip in Northern Wisconsin. Mr. Branhan is on a business trip in Tennessee.

Miss Grace Ryerson, assistant to W. S. Grathwohl, Chicago newspaper representative, is planning for a vacation at Long Lake.

George F. Rogers has become sales and advertising manager of the General Heating & Ventilating Company, Los Angeles.

Bernard H. Brunner has joined the All-American Investing Company, New York, as advertising manager, in which capacity he was formerly associated with Parsons & Whittemore, Inc., New York.

Norbert A. Considine, president of the Paper House of Pennsylvania, Edward Winslow, of the William Fell Printing Company, of Philadelphia and Mr. Long, of the Eugene McGuckin Advertising Agency, of Philadelphia were recent visitors in Springfield (Mass.)

NOTES OF THE AD AGENTS

THE Gotham Advertising Company, of New York, has absorbed the business of the Vedder Overseas Service, successor to the Johnston Overseas Service.

Jerome Kircher, of the Gardner-Glen Buck Advertising Company, St. Louis, and Miss Alicia Hafner were married there recently.

C. H. Giddings, formerly with farm-paper groups and with the Mace Advertising Agency, Peoria, Ill., has joined the staff of Critchfield & Co., Chicago.

Donald B. Skinner has resigned as advertising manager of the Tobey Furniture Company, Chicago, and is now on the staff of the J. Roland Kay Company, Chicago. He is succeeded with the Tobey Furniture Company by A. E. Schiebel, formerly with the William H. Freund Company, Chicago.

Miss E. N. Hall, formerly with the Dorland Agency, New York, has become space-buyer of the James Advertising Agency, in that city.

GUY BARHAM BURIED

Funeral of Publisher Who Died in London Held in Los Angeles

(By Telegraph to Editor & Publisher)

LOS ANGELES, Cal., June 29.—Guy Barham, president of the Los Angeles Herald Publishing Company, who died in London June 9, was buried today and the city paid its tribute to his memory both as a distinguished citizen and friend.

Rules on the first page of all editions of his paper were turned. All operations in the Herald plant were stopped from 10.30 a. m. until 11 o'clock. The doors of the Herald were locked and telegraph tickers in both the United Press and International News Service bureau were stilled.

Dean William MacCormack of St. Paul's Pro-Cathedral conducted Episcopal burial service in the First Congregational Church by arrangement with Dr. Carl S. Patton, the pastor, because St. Paul's has been dismantled and the new edifice not yet built.

The active pall bearers were chosen from among the department heads of the Evening Herald. They were Donald G. Keeler, Louis Richardson, W. J. Harrison, Edwin R. Collins, Arthur Holliday, C. G. Cookerly, Eugene O. Menz and Marshall S. Culver. On the list of honorary pall bearers were the names of notable men of the city, the state and the nation.

PAPERS BAR DETAILS OF TROTTER CASE

Grand Rapids Press, Herald and News Refrain Until Wife Proves Sensational Charges Against Evangelist Husband

The Grand Rapids Press, Herald and News have refused to publish any of the details in the sensational suit brought by Mrs. Trotter against her husband, Melvin E. Trotter, evangelist and head of the Grand Rapids Rescue Mission. Mrs. Trotter is suing for separate maintenance. This decision to publish nothing more than bare announcements of the trial has caused general discussion in that city and resulted in the Grand Rapids Press editorially defending its position.

The Press says that it will publish the decision of the court, but that it does not believe that the reputation of the evangelist should be destroyed if the charges made against him are not proven. It is contended by the newspaper that the Mission had done too valuable work in Grand Rapids, but holds that Mr. Trotter should and will be exposed if the court holds the charges proven.

The Press editorial was printed after the Chicago Herald-Examiner had appeared in Grand Rapids featuring the trial and publishing a sensational deposition from a former chairman of the Rescue Mission Board setting forth an alleged confession of Mr. Trotter as to his relations with his secretary. This deposition is being published serially in the Herald-Examiner. Mr. Trotter, a former worker with Billy Sunday, first started his religious career in Chicago.

Other outside newspapers are also carrying accounts of the trial, while the Associated Press during the past week has also given daily accounts of the testimony. The trial is proving most sensational owing to the nature of the charges and the prominence of the defendant.

Radio Agreement in Twin Cities

The Minneapolis Tribune, the Minneapolis Journal, and the St. Paul Pioneer Press and Dispatch, in accordance with the recommendation of J. A. O. Preus, governor of Minnesota, have

agreed to discontinue their individual radio telephone broadcasting stations in favor of the station of the University of Minnesota. This agreement was signed by the papers 22 after a conference between F. E. Murphy of the Tribune, H. V. Jones, the Journal, and C. K. Blandin, the Pioneer Press and Dispatch. This now leaves the field clear for the state university.

MERGER IN ZANESVILLE

Evening Dispatch Sold to Signal and Times-Recorder Owners

Another newspaper consolidation was noted this week when the Zanesville (Ohio) Publishing Company, publisher of the Morning Times-Recorder, Evening Signal and Sunday Times-Signal, purchased the name, goodwill, subscription list, advertising contracts and all assets of the Dispatch Publishing Company, publisher of the Evening Dispatch. W. O. Littick is



W. D. LITTECK

general manager of the purchasing company.

The Dispatch was started as an evening paper May 16, 1921, but, although it had built up a circulation of 5,000, had considerable local advertising, and the United Press and N. E. A. services, it was unable to reach a profitable basis and its owners concluded that the city could not support three daily papers. Sale of the Dispatch, which was effected by Harwell & Cannon, of New York, leaves Dayton, with nearly 200,000 population, the smallest Ohio city supporting three daily newspapers. Zanesville has 30,000 population.

The addition of the Dispatch circulation to that of the Signal and Times-Recorder is expected to make the total well above 30,000, which is sold to advertisers in combination only at 7 cents a line. There will be no advance in rate. Robert E. Ward, Inc., represents the Signal and Times-Recorder in the national field.

INDIANA

For years past Indiana has been recognized as a most profitable market for nationally advertised goods, ranging from hair pins to hay presses.

What is true of the past is doubly true today.

Not only is Indiana well balanced but she is "right in the heart" of everything, wonderfully blessed in location, steam, electric and water transportation, agriculture, steel industry, coal mining, building and general manufacture.

National advertisers should cultivate intensively and immediately the ready, accessible and fertile field represented by Indiana's three million prosperous people.

You can reach them quickly and economically by placing your advertising with the papers listed below.

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

Government Statements, April 1, 1922.

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

†Publisher's Statement.

Get Facts For Churches

Why shouldn't advertising managers lend the help of their research departments to the churches in order that they may improve their copy?

Where are the "prospects"—the market—of the churches which advertise most largely in your town?

Is the copy of these churches written to reach the prospects? Help the churches to get full value for the space they buy—they must have results to justify their expenditure, just as every other advertiser.

We have two series of 10 ads each which many papers have been glad to buy for use in stimulating larger results by individual churches.

Copy will be sent on approval for a stamp. Address Herbert H. Smith, 156 Fifth Ave., New York.

CHURCH ADVERTISING DEPARTMENT

A. A. C. of W.

EDITOR & PUBLISHER is co-operating by donating this space.

**An Accounting
and
Federal Tax Service
for Publishers**

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

Fastest Growing
Paper in South

**NEW ORLEANS
STATES**

Over 50,000 daily
Over 63,000 Sunday

About 80% gain over last year.

Represented by

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

From 28,000
to more than

105,000

In Seven Months

**The Detroit
TIMES**

Their Own Newspaper

Our readers continue because they get all the news daily and know just where to find it.

The

Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:

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

**"The Land of Opportunity for
Newspaper Men"**

**Editor & Publisher
Classified Columns**

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Henry Beetle Howg, co-editor and publisher of the Martha's Vineyard Gazette, will be a regular contributor, but your ideas on money making and for money saving are wanted also. For each idea published we will pay \$1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR and payment will be made by return mail. Your ideas must be workable, told in as few words as possible and new to this department. Contributions to this department will not be returned.

WHY is it that the average country weekly and small city daily neglect both editorial and sport departments?

There are but few papers of the country weekly class and the small city daily class that treat both of these departments as they should.

For instance, we will discuss the editorial sections of the average country weekly. Too frequently they consist of one or two editorials, short or long or perhaps just of medium length all reprints from some big city newspaper. One is likely devoted to the high price of mittens in Florida. If there are two, the other may be devoted to the building of a bridge in New York City or some other metropolitan center far removed from the district in which the country weekly in question circulates.

A bright and newsy editorial section of at least two columns, set in either special measure and in 'eight or ten point type, if there is a linotype machine in the office, would be of incalculable benefit to the paper. If there is no machine, the editorials could be set to single column in eight or ten point Roman or Gothic. Above all, the editorials should not be too long. Perhaps the leading editorial could be a half column or at most a column. But as a rule it is not advisable to pass the three or four stick mark for an editorial. That is, if the editorial is typed to be read.

The editorials should be breezy and there should be the fullest simplicity in the wording. There are too many embryo journalists on small papers who labor under the delusion that people want to read jaw-breaking words. In this connection, I am reminded of the admonition given me by a city editor on a Boston paper when I was extremely young at the game. I had been very fond of writing my articles in highbrow. I mangled my poor intellect in thinking big words when small words would cross my mind. The city editor looked me over carefully one day after I had brought a story to his desk, and then looked at the copy I tossed to him. He said, "Say, Bill, we're not advertising Webster's dictionary on this paper."

The editorials for the country weekly and small city daily should have a local interest. It is all very well for the big city newspapers to devote editorial space to the activities of Lenin in Russia, but the small paper has a limited clientele, and must cater to that clientele.

Adjoining the editorial columns it would also be advisable to conduct a column of humor of special interest to the district. Humor is something that appeals to every reader—even the perpetual grouches.

Plate editorials should never be used. The editorial section should be the keynote section of the paper. Of what interest will plate editorials be to the readers? And, moreover, no plate editorials will have the bright and clean appearance of the typed editorials.

And in the matter of sport sections. The average country weekly and small city daily carry no sport sections at all. Now, the time has long since gone into the discard that newspapers underrated the attractions of the sport sections. Just as there are sport sections in the large papers there should be sport sections in the small papers. Even if it were but a quarter page, it would be attractive to the young men and boys particularly. Surely there are young men and boys in the districts covered by the country weeklies and the small city dailies.

And the sport matter should not be all reprint. Make at least sixty per cent of it of local interest, and therefore written in the office. Specialize on the current sports. In the outdoor season lay emphasis on the outdoor sports such as baseball, golf, football, tennis, running, track athletics, lacrosse, swimming, rowing, etc. And in the indoor season play up local activities in basketball, boxing, wrestling, pool swimming, hockey, skating, indoor baseball, indoor track athletics, water polo, etc.

Surely if the publishers of small papers would devote more attention to editorials and sports there would be more progressive appearing country weeklies and small city dailies. And there is no doubt the financial returns would not be long in proving that attention to editorials and sports pay and pay well—in both directions, circulation and advertising.—W. J. McN.

If you don't keep a clipping morgue, and many smaller newspapers do not, it will be found a helpful thing for the city editor, in dating up his calendar in advance to make

notes of the date and page on which advance stories of events were carried. The reporter, when he receives an assignment, can thus refer readily to the previously published story and get his bearings from it.—R. F.

The merchants in Prettypress (Kan.) have what they call "Bargain Day" once a month. A prize of \$1 is offered to the farmer who brings in the most eggs that day. Another prize is given to the farmer who brings in the most chickens on that day, and so on.

The merchants pay these prizes in merchandise, and the city paper co-operates by printing the prizes and the winners' names. This stunt has proven to be a success and should be worth trying in other towns.—B. F. C.

Nearly any country publisher could secure more local advertising by making an intelligent survey of his field. Every business firm should be charted, showing the number in various lines of business, competition, possibilities of expansion of each, possible advertising appropriation and other pertinent points. Advertising can then be solicited from these firms on a business-like basis, and in many instances regular schedules can be prepared and submitted to the firms for approval.—N. B. S.

"Favorite Recreations of Some of Our Folks" is a good topic for human interest stories which might be easily secured for the country paper and which, when published, would interest everyone and please the people about whom the stories were written. For instance, everyone in town may know that the Methodist minister's favorite recreation is working in his garden, but this fact may never have been published in your paper, and because everyone was familiar with the fact it would have that much more interest when published. And a new slant could be given to it by getting the minister to tell how he became interested in gardening, what some of his outstanding successes in gardening have been, and so on. This sort of a series could be kept going indefinitely, because it would all be news, and it would all prove interesting all the time.—F. H. W.

Night calls for doctors are much rarer in small towns than they are in bigger cities. Consequently, whenever a doctor in your town is called out at night, it is news. Are you printing all the news of this sort that occurs in your town? Find out, each week, from the local physicians what their night calls during the week have been and write up the proper sort of news items about these calls.—F. H. W.

E. E. Brodie, publisher of the Enterprise, Oregon City, Ore., is now in Hancock as our U. S. Minister to Siam. In his absence Hal Hoss, secretary of the Oregon Editorial Association, is in charge of the paper.

Hal Hoss is a go-getter, and has developed a line of work usually overlooked by newspaper publishers in small communities.

This year he has printed Annuals for the high schools at Oregon City, West Linn, Forest Grove, Woodburn, Milwaukie, Beaverton, Molalla, Estacada, and Canby, at prices ranging from \$250 to \$750. The local advertising carried in the Annuals reduces the cost of the volume to the student to \$1.

Another line of work that he has developed is the printing of leaflets for summer resorts. The result has been that during the past month the Oregon City Enterprise has done a business exceeding \$10,000. All of which goes to show that it is not the size of the town in which you are located that counts but the initiative of the publisher combined with the determination to turn out nothing but high class work.—F. L.

A regular department devoted to interesting extracts from letters received by local folks from former residents of your city and territory who have moved to other cities would be of constant interest. Of course only the really vital, interesting parts of the letters should be quoted and, of course, the full names and addresses of the people sending the letters should be given, as well as the full names of the person receiving the letters and the relationship between the two, whether father and son, or just friends, should be given. There would be plenty of this sort of stuff to be secured for each issue and it would be real news.—F. H. W.

Features by

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

The McNaught Syndicate, Inc.
Times Building, New York

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
**NEW YORK
EVENING
JOURNAL**

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

Perth Amboy, N. J.

Plants are putting on men.
Plant managers are opti-
mistic regarding future.
Building trades active.

Evening News

F. R. NORTHROP

350 Madison Avenue, New York City
Foreign Representative

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

Big Circulation Gains That Stick!

A Hollister Campaign will increase your circulation by thousands—and hold it.

Among publishers who know are The Philadelphia Inquirer, San Francisco Chronicle, Cleveland Plain Dealer, Washington Post, Los Angeles Times and many others.

Now on The Louisville Herald. Write or wire for more facts.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Waste

Distribution before advertising is the motto of the Merchandising Department of The Indianapolis News. Eliminate the waste.

The Indianapolis News

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

New Haven Register

is New Haven's Dominant Newspaper

Circulation over 32,500 Average Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended March 31, 1922

average **146,233** daily

New York Chicago
H. W. MOLONEY G. LOGAN PAYNE CO.
604 Times Bldg. 6 No. Michigan Ave.
Suite 401, Tower Bldg.

Let Us Fill Up

your paper with advertising on dull days—no obligation
Write

JOHN B. GALLAGHER CO.
52 VANDERBILT AVENUE
NEW YORK

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communications to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment by return mail. Unavailable ideas will not be returned.

THE Burlington (Ia.) Gazette ran a page headed "Modern Mechanical Refrigeration Makes Meat Markets More Efficient." Reading matter and cuts were supplied by the makers of such apparatus who also took space, explaining the value to the housewife of such sanitary preservation of foods. Advertising of markets, so equipped, filled the rest of the page.—H. D. K.

The Philadelphia Record publishes each week a very unique and interesting advertisement known as "Save Some." This is in the form of a cooperative advertising campaign and the plan is to educate the public to the advantages of a savings account and to urge people to stop in at one of the banks or trust companies listed in this advertisement and open a savings account. The cost of this is equally divided among the banks and trust companies whose names appear in the advertisement.—G. B. S.

As the fall moving season approaches build an advertising page around the rates for moving, hints from experienced packers as to how to take care of household goods, show distances from one important point to another in your city and give other real information. Moving companies, repair men, furniture and house furnishing houses probably could be induced to go in on a page of this kind.—H. D. K.

A Bible Contest is good to run when evangelistic services are being held. In each advertisement conceal a Bible quotation or proverb. In a box on the page give the exact book, chapter and verse from which the quotations are taken. In each instance there will be only one word from the Bible quotation in each advertisement. Find the quotation by reading each advertisement carefully, finding the word that sounds as though it would be found in the quotation referred to in the Bible.—R. B. M.

"Know Omaha and Omaha Stores" is a general theme of a series of eight full-page advertisements being published in the Omaha Daily Bee. This series has an interest for every resident of Omaha and tributary territory. It pictures the marvelous growth of the city as a retail market center in unusually graphic manner. By photographs and historical text the story of the city's present advantages as a trading post are told with compelling force. The advertisements are an unsolicited tribute by the Bee to the city's retail trade. Preparation of the copy, the engraving and all other work in connection with the ad, was undertaken by the various departments of the Bee. This would be a good advertising stunt for every paper in the United States.—A. R. D.

A feature page that can be run for several weeks is the National Advertised Products page. For instance, take Gold Medal Flour, get the wholesale distributor and all the dealers handling it for ads. To make it more interesting give only the telephone numbers of the merchants and offer a sack of flour to the one bringing in the correct list. The next page can be on Royal Baking Powder or Campbell's Soup—in fact, any national known product.—V. B. N.

How many gallons of gas a day are sold in your city? How many women purchasers of gas are there? What is the average amount of gas purchased by motorists at one time? How many out-of-the-state cars are served by your filling station on an average day? This sort of information could be easily secured from your gas distributing companies and gas filling stations, and this story would not only be of interest to all motorists in your city but would also be a good story around which to center the ads of local filling stations which, as a rule, are not very good advertisers.—F. H. W.

The Fort Wayne News & Sentinel, of Fort Wayne, Ind., recently cashed in on the popularity in radio by a unique group page of advertisements. A number of ads were grouped on a page with portions of the ads printed in the dot and dash radio code. The letters of the code with the corresponding dots and dashes opposite them were given at the top of the page. Prizes amounting to \$10 were offered by the paper to the person sending in the first correct translations of all the radio portions of the advertisements.—F. H. W.

The automobile season is in full blast, and to keep the classified columns before the auto owner is to print a license number each issue in the classified column, and give five gallons of gas free to the owner of the car bearing that number. Or to make it of interest to everybody, pick a name at random from the subscription list and give free theatre tickets. This would make them read the classified ads.—V. B. N.

What is the oldest store on Main street in your city? What is the oldest store on Circle street? What is the oldest store on each of the other business streets in your city? Find out what these store are and then get special advertisements from them to be used in connection with a story telling about earlier conditions in your city. Most of the stores would be glad of such an opportunity for emphasizing their age and long service to local customers.—F. H. W.

Get up an article on "How to Keep Cool." Let it consider various ways of avoiding the heat. You may compile a list of Don'ts such as: Don't walk on the sunny side of the street, don't eat meat, don't lose your temper, etc. Place this article in the middle of the page, and then get advertisements to surround it from ice dealers, electric fan dealers, summer clothing merchants, soda water companies, etc.—D. R.

In all small cities practically all the stores close on National holidays. Why not sell a page or two of small ads under the heading, "These Stores Will Be Closed" (name of holiday)?—G. L. K.

When looking over old newspapers and reprinting extracts, such as "25 Years Ago Today," you will find many weddings. Look up in your city directory to find whether those people live in town yet. If they do, send them a letter of congratulation. Tell them that you found the record of their wedding in the paper, and ask if they plan to celebrate. They will be pleased to be remembered by the newspaper. Send a solicitor around to see them later, if they are not on your subscription list.—E. C. H.

The Memphis Press is carrying each Monday a Pure Food page which consists of an editorial feature boosting the independent grocer. At the bottom of the page are listed 56 representative independent grocers. It was a part of the contract with the grocers whose names are listed at the bottom of the page that they stock and push all products advertised on the page during the campaign. We then sold 13 manufacturers or jobbers spaces on the page. Once each 13 weeks each of these advertisers is given the large space in which to exploit his line. Each week the line which has the large center space gets window and counter display in each of the stores listed at the bottom of the page.—L. E. H.

Get more people reading your classified columns by using this idea recently tested out by the Springfield Republican and News, Springfield, Mass. The paper arranged the stunt in co-operation with Riverside Park, a nearby pleasure resort. Readers were told to go through the classified columns carefully and look for any which in any way mentioned this park. On an announced day, tickets tleing up with each mention of the park, would be found at the amusement resort, concealed under picnic tables, and, in fact, everywhere. A large list of prizes donated by the Springfield merchants for the sake of the publicity value of the stunt ranged from a Ford car down. Try it out.—J. M. M.

Too many country publishers take business as it comes to them, without an aggressive policy in regard to either advertising or subscription. They solicit advertising without any regular policy or program, and if their volume of space is lower than that of their competitor or contemporary in another town, after a cursory examination, they excuse themselves with the thought, "Well, I'm not so bad off; I got nearly as much as this fellow and he is in a larger town," or "he has a better field." These publishers should measure their advertising each week and the total compared with the volume in other papers in the same territory. They should not "pat themselves on the back" unless their volume of space is equal to or exceeding that in papers published in towns of equal size.—N. B. S.

BUFFALO EVENING NEWS

Again Leads All Six-Day Publications in United States in National Advertising

In 1921 the Buffalo Evening News assumed the leadership of the National Advertising Field among all papers publishing only six days per week.

In 1922 the Buffalo News retains this leadership. National Advertising 1921—2,517,574 agate lines.

THE BUFFALO MARKET.
The Buffalo market is a responsive market, an economical market, and built upon the rocks of sound conservative growth.

In 1921 there were more building permits and more money spent for buildings of all kinds including factories and additions than in any other year of its history.

In 1921 there were more business structures erected in Buffalo than in any previous year. It is significant to note that at the present time there is no retail store for rent. Buffalo is busy. Buffalo is prosperous. Buffalo is withstanding the onslaught of the reconstruction period. Your campaign will pay in Buffalo.

BUFFALO EVENING NEWS
E. H. BUTLER, Editor & Publisher.
Kally-Smith Company, Representatives, Mar-bridge Bldg., New York, N. Y.; Lytton Bldg., Chicago, Ill.

Waterloo, Iowa

POPULATION 36,230

Waterloo Evening Courier

A. W. Peterson, General Manager
RATE 5c FLAT
Representatives
STORY, BROOKS & FINLEY

The circulation figures, totaling over 15,000, tell a wonderful story for Waterloo, and emphasize Waterloo as an important and intelligent center for national advertisers. The big point about this circulation of the Waterloo Evening Courier is the fact that it is absolutely steadfast—8,000 in Waterloo and 7,000 outside. Look up the record for any previous year, and see if the Courier's circulation has ever slumped in any year, or ever increased radically. Just a steady increase. Careful examination will show no trace of premiums, cut rates, or anything else that leads in some measure to subscribers taking a paper which is not their real choice.

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

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

A Food Medium

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

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

FIRST PAYMENT OF \$6.66 BRINGS 20 WAR VOLUMES

Twenty war volumes, telling in detail the complete story of the World War, will be delivered to any address in the United States on an initial payment of \$6.66. Twelve monthly payments of \$5.00 each will complete the cost of the set—\$66.66—bound in cloth. Illustrated with reproduced photographs of battlefields scenes, portraits of political military and naval leaders, cartoons, maps and facsimiles of important documents.

THE NEW YORK TIMES
WAR VOLUMES

Published by
The New York Times Company
Times Square, New York
Descriptive booklet on request.

HOLD CIVIC PRIDE CAMPAIGN

Schenectady Union-Star Interests Citizens and Industries

The Schenectady (N. Y.) Union-Star is conducting a Civic Pride campaign. A permanent Civic Pride organization for Schenectady and its environs has been organized. Schenectady's industries are included in the scope of the organization. Get together meetings have been held in the various wards of the city. The Union-Star conducted a contest for a slogan for the campaign with a \$25 prize. "Invest For Your Best in Schenectady," was the winner.

Gimbel Brothers Will Expand

Gimbel Brothers, New York, will in 1924 take over the building of Saks & Co., which occupies the block frontage on 6th Avenue from 33d to 34th streets, and which adjoins present Gimbel building which fronts on 6th avenue from 32d to 33d streets, thus giving them two buildings. Isaac Gimbel, president of Gimbel Brothers, signed the lease which

is for 20 years and carries with it an aggregate rental of \$8,000,000. The other store, Saks & Co., will move to a new building on 5th avenue.

THE "AGED MAN" AND OTHER NONENTITIES

(Continued from Page 27)

tested) of the people in the town who were considered to be, both by themselves and the newsmen, the better element. Possibly she was not so much worse than some of the others, but she did not give a whoop who knew it and the others did. Sensitive about it, too, the others did. It came to pass that this woman decided to move to another city. Was not driven out, you understand, but decided to move for business reasons. In a spirit of gentle irony the announcement of her departure was made in the paper. An old moth-eaten phrase was called up for the purpose—"Newton's gain is old town's loss," and within thirty minutes after the paper

was on the street a dozen men made it a point to drop in at the office and laughingly congratulate the writer on having pulled a good one—haw-haw-haw! Two of these visitors were in the office when the woman herself entered. She stood for a moment, a tense moment, before she spoke. I thought she was trying to decide which one of several lines of unladylike talk, the possession of which she had demonstrated on former occasions, to use. I braced myself. Mentally I mapped out a course of progress down the press-room stairs and into the sweet, pure air of the alley. When she suddenly dipped a hand into her bag I almost started. Anything was possible—gun, knife or acid. I watched that hand. But when it came out of the bag it contained only a small black purse. When she opened the purse she smiled, smiled through a mist of tears (to make use of another old friend) from the hardest pair of green eyes I ever saw in a woman's face.

"That was mighty nice, what you said of me in the paper, young man," she said. "It's the first kind word I've had from anybody in this town since Gawd knows when." Then she placed a five-dollar bill on the table, asked me to see that it was credited on her subscription account, gave me her address, and went out ugly and defiant as you please. You can't always tell. The two men laughed after she had gone. I did not. But I gave those two birds the coldest stare I had in stock. There is soul even in news writing. The writing of even trifling news may be made an art.

It is not often done, however. Perhaps that is the cause of all the trouble.

Visitors Welcome by the Item

The New Orleans Item has announced that visitors may go through the various departments daily and from 8 to 10 on Saturday nights. Guides are furnished to explain the various operations.

EDITOR & PUBLISHER

NEW YORK, N. Y.
RATE CARD
in effect March 11, 1922

1. General Advertising		b. PREFERRED POSITIONS.	
Transient rate 50c per agate line (minimum space 14 lines—1 inch).		Front and back cover rates on application.	
Full page	672 agate lines \$200.00	Inside front and back covers 10% extra.	
Half page	336 " " 113.00	All other positions 25% extra.	
Quarter page	168 " " 60.00		
Eighth page	84 " " 35.00		
teenth page	42 " " 20.00		

2. Time Contracts		Agate Lines	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	\$188.00	\$175.00	\$150.00	\$125.00	
Half page	336	100.00	94.00	88.00	75.00	
Quarter page	168	56.00*	50.00*	47.00*	44.00	
Eighth page	84	30.00*	28.00*	25.00*	23.00	
Sixteenth page	42	18.00*	15.00*	14.00*	13.00	

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at \$47 per insertion is accorded the privilege of half pages at \$88 and full pages at \$150, but such advertisement is to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—net rate 28c. per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract, are paid in advertising space to be used within one month after expiration of contract.

3. Classified Advertising		4. Reading Notices—(None)	
a. Help Wanted.....	.06 a word	5. Commissions. Allowed to recognized agencies on other than publishers' advertising.	
For Sale.....	.06 a word		
Situations Wanted.....	.03 a word		
Business Opportunities.....	.06 a word		
b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.			
c. No discount for frequency of insertion.			

6. TERMS

a. All accounts payable net 30 days and subject to sight draft immediately thereafter.
b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.
c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount.
d. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%.

7. Mechanical Requirements

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of page, 9 x 12 inches.

Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 133 line screen.

8. Time Schedule and Miscellaneous	9. Publishing Date—Saturday of each week
a. All copy subject to publishers' approval.	b. Forms Close Thursday.
c. Advertisements must be in office by Wednesday P. M. for current week's issue.	d. Corrections on advertisements may be made up to Thursday, 5 P. M.
e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.	f. Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.
g. Copy for advertisement should be received as early in the week as possible to insure good display and position.	h. All cuts should accompany copy.
i. All new cuts and art work made at expense of advertiser.	

10. Circulation

a. Member of A. B. C.	b. (February 1/22) Circulation 5,007
-----------------------	--------------------------------------

11. Subscription Rates—Domestic \$4.00. Canada \$4.50. Foreign \$5.00

12. Executive Personnel
J. W. Ferguson, general manager; John F. Redmond, managing editor.
J. B. Keemey, advertising; Fenton Dowling, circulation.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
One 8-page Double Drive Angle Bar Duplex 20th Century Press with motor all in splendid shape. Full particulars will be furnished on request. The Morning Commercial, Vincennes, Ind.

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.

NEWSPAPER PRESSES FOR SALE

Two 32-page 4-plate-wide Duplex "Tubular" Presses. Now printing the Richmond News-Leader.

Also two Duplex Sextuples now printing the New York Tribune.

For particulars apply to
R. HOE & CO.
504-520 Grand St.
NEW YORK, N. Y.
7 Water St., Boston, Mass. 827 Tribune Bldg. Chicago, Ill.

FLEXIDEAL

A Dependable, Uniform DRYMAT

Better in performance than any other, and at a LOWER price.
A trial will convince you.

Unlimited Stock on Hand at all Times

The Flexideal Company
15 William Street
NEW YORK CITY

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

Modern Hoe (low down) Press, 18 pages at 30,000, printing up to 36 pages, with plate finishing machine.
Press can be shipped and erected at once.

1 Model B Intertype, 3 Linotypes from same plant.

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

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

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man

wants position on small daily. Capable of taking complete charge of advertising. Four years' experience. University journalism graduate. C-704, Editor & Publisher.

Advertising Man

A capable man, experienced as copy writer, salesman and advertising manager, seeks more advantageous connection. Interested in position as advertising manager in medium-sized city, account executive on metropolitan paper or copy writer in agency. Successful record that will prove interesting to some executive. University trained, highly recommended. Position must be permanent and offer more than ordinary opportunity for the future. Box C-711, Editor & Publisher.

Auditor, Business and Office Manager

15 years experience, age 35, married. Thoroughly reliable. Capable of assuming entire charge of daily. Employed; available at short notice. Salary secondary condition, if competence leads to recognition and promotion. Convincing references. C-710, Editor & Publisher.

Circulation Manager

wishes to make change after July 15th. Nine years' experience, successful. Reference furnished. C-706, Editor & Publisher.

Cost Analyst, Auditor, Office Manager

High-grade newspaper executive. After ten years I outgrew previous position and after one year I find that present position promises no definite future. Age 36, excellent business and literary education. Present salary \$5,500. Want permanent proposition from well rated firm. Address C-646, Editor & Publisher.

Experienced Man,

32, wants position as news or managing editor in city of 25,000 to 50,000. University education. Capable writer, can handle men and make-up. At present employed on one of largest papers of Middle West. Desires position as permanent location. East or South preferred. Reply to Box C-705, Editor & Publisher.

First Class Desk Man

Efficient, experienced newspaper man in market for job as news or managing editor in Southwest, California preferred. Now night editor of paper 60,000 circulation. Best of references. Address C-708, Editor & Publisher.

Foreman

Mail room foreman, nine years experience, capable of handling any size mailing room. A-1 references. Box C-712, Editor & Publisher.

General Manager-Publisher

Experienced and successful newspaper executive, familiar with up-to-date advertising and circulation methods, efficiency and business detail and proper direction of all departments of newspaper making, seeks opportunity as general manager-publisher of live small city daily with field for expansion. References include leading publishers. Address C-714, Editor & Publisher.

Let Me Put Punch

and power in your editorial page. In game 15 years. Prefer connection with Republican daily or weekly. Have been on papers with large national circulations. Age 50. Married. Health good. Available immediately. Best references. Address Geo. D. Beason, 119-15th St., N. E., Washington, D. C.

Girl Reporter,

22, four years on city dailies, wants position as general news or special feature writer. Address Box C-700, Editor & Publisher.

Thoroughly Experienced Man

who has been editor and manager in towns up to 50,000 and managing editor in towns up to 200,000, desires to return to town of 20,000 and up. Best recommendations. What have you to offer? C-689, care Editor & Publisher.

ADVERTISES NEED OF DOCTORS

Maine Medical Association Receives Answers from Porto Rico

As a result of a unique advertising campaign conducted by the committee of public relations of the Maine Medical Association letters from doctors all over the country and from as far away as Porto Rico, making inquiries regarding places where they may locate in Maine are flooding the State. The committee is using as its piece de

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Afternoon Paper,

leader in its field, circulation more than twenty thousand, wants real display advertising salesman. Start fifty dollars week. Address Box C-701, care Editor & Publisher.

Classified Advertising Manager

One of the fastest growing dailies in New England desires a classified advertising manager who has a "make good" record. The man for this position must be a first class salesman and be competent to take full charge of a classified department. This one of the biggest opportunities in the East. Applications are to be made by letter, giving age, nationality, experience in detail, salary expected and references. Write Harold F. O'Keefe, Director of Advertising, Portland Press Herald, Portland, Me.

Maybe You're the Man,

or you may know him. An advertising man with ability and energy can secure a third interest in a business magazine of the highest class that will net the right man \$12,000 a year and give him \$15,000 worth of stock—and a congenial life connection. An investment of \$5,000 is necessary. Magazine established over five years and has valuable affiliations. Seven thousand business executives to be added to list before January 1st. Address Owner, P. O. Box 85, Times Square, New York.

Salesmen

acquainted with buyers and who can obtain orders for sales and order books can make favorable commission arrangements with leading Chicago concern in this line. Chicago Sales Book Co., 337 W. Madison St., Chicago, Ill.

Wanted:

Capable and efficient circulation manager to take charge of the circulation of a daily and Sunday newspaper in an Eastern city. We want a man between 30 and 40 years old who has had experience in all branches of circulation work. A man capable of producing results in a keenly competitive field is required. A competent assistant who has had the relevant experience will be considered. State salary, age and experience, etc., in first letter. A good opportunity is offered for the right type of circulator. Address C-702, Editor & Publisher.

resistance in this work a map demonstrating how many towns in Maine offer excellent advantages for young doctors who want to come and settle there. A survey of the state a short time ago showed many of these small towns to be lamentably lacking in physicians. This information furnished the impetus for the publicity campaign for more doctors for Maine.

HAD HARD TIME AT HERRIN

Don Ewing First at Scene of Mine Strife in Illinois

Illinois and Missouri newspaper men covering the bloody mine rioting at Herrin, Ill., have been up against conditions that rivaled the difficulties met by writers who covered the West Virginia mine fighting a few months ago.

Newspaper men who managed to get into the town had to combat poor wire service and absolute lack of facilities for getting over the scene of conflict.

Don Ewing, of the Chicago Bureau of the Associated Press was the first man into Herrin. After ten attempts he managed to hire a taxicab driver willing to drive through the mine war zone. Circling about in the taxi Ewing counted the bodies of twenty-six men and got the first accurate account of loss of life. Later he was under fire when he got between two opposing factions and was threatened when he tried to give water to a dying non-union miner.

Would Join A. B. C.

The Enid (Okla.) Eagle has applied for membership in the Audit Bureau of Circulations.

Roto for La Presse

La Presse, Montreal, will commence with its issue of June 24th, the publication of a weekly rotogravure supplement.

STORIES & POEMS WANTED

6c A WORD for advertisements under this classification. Cash with order.

Stories, Poems, Essays, Plays Wanted

We teach you how to write; where and when to sell. Publication of your work guaranteed by new method. Walhamore Institute, Dept. J, Lafayette Building, Philadelphia, Pa.

NOTICE

INTERNATIONAL PAPER COMPANY

New York, June 28th, 1922.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1 1/2%), on the preferred capital stock of this company, payable July 15th, 1922, to preferred stockholders of record at the close of business July 7th, 1922.

OWEN SHEPHERD, Treasurer.

WHAT OUR READERS SAY

A. A. C. Election Methods

DES MOINES, June 23, 1922.
To EDITOR & PUBLISHER: In your excellent article on page 10 of your June 10 issue you use the following language:

"It was proposed also that instead of nominating the president and secretary-treasurer from the floor of the convention, these two officers be nominated by the joint assembly—a subsidiary body of the association. This proposition was defeated and the method of electing officers remains unchanged."

This statement is incorrect. The motion to kill this provision in the revised constitution was lost.

The original proposed change in the constitution provides that the joint assembly should make nominations for president and secretary-treasurer, but that other nominations might be made from the floor. This provision stands.

Sincerely yours,

T. W. LE QUATTE,
Chairman Committee on Constitution and By-Laws.

Originality in News

NEW YORK, December 16, 1921.
To EDITOR & PUBLISHER: With reference to the article which appeared in your issue of December 10, in regard to the disappearance of originality in the American newspaper, in particular as to "news"—"Originality in News" is certain to disappear as the machinery for obtaining news improves and increases. When I first began to edit flimsy in 1874, the Associated Press covered nothing but routine matters, and its reports of an occurrence so far as skill in writing was concerned and impression on the reader were worthless. At the burial of the Unknown Soldier the report of the Associated Press was widely accepted by readers as a newspaper classic. To me it was the best report made. This change will go on.

The Associated Press can pay higher salaries, give more permanency than any one newspaper. In previous wars some one newspaper has stood at the front so conspicuously that its primacy was recognized. This was not true in the war of 1914-18. Local press associations each weave a finer mesh and cover a city, so far as the total of news is concerned, more closely than any single newspaper. In time the skill with which the news is presented in the agency will equal that of the newspaper.

A large amount of "originality" in giving news consists in graphic and piquant variations from the fact. The "rewrite man" causes more errors than almost any other one factor in newspaper service. I knew all that brilliant group which Dana, Lord and Doc. Wood gathered and taught in the Sun forty years ago. Under the training of these three men who understood accuracy, and this was as true of the Washington correspondent, as I was for a part of this period for the Sun, these men were taught to be accurate as well as brilliant, but they started the habit of mind in the American newspaper which regarded it as more important to be felicitously readable than fastidiously accurate. Between this tradition and the rewrite man the American newspaper has suffered.

The steady progress, however, of all forms of organized news service has led steadily and continuously to the common supply as a whole of a record of news which more and more makes newspapers uniform and which must make them so.

The practical result is that the "originality" of a newspaper is going to depend not on the record of facts, which will be more and more alike in all newspapers able to command the best sources of news, but in the other branches of a newspaper, in its editorials, in its criticism, in chronicles like Mr. Brown's, in special articles and in all the various ways in which opinion is expressed.

This is going to make the education of the journalist more and more important. The various news which is born every morning and dies every evening will be standardized. The treatment of aspects of this news, on the financial page, in comment, in the handling of events where opinion comes in to play, stage criticism, on special questions, and above all, on

\$10,000

for first payment on an attractive newspaper property. Pennsylvania and Ohio locations preferred. Proposition X. Y.

C. M. PALMER

Newspaper Properties,
225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

EDITORIAL WRITER,

twenty years with two eastern dailies of the better class, now available because of change in management. Broadly informed in the big industrial problems, particularly transportation. "Qualified to act in any capacity on the news or editorial end. Writes clearly, interestingly and effectively. One of the highest grade men in newspaper work." Position and prospect more important than initial salary. Our No. 2457-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G. SPRINGFIELD, MASS.

Publisher-Business Manager

Do you need a man experienced in every branch of newspaper work to assist you in your duties and to promote your newspaper?

Applicant now employed but wishes to enter field with opportunities greater than at present afforded. Now completing third year as advertising executive on daily newspaper in 20,000 middle west city. Has served as city and managing editor; published county seat weekly for seven years; practical printer. Thirty-three years of age; married; college graduate.

Want to make change about September 1, and want permanency. References willingly furnished. Kindly outline your proposition and make arrangements for personal interview. Address C-703, care Editor & Publisher.

the editorial page, force, style, vigor, punch grow more and more indispensable.

Sheer newspaper ability will always count, but exactly as in any form of athletics strength and swiftness are doubtless indispensable, but these will not reach their full flower and fruit unless through training, so mere newspaper knack and nose for news will not get a man over without education. The difficulty with the newspaper today is that its management is so hot on making money that it is unwilling to pay the salaries which will command trained men of the first order. Salaries have advanced in the last ten years. In spite of this advance every man who reads this knows of men who ought to be on newspapers doing public service, who are tempted from this to advertising, publicity and propaganda. Said Byron: "Ye have the Pyrrhic dance as yet. Where is the Pyrrhic Phalanx gone? Why of the two lose the nobler and the manlier one?"

TALCOTT WILLIAMS,

Director-Emeritus,
School of Journalism, Columbia University.

Editorial Note.—The communication presented above was dated December 16, and was written following the publication of an article in EDITOR & PUBLISHER by Hugh Logan of the New York World, in which the author found fault with the present method of syndicating news and features. In a note written under date of June 22, Dr. Williams explains that after writing the very interesting letter printed above, he mislaid it, but it is so interesting and bears out the general impression of newspaper men that we are glad to print it regardless of its age, although the details of the original article that brought forth this comment have, no doubt, been forgotten by many of the readers.

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.

LOVE and storage warehouses have a connection that does not appear on superficial examination. But when love flies out the window, the storage company's van backs up to the door. Another romance in storage is what rental of a compartment in a storage warehouse means. Interview the manager of such a warehouse for some unusually interesting sidelights on love and housekeeping.—E. C. I.

Women's ankles are getting larger. Eighteen months of low shoe styles has developed the Achilles tendon. An interview with shoe dealers, doctors and with flappers rounds out an interesting local story.—H. B. S.

What are the former newsboys of your city doing now? Run a story about each successful one and in conjunction a story of what each of your present newsmen hopes to be later in life. This series offers a good chance to hammer away with the name of your paper in every paragraph. It sticks in the memory of the casual reader.—J. H. B.

During the summer months many graduates of high school and college are planning to decide definitely what work they shall specialize in at college or what path they shall follow in the business world. Now is an appropriate time for a series of helpful articles setting forth the comparative advantages of various trades and professions. Such a series of articles will be appreciated by those who have not found themselves and who are anxious to get reliable vocational guidance. The articles should explain such things as the duties of the work, opportunities, qualifications for success, range in salary, etc. The articles should not be general, but should carefully analyze each oc-

cupation in a separate article. Representative men in those occupations will be glad to cooperate with you or perhaps write the entire articles.—D. R.

Conduct an "Ambition Survey" among the high school students of your city. What is this boy graduate going to do and what is the girl going to take up? What profession or trade will enter or study for and why do they make that certain choice? A very interesting series can be worked out along these ideas.—G. S., Jr.

How many of the leading citizens in your town are college men? At what age did most of them go to work? How much did they get at first? A story along this line would be particularly appropriate at this time of the year when so many young people are thinking about going to college or getting a job.—F. H. W.

Are the people of your city careful in handling library books? The Worcester Telegram ran a one-page story on vandalism. The librarian attributed the damage to books, which totalled over \$10,000 in one year, to post-war license. Entire chapters were ripped from books which could not be replaced.—J. H. B.

Everyone is interested in food. So it would be of interest to all your subscribers to learn what the favorite foods of some of your leading citizens are. Does the president of the First National Bank like pork chops better than any other kind of food? Is the president of the Women's Club League in your city partial to potato salad? Information of this sort could be easily secured and with it should be presented some of the favorite recipes of leading citizens.—F. H. W.

106 Different Newspapers of U. S. & Canada Are Now Using The Beck Comic Cartoons "Gas Buggies" (Daily) "Down the Road" (Sundays or Saturdays) IF YOUR TERRITORY IS OPEN TELEGRAPH FOR TERMS METROPOLITAN NEWSPAPER SERVICE Maximilian Elser, Jr., Gen'l Mgr. 150 NASSAU ST. NEW YORK

The Mount Vernon, N. Y. DAILY ARGUS carries more display advertising than any other newspaper in Westchester County. This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon. GEO. B. DAVID & CO. Foreign Representative 171 Madison Ave., NEW YORK

A New ELLIS PARKER BUTLER Series "High Spots in History" Conspicuous historical events told in brief humorous rhymes with irreverently comic illustrations. A Genuinely New Idea A first publication, daily humor feature by the author of "Pigs Is Pigs" is bound to be a winner. Territory is closing now. The McClure Newspaper Syndicate 373 Fourth Avenue New York City

Million Dollar Hearst Features The World's Greatest Circulation Builders International Feature Service, Inc. New York

The Baltimore News has just joined us for our DAILY PUZZLE SERVICE THE INTERNATIONAL SYNDICATE 213 Guilford Ave., Baltimore, Md.

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

"The African World" & "Cape-to-Cairo Express" Published every Saturday in London. AMERICAN OFFICE No. 1 West Thirty-fourth St., NEW YORK CITY Telephone Fitz Roy 2969

CONVENIENT FORM BIOGRAPHY NOTICE

Full name			Residence		
Single	Married	Widowed	Divorced		
Place of Birth			Date of Birth		
Place of death			Hour	Date of Death	
Married to			Where and When		
Children		(Married Names) Residence			
Brothers and Sisters			Residence		
If formerly a soldier, what division and war			When Discharged		Rank
What school attended			Member of societies		
Member of church			When		
Held what public office			Police		
How long in State			How long in county		
How long in U. S. if foreign born			Maiden name of mother		
Name of Father			Maiden name of mother		
Last occupation (profession, trade, industry)			Previous occupation		
Date of Funeral		Place		Hour	
Minister		Cemetery		Palbearers	
Special Music		Physician (last)		Remarks:	
Cause of death		Remarks:			
Report furnished by					

Republico-Leader, Marion, Ill.

The Marion (Ill.) Daily Republican uses the above obituary form which is furnished in tablet form to all local undertakers. The undertakers obtain the data for the family and for their record and thus the paper obtains its information with less effort and without duplication of calls. We call it "biography form" and use it for all politicians and other prominent persons, filing the same in our "morgue" after it has been dated.—OP.

WIRE NEWS For Evening and Sunday Newspapers International News Service 21 Spruce St., New York

America's Best Magazine Pages Daily and Sunday Newspaper Feature Service 241 WEST 58TH STREET New York City

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

NEW ENGLAND

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun(E)	4,968	.0275	.0175
*Boston Sunday Advertiser(S)	410,358	.55	.55
Boston Globe(M&E)	284,724	.45	.45
Boston Globe(S)	322,907	.55	.55
Boston Post(M)	300,796	.60	.60
Boston Post(S)	401,797	.55	.55
Boston Telegram(E)	145,113	.20	.20
Boston Transcript(E)	38,443	.20	.20
*Fall River Herald.....(E)	12,905	.035	.035
*Fitchburg Sentinel(E)	10,739	.05	.035
*Haverhill Gazette(E)	15,425	.055	.04
*Lynn Item(E)	16,273	.06	.04
*Lynn Telegram News.(E&S)	10,586	.05	.05
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06
*New Bedford Standard-Mercury(M&E)	30,650	.07	.07
*New Bedford Sunday Standard (S)	24,853	.07	.07
Pittsfield Eagle(E)	15,845	.035	.03
*Salem News(E)	20,023	.09	.07
*Worcester Telegram-Gazette (M&E)	74,394	.24	.21
*Worcester Sunday Telegram (S)	42,741	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial(E)	14,469	.05	.04
*Portland Press Herald (M&S)	19,291	.07	.06
*Portland Express(E)	25,424	.10	.07
*Portland Telegram(S)	25,966	.10	.07

NEW HAMPSHIRE—Population, 443,683

Keene Sentinel(E)	3,312	.03	.02
Manchester Union-Leader (M&E)	28,649	.10	.06

RHODE ISLAND—Population 604,397

Newport Daily News....(E)	6,171	.035	.03
Pawtucket Times(E)	24,663	.07	.06
Pawtucket Valley Daily Times (Arctic)(E)	2,475	.021429	.021429
*Providence Bulletin(E)	59,767	.135	.135
Providence Journal(M)	30,662	.08	.06
*Providence Journal(S)	54,629	.12	.12
*Providence Tribune(E)	22,501	.10	.09
*Woonsocket Call(E)	13,024	.04	.04

VERMONT—Population, 352,428

*Barre Times(E)	6,644	.03	.02
Brattleboro Daily Reformer. (E)	3,010	.03	.015
Burlington Daily News....(E)	7,001	.04	.04
*Burlington Free Press..(M)	11,108	.05	.05
St. Johnsbury Caledonian-Record(E)	3,124	.025	.015

CONNECTICUT—Population, 1,380,831

*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
*Bridgeport Post(S)	18,395	.085	.08
*Hartford Courant(D)	29,780	.06	.07
*Hartford Courant(S)	48,606	.10	.09
*Hartford Times(E)	44,077	.12	.12
New Haven Register..(E&S)	32,537	.09	.08
*New London Day.....(E)	10,325	.06	.045
Norwich Bulletin(M)	11,629	.07	.05
*Norwalk Hour(E)	4,594	.025	.025
*Stamford Advocate(E)	8,254	.0375	.03

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

Has 40% of the Nation's Savings Deposits

With seven and a half per cent of the population of the United States and forty per cent of the savings, the New England territory offers the greatest of all markets.

It must also be remembered that New England's population is chiefly urban—85 per cent live in cities, where there is a freer spending of money.

New England people, accustomed to buying advertised commodities which appeal to them, cannot be reached except through newspaper advertising.

These papers will introduce you to the right people.

The Pulling Power of Advertising

The  Globe
AND COMMERCIAL ADVERTISER

A CAREFUL study of results from various advertising campaigns over a long period of years would seem to prove conclusively that most satisfactory and profitable returns come to the concern which is ultra-conservative in the representations it makes regarding the merit and value of its goods.

There are those who still look upon advertising space as a mere device to lure women into dry goods stores and specialty shops or to produce leads for intensive salesmanship. But the real big fellows in business to-day are big because they have built up a prestige for fair play, honest goods, genuine values and real sales.

There are stores which do the biggest and most profitable business on the basis of 2 per cent. for advertising, while there are others who hold a lesser degree of public confidence and often spend up to 10 per cent. for advertising.

Those who use advertising as a vehicle for matching their cupidity against the judgment of women crowding a counter for bargains lose most of the cumulative value represented in advertising.

MEMBER
A. B. C.

THE NEW YORK GLOBE

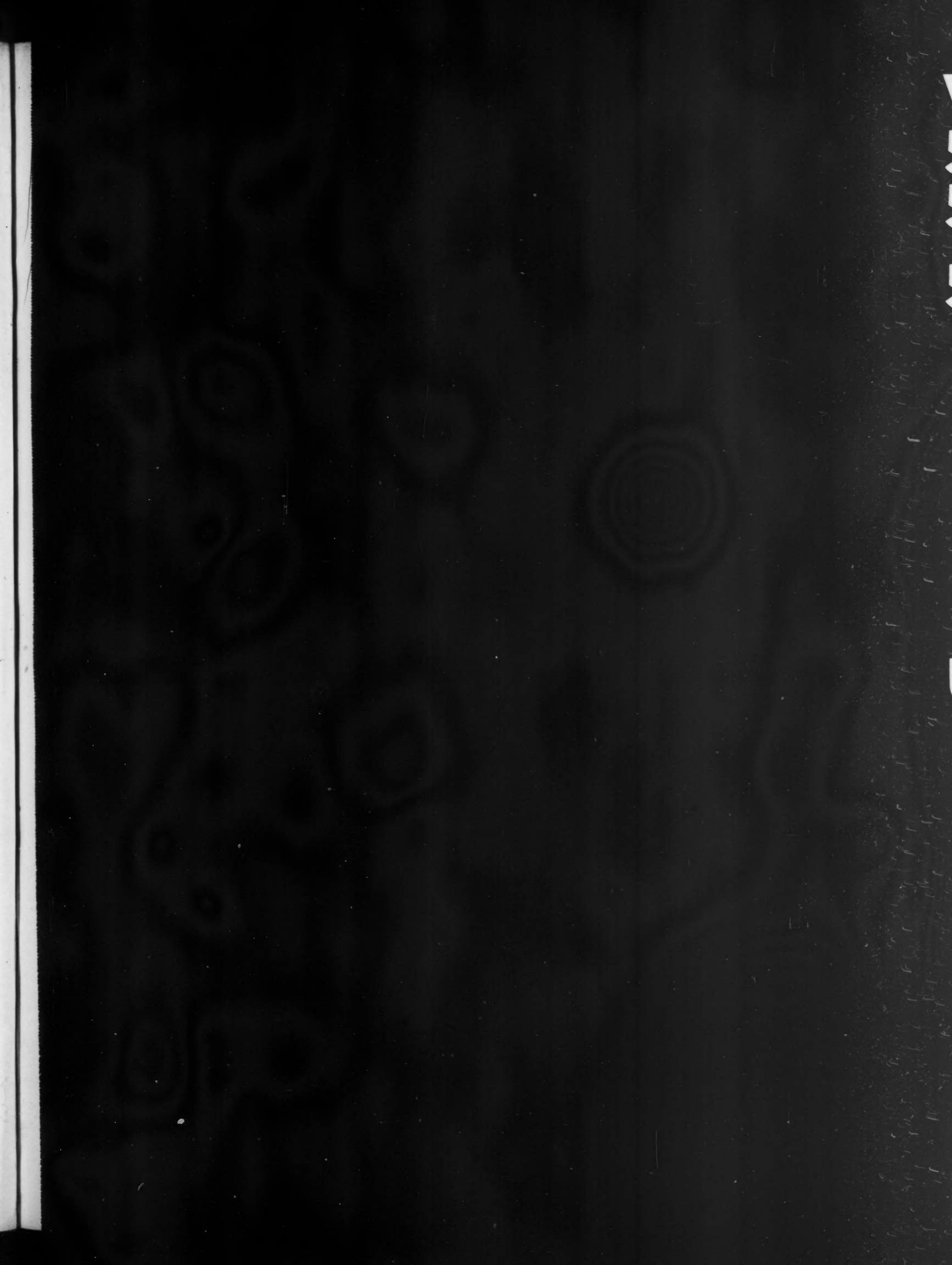
MEMBER
A. B. C.

JASON ROGERS, Publisher

LORENZEN & THOMPSON, Inc.
Special Representatives

CHICAGO

NEW YORK





S

T

M

“

T
h
m
ch
m
fa
0
m

to
st
c
p
b
a
s
ti
a
4
T
o
e
4
g
l
c
h
a
f
p
r
f
s

s
f
v
t
i
r
g
o
p
t
a
g
v
a
t



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

Copyright 1922 by the EDITOR & PUBLISHER Company

Space-Buyers' Chart and Market Survey of the STATE OF TENNESSEE

Second Section

NEW YORK, SATURDAY, JULY 1, 1922

Pages I to VIII

TENNESSEE A LEADER IN MINERALS OF WEALTH

More Than Forty Different Minerals of Economic Value Are Found in Commercial Quantities Within State—Diversified Farming Has Brought Agricultural Bounty

"AGRICULTURE, COMMERCE," has been the motto of the state of Tennessee since 1797. How truly she has worked for more than a century to make that motto something real is disclosed in her farm property values of more than a billion dollars, and manufactured product value of nearly \$600,000,000, and a mineral wealth that brings more than \$35,000,000 to her every year.

Tennessee touches eight other states and it is claimed that she possesses the combined attractions of all of them. The state has a population of 2,337,885 and a land area of 42,022 square miles. The greatest length of the state from east to west is 432 miles and greatest breadth 100 miles. The climate is generally healthful, winters are short, and rainfall sufficient in all places, giving agriculture a place of first importance in state wealth.

The soil of the state is extremely fertile. In the west, corn and cotton are the leading crops, in the middle section, grain, tobacco and cotton. In the east the valley land produces corn, cotton, apples, peaches and small fruits in great abundance, as well as winter wheat.

Tennessee has long been known as a cotton state, the section west of the Tennessee river being devoted largely to its production. It is one of the staple products of the state and a yield of quality is generally produced in the counties bordering on the Mississippi River. In the face

of the great campaign for diversified crops that has met with success, cotton continues the first crop of the Mississippi River district.

The cotton of the uplands of Tennessee is considered the highest grade in the world. More than 700,000 acres are planted each year and the average annual crop is nearly 300,000 bales. The very fact that a crop of wheat and crop

of corn may be harvested from the same land the same year, has made them favorite leading crops with many of the farmers of the state, with an annual production of more than 90,000,000 bushels of corn, placing the state in the 12th place in the Union in this production. An annual production of more than 7,000,000 bushels of wheat takes Tennessee out of the line of "cotton states," and makes

her a general agriculture state of first importance in feeding the nation.

The total annual value of all principal crops of Tennessee is more than \$243,000,000, giving that state 21st rank in the Union.

Tennessee occupies an enviable position as a producer of high grade tobacco for the best markets of the world. Her rapid strides forward in tobacco culture have

occurred in the last 25 years, and today she occupies fourth position among the states with an annual crop of more than 85,000,000 pounds.

In the north middle section of the state is located the great dark-tobacco district that has made both that state and Kentucky famous, while in the east the growing Burley tobacco has become one of the leading industries.

The other principal crops of Tennessee include oats, annual crop of more than 8,000,000 bushels; potatoes, of which two crops can be raised from the land in the same year in many sections exceeds 3,000,000 bushels annually; sorghum syrup, which totals nearly 2,000,000 gallons a year, and sweet potatoes of which the state produces more than 4,500,000 bushels annually, and rye exceeds 300,000 bushels annually.

Hogs are an important product of every section of the state and poultry raising is general. Considerable attention is given to market gardening. Early vegetables are shipped

(Continued on page IV)



Photo by Ewing Galloway

The capitol of the state of Tennessee is sheltered from the busy world by bowers of green that bespeak the agricultural possibilities and wealth of a great commonwealth. Administration of her highways and institutions of public education have been greatly centralized here in recent years, with the result that rapid strides are being made in these two government activities that are so necessary to progress. Her state highway program alone that will link every city, town and village calls for an expenditure totaling \$95,000,000.



MEMPHIS, TENN.

City Classed as Trading and Railroad and Cotton Center

Population

1910 Census	131,105
1920 Census	162,351
A. B. C. City	162,351
A. B. C. City and Suburban	625,000
Chamber of Commerce, City	162,351
Chamber of Commerce, City and Suburban	350,000
Native Whites	51%
Negroes	37%
Foreign born	12%
Students	1,200
Industrial workers	10%
English reading	94%
Home owners (Families)	33,369

Banks

Savings	3	Resources	\$7,737,176
Trust Companies	15	Resources	82,374,117
National	4	Resources	19,277,651

Schools

Public Grade	38	Pupils	24,449
High	4	Pupils	3,467
Parochial	12	Pupils	3,700
Colleges, 3 Depts. of University of Tennessee			

Theatres
Legitimate, 2; burlesque, —; moving pictures, 28; vaudeville, 1; motion picture and vaudeville, 4; miscellaneous, three largest seat 3,100, 2,700, 2,500 persons; average number of seats, 2,500 large, 350 small; total number of seats, 16,800.

Location
Situating on the Mississippi River, Memphis receives and distributes a large tonnage by water. The city is served by ten trunk lines, six coming from the East and four from the South and West. The railroads and river traffic

makes Memphis an ideal shipping center for the entire Middle South.

Principal Industries
Merchandising both wholesale and retail is the leading business of Memphis. The principal industries include automobile wheels and bodies, sash and doors, cars, veneers, cooperage, cotton, cotton seed and cotton seed products, stock food products, brooms, mule and live stock market, drugs, oil refining, cotton bags, burlap, flour, steel and iron products, freight cars, cereals, meat packing, crackers, twine, hardwood flooring, bags.

Special Information
Memphis is the greatest inland cotton market in the world. Upward to nearly a million bales being sold annually. There are 13 cotton seed oil mills with an output of 10,000,000 yearly. It is an important drug center. 1500 are employed in the manufacture of automobile wheels, 3,000 engaged in the manufacture of automobile bodies. The yearly output of lumber and forest products is estimated at \$50,000,000.

Memphis is an important educational center with many private schools and colleges. The university of Tennessee maintains its college of Dentistry, College of Medicine and School of Pharmacy here. The Christian Brothers' College, the University of Memphis, the University of West Tennessee, the West Tennessee State Normal School and three business colleges are situated here.

Churches
120 Baptist, 11 Catholic, 8 Christian, 1 Christian Scientist, 1 Church of Christ, 2 Congregational, 10 Episcopal, 2 Cumberland Presbyterian, 1 Greek, 5 Hebrew, 2 Lutheran, 2 Holiness, 21 Methodist Episcopal, 23 Methodist Episcopal South, 2 Pentacostal, 17 Presbyterian, 1 Spiritualist, 1 Unitarian, 8 miscellaneous.

Suburban and Farm Residents
The rich delta of the Mississippi finds a market for its farm products and live stock in Memphis and the city enjoys the retail and wholesale trade both from Mississippi and Arkansas. The towns surrounding Memphis are Greenwood, Miss., 7,793; Clarksdale, Miss., 7,552; Jonesboro, Ark., 9,384; Forest City, Ark., 3,377; Wynne, 2,933; Marianna, Ark., 5,074; Brownsville, 3,062; Covington, 3,410; Jackson, 18,860.

Wholesale Houses

Jewelers	3	Hardware	3
Groceries	27	Bakers	12
Meats	15	Tobacco	14
Fruits	12	Auto Accessories	7
Furniture	9	Lumber	39
Furriers	1	Millinery	3
Shoes	1	Confectioners	7
Dry Goods	14	Drugs	13
Flour	12	Merchandise Brokers	35
Hats and Caps	3	Clothing	10

Retail Section
The retail sections include many varieties of shops and stores. The large business from the surrounding territory contributes largely to these stores. The retail sections take in 42 blocks in the center of the city. The leading business streets are Front, Main, Second, Jefferson, Court, Madison, Monroe, Union & Beal.

Residential Features
Mostly one-family houses with modern improvements. There are five apartments. The business section contains many large office buildings. There are 35,295 dwellings.

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	52	Confectioners	57	Florists	14	Hats and Caps	8	Opticians	14
Auto (Truck)	27	Delicatessen	8	Fruits	32	Jewelry	35	Photographers	18
Auto (Tires) Ags.	41	Dressmakers	40	Furniture	66	Ladies' Tailors	21	Pianos	6
Auto (Parts) Ags.	64	Druggists	110	Furriers	4	Meat Markets	114	Restaurants	195
Bakers	34	Dry Goods	129	Garages	48	Men's Furnishing	27	Shoe Dealers	38
Cigar Stores	33	Department Stores	8	Grocers	799	Merchant Tailors	6	Sporting Goods	4
Cloaks and Suits	5	Electrical	17	Hardware	23	Milliners	24	Stationers	4
Clothiers	43								

Trading Area
The trading area extends south on both banks of the Mississippi, taking in the rich delta farming sections in Arkansas and Mississippi, and southwestern Tennessee. It extends North to Covington, Tenn., East to Brownsville, Tenn., Southeast to Helena and South to Greenwood, Miss.

NOTE.—Facts and figures were secured from Mark Fenton, manager of Chamber of Commerce; G. W. Garner, secretary Board of Education, banks and business men. | Newspapers Commercial Appeal (Morn.) (Sun.) News Scimitar (Eve.) (Sun.) Press (Eve.)

THE Memphis Commercial Appeal

“The South's Greatest Newspaper”

It prints more news, more features, more advertising, all kinds, has more circulation, and the knowing ones say more editorial influence than any other newspaper in its section, and clearly ranks with the leaders of the world.

One of the really great institutions of the country. Goes into nineteen of every twenty homes of Memphis and vicinity. A marvellously resultful advertising medium in one of America's richest sections.

THE COMMERCIAL APPEAL during the month of April carried a total of 82,425 inches of advertising. The two other papers combined carried a total of 67,846 inches. The Commercial Appeal led their combined total by 14,579 inches.

THE COMMERCIAL APPEAL has both quantity and quality circulation. Total paid circulation during April—Daily 85,199, Sunday 113,558.

A Rich Field — Of Splendid Opportunity — Thoroughly Covered

THE JOHN BUDD COMPANY, Advertising Representatives

NEW YORK CHICAGO ST. LOUIS ATLANTA SAN FRANCISCO LOS ANGELES SEATTLE



NASHVILLE, TENN.

City Classed as Industrial, Mercantile and Shipping Center

Population

1910 Census	110,364
1920 Census	118,343
A. B. C. City	118,343
A. B. C. City and Suburban	650,000
Chamber of Commerce, City	140,000
C. of Commerce, City and Sub.	225,000

Native Whites..... 68%	Industrial workers .. 20%
Negroes..... 30%	English reading 92%
Foreign born..... 2%	Home owners (Families)
Students..... 9,25030,220

Banks

Trust Companies..... 7	Resources ...	\$27,200,904
National..... 4	Resources ...	54,298,955
State..... 2	Resources ...	4,907,515

Schools

Public Grade..... 35	Pupils.....	17,202
High..... 2	Pupils.....	2,241
Private Schools..... 47		
Business Colleges ... 3		

Vanderbilt University, Geo. Peabody, School for Teachers, Fisk University, Maharry Medical, Ward-Belmont, Southern Y. M. C. A. College.

Theatres

Legitimate 1, Moving Pictures 26, Vaudeville 1, Average No. Seats 1,200, Total No. Seats 12,200.

Location

Nashville is situated on the following trunk lines, the Louisville and Nashville, the Nashville, Chattanooga & St. Louis and the Tennessee Central. It is a mercantile distributing center for Middle Tennessee. It is 151 miles from Chattanooga and 162 miles from Memphis, 185 from Louisville, Ky., 134 from Birmingham, 111 from Knoxville. There are interurban lines: Franklin, about 19, and to Gallatin, 30 miles.

Principal Industries

Hardwood and products, wheat grinding and flour mixing, printing, hosiery, overalls and work shirts, chemicals for fertilizers and phosphates, live stock, dairying, farming, stores, hardware, brick for building purposes, soft collars, box factories, cotton bags, shoes.

Special Information

The 9,000 students make Nashville the leading educational center of the South. These students come from all points of the compass and contribute largely to the stores of Nashville and are an important factor as a purchasing unit.

30,000,000 pounds of coffee roasted here yearly. Nashville has the largest self-rising flour market in the world with six mills. The printing business of Nashville employs 1,271 persons with \$6,000,000 output yearly and \$1,650,000 annual payroll. 6 hosiery mills manufacture for domestic and export trade, \$16,200,000 invested assets in institution for higher education with a non-resident student body of 9,000. 3 plants manufacturing commercial fertilizers. \$75,000,000 worth of live stock are sold through the Nashville stock yards. 3,500,000 pounds are sold here annually. The dairy business is enjoying a very rapid growth.

Churches

74 Baptist, 7 Catholic, 36 Christian, 2 Christian Science, 3 Congregational, 7 Episcopal, 3 Hebrew, 4 Interdenominational, 2 Lutheran, 24 Methodist Episcopal, 29 Methodist Episcopal South, 3 Pentecostal, 12 Presbyterian, 9 Cumberland Presbyterian, 14 of varied denominations.

Suburban and Farm Residents

Surrounding Nashville are many farming sections and sizable towns among which are: Franklin 3,123, Columbia 5,326, Springfield 3,860, Murphboro 5,367, Shelbyville 2,912, Wartrace 619, Bellbuckle 471, Lebanon 4,084, Gallatin 2,757.

Wholesale Houses

Groceries..... 18	Furniture..... 1
Meats..... 9	Hardware..... 8
Fruits..... 12	Produce..... 16
Electric supplies..... 13	Bakers..... 8
Notions..... 8	Chemicals..... 1
Shoes..... 5	Confectioners..... 2
Dry Goods..... 12	Jewelers..... 4
Tobacco..... 3	Stationers..... 8
Drugs..... 4	

Retail Section

The retail section has shops and stores of the widest variety from the large department stores to small specialties shop. It extends on Fourth Ave., Church St., Fifth Ave., Union St., Sixth Ave., Third Ave. This section includes the leading hotels and theatres.

Residential Features

Nashville has 24,992 dwellings for its 30,220 families. The houses are mostly of the one-family style. There is no tenement or slum section.

Retail Outlets for Nationally Advertised Products

Auto (Passengers) 32	Confectioners ... 22	Florists..... 8	Hats and Caps... 5	Opticians..... 13
Auto (Truck).... 18	Delicatessen ... —	Fruits..... 36	Jewelry..... 33	Photographers ... 18
Auto (Tires) Agy 27	Dressmakers ... 24	Furniture..... 42	Ladies' Tailors... 19	Pianos..... 8
Auto (Parts) Agys 110	Druggists..... 79	Furnitres..... 2	Meat Markets... 76	Restaurants..... 114
Bakers..... 20	Dry Goods..... 68	Garages..... 22	Men's Furnishings 8	Shoe Dealers... 24
Cigar Stores..... 22	Department Stores 5	Grocers..... 609	Merchant Tailors. 7	Sporting Goods... 3
Cloaks and Suits. 1	Electrical..... 7	Hardware..... 10	Milliners..... 15	Stationers..... 8
Clothing..... 46				

Trading Area

The trading area covers the rich farming section of Middle Tennessee on the North; it extends to Guthrie, Ky.; on the West to Waverly; on the South to Pulaski, and on the East to Cookville.

NOTE—Facts and figures were secured from W. R. Manier, Secretary of Chamber of Commerce, banks, stores and business men.

Newspapers

Banner (Eve.) (Sun.)
Tennessean (Eve.) (Mor.) (Sun.)



The South's Leading Newspaper

Average Daily and Sunday Circulation 49,530

The Nashville Banner for more than a quarter of a century has been first in *Circulation, Advertising and Influence* and is the only Nashville daily that publishes a detailed statement of circulation.

During the year 1921 the Banner published over a million six hundred thousand lines more of Advertising than its morning contemporary—The Reason Being:

Circulation—Cleanliness—Character

The Nashville Banner Leads

“Every Day and Sunday Too”

National Advertising Special Representatives:

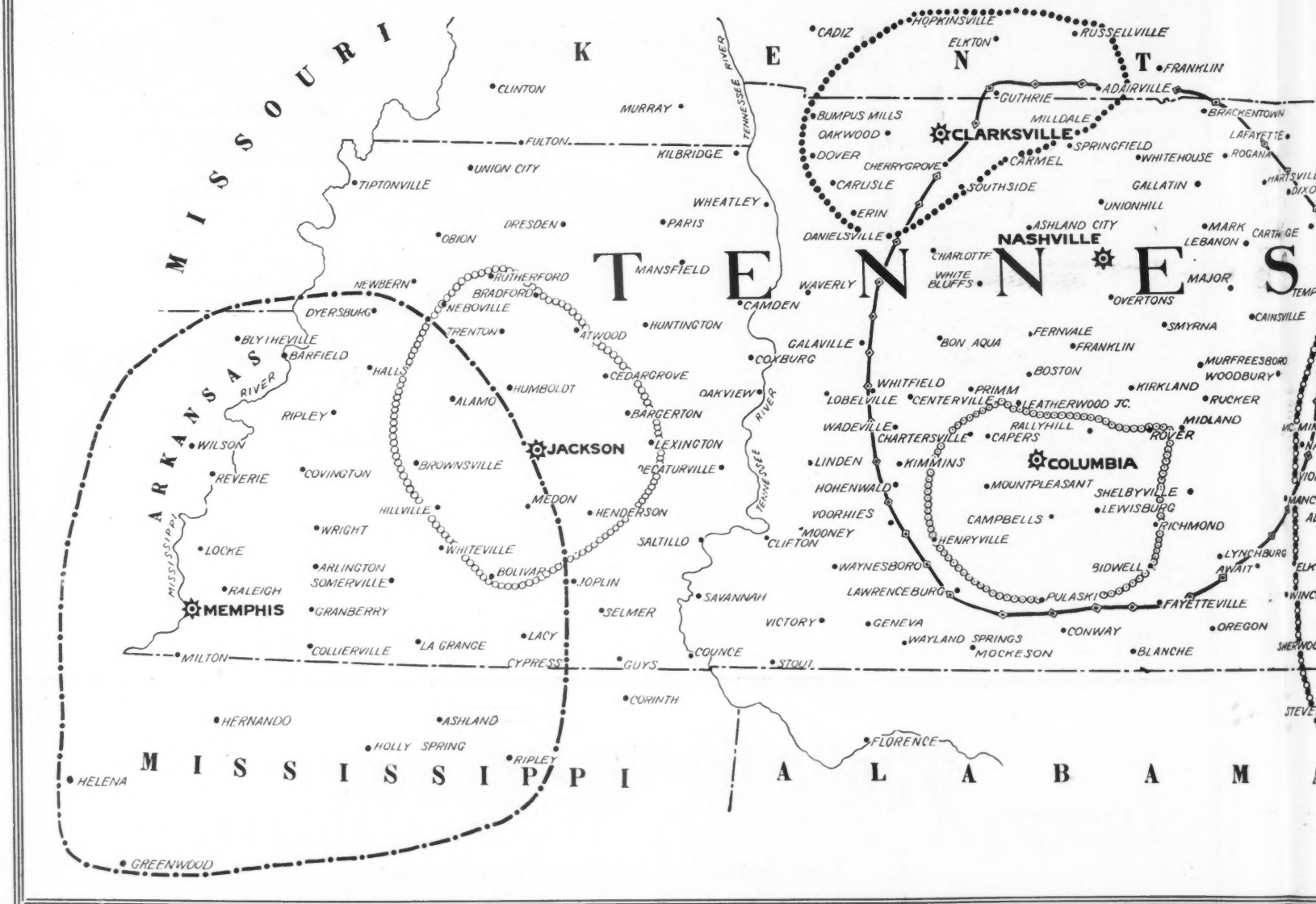
BENJAMIN & KENTNOR COMPANY

New York

Chicago

Los Angeles

PRINCIPAL TRADING AREAS OF TENNESSEE WHERE



TENNESSEE A LEADER IN MINERALS

(Continued from page 1)

in large quantities to the rich markets of the north, where they bring the highest prices and add greatly to the wealth of the people of Tennessee, it being claimed that some of the truck farmers have cleared as high as \$500 per acre on their lands by following this method of early marketing.

The long outdoor grazing season that prevails generally throughout the state has made stock raising and all its branches a business that has come rapidly to the fore in recent years.

It is not generally known, but nevertheless a fact, that the Tennessee blue grass sections are the equal of those of any other state.

In considering the farming wealth of Tennessee, the lowly peanut should not be forgotten. The soil along the Tennessee river is particularly adapted to the profitable production of peanuts and the crop for the state exceeds 250,000 bushels annually; average number of acres planted to peanuts is about 8,000, average number of bushels per acre is 325. There have been years when the acreage and production have been greatly in excess of these crop figures, in some instances the annual crop reached a

DAILY NEWSPAPERS OF TENNESSEE

Chattanooga <i>News Times</i> (M & S)	Knoxville <i>Journal & Tribune News</i> (M & S)
Clarksville <i>Leaf-Chronicle</i> (E)	Memphis <i>Sentinel Commercial Appeal</i> (M & S)
Columbia <i>Herald</i> (E)	Morristown <i>News-Scimitar Press</i> (E)
Greeneville <i>Democrat-Sun</i> (E)	Nashville <i>Mail Banner</i> (E & S)
Jackson <i>Sun</i> (E & S)	Nashville <i>Tennessean</i> (M E S)
Johnson City <i>Chronicle Staff</i> (M & S)	

total of more than a million bushels. Wide awake to the importance of good roads to successful agriculture, Tennessee is now working upon a system of good roads that calls for 1,512 miles of permanent type construction, 18 or more feet in width, to cost on an average of \$30,000 a mile, and 2,526 miles of secondary roads to cost on an average of \$20,000 a mile. When this system is completed Tennessee will have 4,038 miles of highly improved highway, costing \$95,000,000, and covering the entire state completely, linking all important centers and giving easy transportation to the best markets of the north and south.

The transportation facilities of Tennessee lend themselves to an easy development of the state's resources and have

played an important part in its progress in recent years.

The state has more than 4,000 miles of railroads and all its principal cities have the advantage of water transportation, which, with its cheap freight rates, has been largely responsible for the rich development of Tennessee's industries. The Mississippi flows along the west border of the state and the Tennessee to the east and central part of the state. The rivers of Tennessee are navigable for a total of about 1,400 miles.

Tennessee boasts of more than 4,500 manufacturing establishments that employ more than 100,000 people. Capital investment in these establishments is more than \$400,000,000 and the manufacturing products have an annual value in



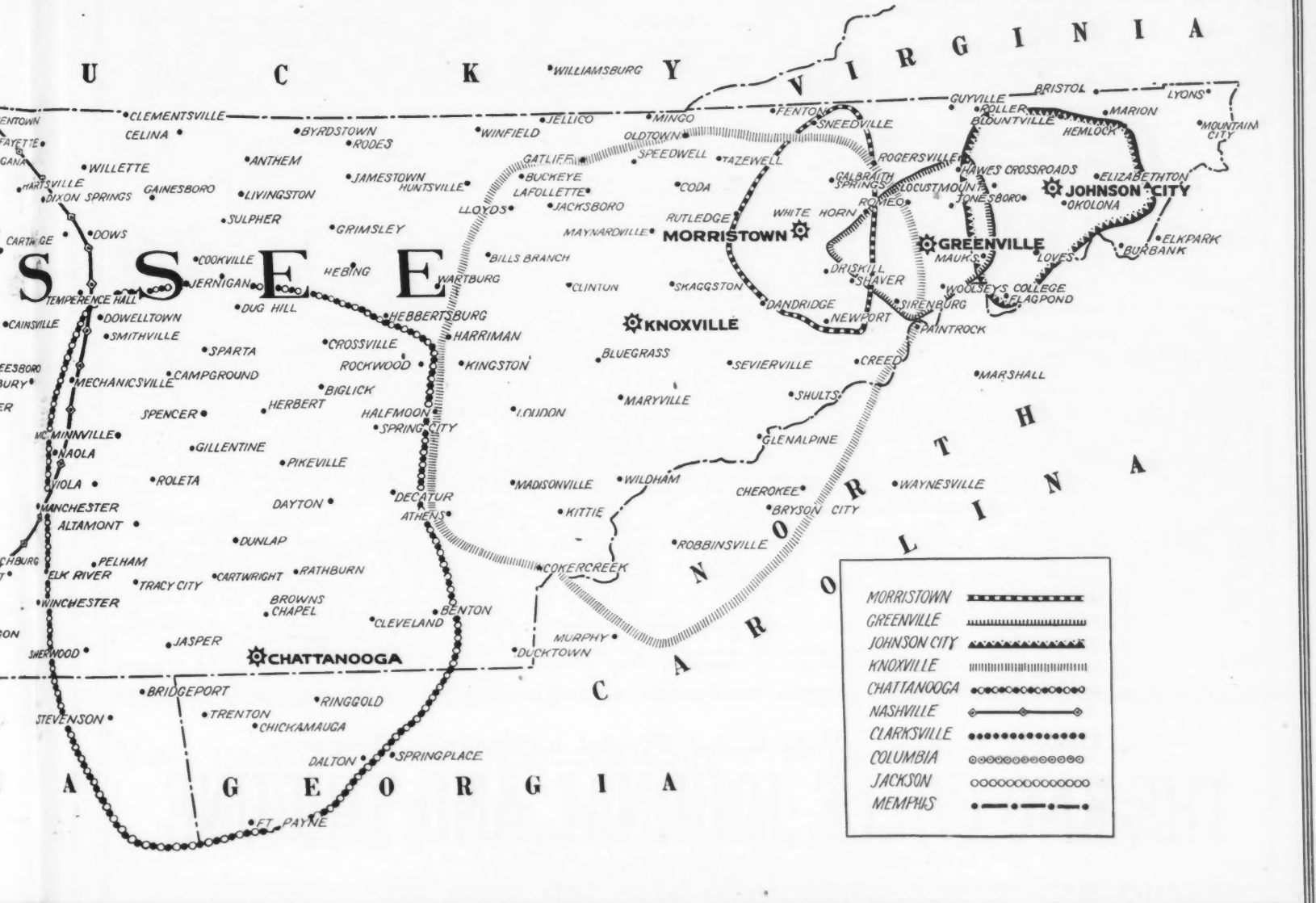
Photo by Ewing Galloway

The cities of Tennessee are modern and progressive and have all the attractions of the hustling trade centers of the north. Here we have a typical street scene in the business section of a Tennessee trade center.

wealth return from the state of \$556,253,000.

When we compare these figures with the government figures of 1909, which show a value of manufactured goods in

WHERE POPULATION AND PROSPERITY ARE CENTERED



that year of \$180,000,000, with a net value outside the cost of materials of \$76,000,000, and a total of 73,000 wage earners, we get some idea of the rapid progress that has been made in industrial development of the state in the last few years.

Lumbering is probably the principal industry of the state, hardwood timber being one of the principal natural resources of Tennessee. Nearly one-third of the state's land area is under forests

and more than \$25,000,000 is invested in various branches of the lumber industry. The annual cut is more than 630,000,000 board feet.

It is when we come to consideration of the mineral resources of Tennessee that there is a full realization of the immense wealth of this state which guarantees to her people a buying power and economic independence that is unequalled by any other state in the south. More

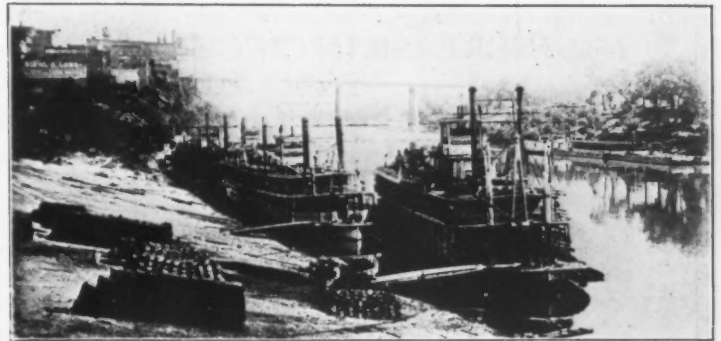


Photo by Ewing Galloway

The waterways have played an important part in the industrial development of Tennessee. All the important cities of the state can boast of water transportation and with its cheaper freight rates it spells prosperity. More than 1,400 miles of the waterways within the state are navigable.

than 40 different minerals of economic value are found in commercial quantities within the borders of the state. It is doubtful if any other state in the Union has such diversified resources.

Coal ranks first. The value of the mine tonnage in 1920 was \$25,618,545. The coal fields of the state have an area of 4,400 square miles. Iron ore is also found in abundance, and it will probably surprise many to learn that the copper production of the state amounts to about 15,000,000 pounds annually.

Tennessee stands second among all states in the Union in the production of phosphate rock and there is a zinc production that is growing with rapid strides. Marble of the rarest kind is found in every one of the great divisions of the state, east, middle and west.

Other minerals that add annually to the wealth of her people include limestone, natural gas, gold, lead, petroleum, etc. There is also an abundance of fire and potters' clay of the finest quality and

(Continued on page VIII)

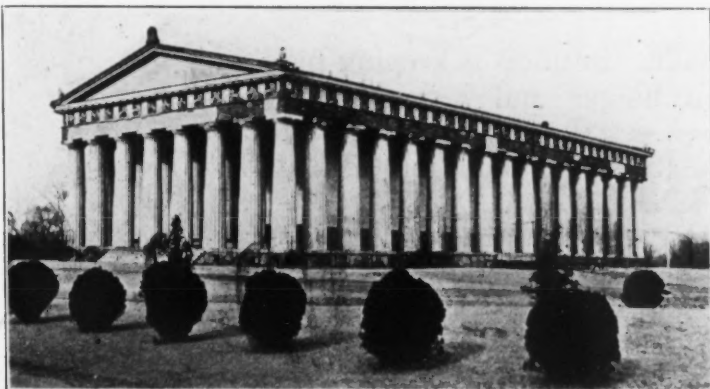


Photo by Ewing Galloway

This is not one of the standing structures of ancient Greece, but modern Tennessee. It stands for art as this does, as well as trade and commerce



KNOXVILLE, TENN.

City Classed as Industrial, Jobbing and Manufacturing Center.

Population

1910 Census	36,346
1920 Census	77,818
A. B. C. City	77,818
A. B. C. City and Suburban	450,000
Board of Commerce, City	77,818
C. of Commerce, City and Sub.	106,000
Native Whites..... 85.3%	Industrial workers... 22%
Negroes	13.4%
Foreign born	1.3%
Students	3,400
Summer residents, 22 mountain resorts in this vicinity.	

Banks

Savings	1	Resources	\$2,586,306
Trust Companies.....	3	Resources	6,042,895
National	6	Resources	29,579,602

Schools

Public Grade	36	Pupils	14,730
High	3	Pupils	2,310
University of Tennessee, 2,900, of which 330 are women.			

Theatres

Legitimate, 1; Moving Picture, 4; Stock, 1; average number seats, 1,000; total number Seats, 6,425.

Location

Knoxville is the largest city between Atlanta and Cincinnati and between Nashville and the Atlantic Coast. It is served by the Louisville and Nashville R. R., the Southern R. R., the K. S. & E. R. R., K. & A. R. R. The many rail lines radiating to all points of the compass have helped to make Knoxville the third largest distributing center in the South.

Principal Industries

Textiles, hose underwear, iron, steel, brass working plants, furniture, marble quarries, marble mills, food-stuffs, tannic acid, concrete pipe, drugs, candy, flavoring extracts, lumber, flour, eggs, poultry raisings, dairying, wholesaling, in all lines with 137 jobbing and wholesalers, 46 of whose products stand out as a tremendous industry

Special Information

Within 15 miles the American Zinc Co. have five mines, two concentrating mills and a large subsidiary, the American Limestone Co. The Aluminum Co. of America operates a gigantic plant at Alcoa, 14 miles away. There are 12 textile mills, 30 marble quarries, 9 marble mills, 1,800 traveling men make their homes here.

Knoxville is the leading city in America in the value of property protected by automatic sprinklers. 15,000 people are engaged in its 200 manufacturing plants. It has a splendid educational system headed by the University of Tennessee.

In a period the past five years, there was an increase of 314.4% in persons engaged in gainful pursuits. It has gained 114% in population in the past ten years. There are 40 R. F. D. routes and 201 post offices within 40 miles. Knoxville and Eastern Tennessee are distinct in tradition, business and business methods and are rapidly developing its manufactures and agricultural lines.

Postal receipts for 1921 were \$429,064 against \$405,478 for 1920. It is the home of the South's largest furniture, drug and grocery store.

Suburban and Farm Residents

The territory surrounding Knoxville is an unusually rich dairying and farming country. It is the center of much pure breed cattle. Its moderate climate makes the cattle bred here highly desirable in all parts of the South. The cultivation of berries is increasing rapidly. Burley tobacco, of which this section is a center, is one of the largest

money crops. Corn, wheat, fruit are raised in a large acreage. Hog raising is also on commercial basis. The surrounding towns include, Maryville, 3,739; Alcoa, 3,358; Morristown, 5,875; Jefferson City, 1,414; New Market, 710; Newport, 2,753; Clinton, 1,409; Lafollette, 3,056; Loudon, 1,881; Sweetwater, 1,972; Athens, 2,580; Coal Creek, 1,204; Oliver Springs, 777; Sevierville, 776.

Wholesale Houses

Groceries	15	Drugs	4
Meats	4	Hardware	5
Fruits	4	Confectioners	3
Paper	5	Tobacco	3
Stationers	2	Hats and Caps	3
Shoes	5	Produce	8
Dry Goods.....	6		

Retail Section

This city has no neighborhood section. The retail section lies in the center of the town. Here are situated the department stores, markets, a street producers' market, the specialty shops, grocers, and butchers. It is one of the most highly concentrated trading centers in the United States. It affords a distribution of lines of goods with the least possible amount of salesmen.

Residential Features

A city of homes which is reflected in the U. S. census report showing 15,494 dwellings for 17,474 families. These are one family style with modern improvements. There are but three apartments (small) in the entire city. The best residential section contains many beautiful modern homes, of fine architectural lines with well kept grounds.

Churches

32 Baptist, 2 Catholic, 6 Christian, 2 Episcopal, 1 Christian Science, 1 Friends, 2 Hebrew, 12 Independent, 2 Lutheran, 16 Methodist Episcopal, 16 Methodist Episcopal South, 15 Presbyterian and 23 others.

Trading Area

The trading area covers the territory within a radius of 40 miles. Many prosperous towns and villages are included in this area. While these towns have stores with lines to satisfy the immediate needs of their populace Knoxville stores enjoy a large amount of their trading. On the N. E. the area extends to and includes Morristown, east to Newport, south to Athens, northwest to Wartburg and on the north to Jellico, and Middlesboro, Ky.

Newspapers

Journal and Tribune (Morning and Sunday)
News (Eve.). Sentinel (Eve.-Sun.)

Retail Outlets for Nationally Advertised Products

Auto (Passenger) 69	Confectioners . 74	Florists	4	Hats and Caps .. 7	Opticians	6
Auto (Truck) .. 17	Delicatessen 2	Fruits	17	Jewelry	11	Photographers ... 11
Auto (Tires) Agys 18	Dress Makers... 28	Furniture	30	Ladies' Tailors... 7	Pianos	9
Auto (Parts) Agys 28	Druggists	Furriers	2	Meat Markets ... 38	Restaurants	77
Bakers	9	Garages	17	Men's Furnishings 5	Shoe Dealers ... 18	
Cigar Stores ... 15	Dry Goods	Garages	18	Merchant Tailors. 3	Sporting Good.s. 1	
Cloaks and Suits. 1	Department Stores 8	Grocers	415	Milliners	11	Stationers
Clothiers	1	Electrical	3	Hardware	13	

NOTE.—Facts and figures were secured from C. C. Campbell, Assistant Manager of Board of Commerce; Dr. Morgan, Pres. University of Tennessee, supt. of schools, real estate dealers, W. Chandler, postmaster, banks, business men and other sources.

The Morning Newspaper Field Is Not Divided In Knoxville, Tennessee

THE KNOXVILLE JOURNAL AND TRIBUNE

Morning and Sundays

CIRCULATION IN EXCESS 28,000

MEMBER A. B. C.

65% INCREASE IN CIRCULATION. NO INCREASE IN ADVERTISING RATES

The Knoxville Journal and Tribune Is the Best Newspaper Buy in the South

Federal Statistics show that Knoxville, East Tennessee is the most rapidly growing city in the United States. 1920 Census, 77,818. City Directory, 1922, 106,000. Knoxville grew 114% in ten years. Is still growing proportionately.

Business has never been bad in Knoxville. Business is keeping pace with the growth of the city and getting bigger and better every week.

ASK ROGER BABSON FOR A REPORT ON KNOXVILLE

KELLY-SMITH CO.

MARBRIDGE BUILDING
New York

LYTTON BUILDING
Chicago

J. B. KEOUGH

Candler Bldg.—Atlanta, Ga.

THE EQUIVALENT OF FORTY CITY BLOCKS OF RESIDENCES HAVE BEEN BUILT IN KNOXVILLE DURING THE PAST SIX MONTHS



CHATTANOOGA, TENN.

City Classed as Industrial, Railroad and Manufacturing Center

Suburban and Farm Residents

Adjacent to and contributing business to Chattanooga are Cleveland, 6,522; So. Pittsburg, 2,356; Spring City, 1,001 Dayton, 1,791; Athens, 2,580 in Tennessee. Bridgeport, 2,018, and Fort Payne, 2,025, in Alabama. There are many smaller towns and a large farming section in Tennessee, Georgia and Alabama.

Wholesale Houses

Groceries	12	Crockery	1
Meats	5	Millinery	1
Fruits	2	Hardware	4
Furniture	1	Tobacco	5
Stationery	1	Clothing	1
Shoes	2	Drugs	2
Dry Goods	5	Iron and Steel	4
Confectionery	4		

Retail Section

The shopping center can be favorably compared to any town twice the size of Chattanooga. Market from river, twenty blocks, about 1½ miles. Broad mill block three-quarters of a mile. Main St. a retail section for one and one-half miles. Ninth, Eighth, Seventh, Sixth, Fifth Sts. have retail stores and shops. Chestnut St. There are neighborhood stores throughout the city.

Residential Features

Mostly one-family houses, with many fine residences. The city is one of individual homes. There are magnificent residential sections along Missionary Ridge and on Signal Mountain.

As the area of the city proper is comparatively small, the suburban sections are being rapidly developed.

Trading Area

The trading area on the northeast extends to Athens, on to southeast; it extends to and includes Dalton, Ga., on the southwest, to South Pittsburg, Ala., and on the north to and including Pikeville. There are many small towns lying within this section. While they are small, they contribute largely to the business of Chattanooga.

Newspapers		
News (Eve).	Times (Morn).	Times (Sun).

Population

1910 Census	44,604
1920 Census	57,895
A. B. C. City	57,895
A. B. C. City and Suburban	250,000
Chamber of Commerce, City	57,895
Chamber of Commerce, City and Suburban	115,000
Native Whites	65.2%
Negroes	32.6%
Foreign born	2.1%
Students	1974

Banks

Savings	1	Resources	\$6,029,695
Trust Companies	4	Resources	7,984,023
National	2	Resources	31,838,817
State	2	Resources	1,674,431

Schools

Public Grade	15	Pupils	7,290
High	4	Pupils	2,429
Private	17	Pupils	1,974
University of Chattanooga			

Theatres

Legitimate, 1; moving pictures, 9; vaudeville, 1. Total number of seats, 6,925.

Churches

Adventist, 3; Baptist, 53; Christian, 10; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 3; Lutheran, 2; Methodist Episcopal, 41; Presbyterian, 14; Roman Catholic, 1; Undenominational, 8; Unitarian, 1; United Brethren, 2; Universalist, 1.

Retail Outlets for Nationally Advertised Products

Auto (Passenger)	38	Confectioners	47	Florists	7	Hats and Caps	8	Opticians	6
Auto (Truck)	17	Delicatessen	2	Fruits	7	Jewelry	19	Photographers	14
Auto (Tires) Agys	24	Dress Makers	22	Furniture	49	Ladies' Tailors	14	Pianos	8
Auto (Parts) Agys	36	Druggists	48	Furriers	—	Meat Markets	69	Restaurants	119
Bakers	19	Dry Goods	55	Garages	14	Men's Furnishings	31	Shoe Dealers	27
Cigar Stores	18	Department Stores	2	Grocers	494	Merchant Tailors	21	Sporting Goods	2
Cloaks and Suits	—	Electrical	8	Hardware	14	Milliners	16	Stationers	2

NOTE—Facts and figures were secured from H. N. Longley, Secretary of Chamber of Commerce, Merchants and Manufacturers Association, Superintendent of Schools, Banks and Merchants.

You cannot leave Chattanooga or the CHATTANOOGA NEWS off any list attempting to cover the South

Over 22,000 net paid circulation at only 6c. per line—See Editor and Publisher's own figures on diversified manufacturing interests of Chattanooga.

CHATTANOOGA - - - THE CITY
THE NEWS - - - THE PAPER

Delisser's figures for March, 1922, show THE NEWS absolutely supreme, show that THE NEWS for six days carried more NATIONAL Advertising and more LOCAL Advertising than the other paper carried in seven days.

The cooperation department of THE NEWS has made Chattanooga an inviting Try Out City. Buy on a rising market—THE NEWS has shown an increasing circulation on every A. B. C. report for last three years.

Local TIE UPS our specialty—How can you lose?

The City - - - CHATTANOOGA
The Paper - - - THE NEWS
The "Buy" - - - 22,000 for 6c. per line

For Additional Information Write to

THE NEWS, CHATTANOOGA, TENN.

or

JOHN M. BRANHAM COMPANY

NEW YORK

ST. LOUIS

KANSAS CITY

ATLANTA

DETROIT

SAN FRANCISCO

CHICAGO

TENNESSEE A LEADER IN MINERALS

(Continued from page 5)

the producing of roofing slates is growing at a rapid pace in eastern Tennessee. More amazing than all, the annual production of silver in Tennessee amounts to more than \$100,000 annually.

Many buyers of space judge a state by its schools. Rapid development has been made in enlargement of the school system of Tennessee. The state boasts of 8 institutions of higher learning, for which the state expended \$600,000 for

improvements in 1919. Public school system has been brought to a high state of efficiency. Tennessee now boasts of 544 county high schools, 182 of them being standard first class schools with a 4-year course of high school work. The state system of elementary schools covers every town. Tennessee is noted for its private schools, and every section of the state can boast of senior and junior college and private academies. There are 14 private institutions and standard senior colleges, with endowments and property values reaching \$1,000,000.

Total population of the state between the ages of 15 and 20 years is 842,199 and the number attending school is 522,800.



Tennessee boasts of 19 institutions of higher education upon which she expends millions of dollars annually. The photograph shown above was taken on the campus at the George Peabody College for teachers. A professional institution for training educators which was endowed by the Peabody fund and has received generous additional support from the state, and which functions for the whole South.

Of these 522,800 school children, 333,118 or 85.3 per cent between 7 and 13 years of age were in school attendance, and of the total 101,744 between the ages of 14 and 15, of these 80,780 were in school, a total of 98,000 between the ages of 16 and 17 and 134,216 between the ages of 18 and 20.

Of the population of 2,237,885 of the state of Tennessee, 1,885,993 are white and although it is a southern state there are only 451,758 negroes.

It is worthy of note that the total urban population of Tennessee is only 611,226 against a total rural population of 1,726,659. The white urban population is 440,673, while the white rural population is 1,445,320. Tennessee has the right to boast of her native American population. Of her 440,673 urban white population, 429,189 is native and 402,359 of native parentage.

The rural district percentage is even greater. Native white population total is 1,441,326 and the native white parentage reaches a total of 430,398.

A survey of the increased resources and liabilities of the state banks shows clearly the ever growing buying power of the people of this prosperous commonwealth.

Loans and discounts exceed \$160,445,000. As a whole, state banking resources reach a grand total of more than \$240,000,000.

A fair indication of the rapidly increasing buying power of the state is shown in the increased capital stock of the state banks between April and November, 1921. In 8 institutions they were increased in that period from \$191,700 to \$328,800. New banks were established with a capital stock of \$40,000 in the same period.

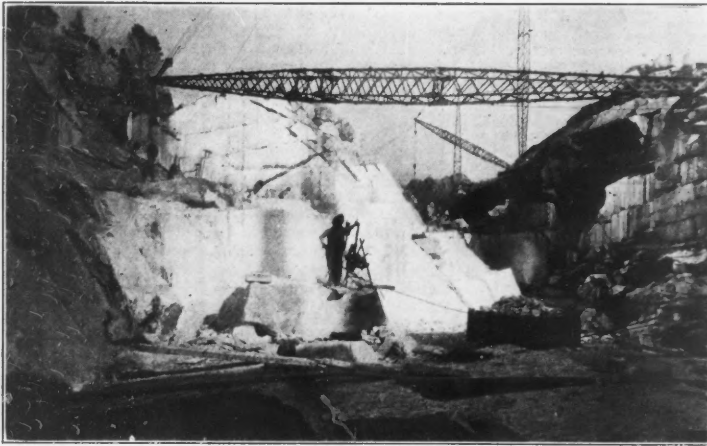


Photo by Ewing Galloway

There are immense deposits of marble, limestone and other building stone in practically every part of the state of Tennessee. The marble of the state is of rare beauty and is known and used by architects in every part of North America. This picture was made in one of the large quarries in the Appalachian Range.

JACKSON, TENN.

Population—1920 Census 18,866
1910 Census 15,779
Chamber of Commerce Estimate, city and suburbs, 43,324
5 Banks, Resources, \$7,562,379. 8 Schools, Pupils, 4,414.
Theatres, 2; seats, 1,485. Trading Area—40 miles. Newspapers—Sun (E.), except Saturday.

- Auto (Passengers) 9
- Auto (Truck) 7
- Auto (Tires) Agys 7
- Auto (Parts) Agys 2
- Bakers 5
- Cigar Stores..... 2
- Cloaks and Suits. —
- Clothiers 12

Jackson Retail Outlets for Nationally Advertised Products

- | | | | |
|----------------------|-------------------|----------------------|---------------------|
| Confectioners 4 | Florists 2 | Hats and Caps... — | Opticians 7 |
| Delicatessen — | Fruits 4 | Jewelry 3 | Photographers ... 3 |
| Dress Makers 14 | Furniture 7 | Ladies' Tailors... 3 | Pianos 2 |
| Druggists 7 | Furriers — | Meat Markets... 4 | Restaurants 3 |
| Dry Goods..... 8 | Garages 7 | Men's Furnishings 12 | Shoe Dealers... 3 |
| Department Stores — | Grocers 20 | Merchant Tailors. 2 | Sporting Goods... 2 |
| Electrical 1 | Hardware 2 | Milliners 9 | Stationers 2 |

JOHNSON CITY, TENN.

Population—1920 Census 12,442
1910 Census 8,502
Chamber of Commerce, City and Suburban Estimate, 22,000
6 Banks, Resources, \$7,281,402. 11 Schools, Pupils, 3,475.
Theatres, 4; seats, 3,550. Trading Area—Twenty-five miles.
Newspapers—Chronicle (M. & S.), except Monday. Staff (E. & S.), except Saturday.

- Auto (Passengers) 16
- Auto (Truck) 7
- Auto (Tires) Agys 9
- Auto (Parts) Agys 10
- Bakers 2
- Cigar Stores..... 8
- Cloaks and Suits. —
- Clothiers 14

Johnson City Retail Outlets for Nationally Advertised Products

- | | | | |
|-----------------------|-------------------|----------------------|---------------------|
| Confectioners 14 | Florists 3 | Hats and Caps... 1 | Opticians 2 |
| Delicatessen 7 | Fruits 7 | Jewelry 3 | Photographers ... 2 |
| Dress Makers 11 | Furniture 7 | Ladies' Tailors... 2 | Pianos 5 |
| Druggists 5 | Furriers — | Meat Markets... 10 | Restaurants 9 |
| Dry Goods..... 7 | Garages 7 | Men's Furnishings 2 | Shoe Dealers... 7 |
| Department Stores 3 | Grocers 64 | Merchant Tailors. 3 | Sporting Goods... 1 |
| Electrical 2 | Hardware 2 | Milliners 1 | Stationers 1 |

CLARKSVILLE, TENN.

Population—1920 Census 8,110
1910 Census 8,548
4 Banks, Resources, \$4,127,602. 9 Schools, Pupils, 1,792;
Theatres, 2; seats, 1,400. Trading Area—Twenty miles.
Newspapers—Leaf Chronicle (E).

- Auto (Passengers) 12
- Auto (Truck) 5
- Auto (Tires) Agys 12
- Auto (Parts) Agys 8
- Bakers 2
- Cigar Stores..... 4
- Cloaks and Suits. —
- Clothiers 6

Clarksville Retail Outlets for Nationally Advertised Products

- | | | | |
|----------------------|-------------------|----------------------|---------------------|
| Confectioners 5 | Florists 2 | Hats and Caps... 3 | Opticians 2 |
| Delicatessen — | Fruits 6 | Jewelry 1 | Photographers ... 1 |
| Dress Makers 5 | Furniture 5 | Ladies' Tailors... 3 | Pianos 1 |
| Druggists 6 | Furriers — | Meat Markets... 7 | Restaurants 6 |
| Dry Goods..... 2 | Garages 9 | Men's Furnishings 3 | Shoe Dealers... 6 |
| Department Stores — | Grocers 45 | Merchant Tailors. 2 | Sporting Goods... 1 |
| Electrical 2 | Hardware 4 | Milliners 4 | Stationers 2 |

MORRISTOWN, TENN.

Population—1920 Census 5,875
1910 Census 4,007
Chamber of Commerce Estimate, City and Suburban, 8,900
3 Banks, Resources, \$4,731,059. 4 Schools, Pupils, 1,400.
Theatres, 2; seats, 1,050. Trading Area—Twenty miles.
Newspapers—Mall (E.)

- Auto (Passenger) 17
- Auto (Truck) 7
- Auto (Tires) Agys 5
- Auto (Parts) Agys 7
- Bakers 1
- Cigar Stores..... 2
- Cloaks and Suits. —
- Clothiers 8

Morristown Retail Outlets for Nationally Advertised Products

- | | | | |
|----------------------|-------------------|----------------------|---------------------|
| Confectioners 2 | Florists 2 | Hats and Caps... 2 | Opticians 3 |
| Delicatessen — | Fruits 2 | Jewelry 2 | Photographers ... 2 |
| Dress Makers 10 | Furniture 3 | Ladies' Tailors... 3 | Pianos 1 |
| Druggists 3 | Furriers — | Meat Markets... 6 | Restaurants 7 |
| Dry Goods..... 4 | Garages 8 | Men's Furnishings 2 | Shoe Dealers... 3 |
| Department Stores — | Grocers 32 | Merchant Tailors. 5 | Sporting Goods... 2 |
| Electrical 1 | Hardware 3 | Milliners 3 | Stationers 1 |

COLUMBIA, TENN.

Population—1920 Census 5,526
1910 Census 5,724
5 Banks, Resources, \$3,974,406. 7 Schools, Pupils, 1,201.
Theatres, 2; seats, 2,500. Trading Area—Twenty-five miles.
Newspapers—Herald (E).

- Auto (Passenger) 17
- Auto (Truck) 10
- Auto (Tires) Agys 12
- Auto (Parts) Agys 10
- Bakers 2
- Cigar Stores..... 3
- Cloaks and Suits. —
- Clothiers 8

Columbia Retail Outlets for Nationally Advertised Products

- | | | | |
|----------------------|-------------------|----------------------|---------------------|
| Confectioners 7 | Florists 2 | Hats and Caps... 2 | Opticians 2 |
| Delicatessen — | Fruits 4 | Jewelry 3 | Photographers ... 2 |
| Dress Makers 10 | Furniture 4 | Ladies' Tailors... 4 | Pianos 1 |
| Druggists 12 | Furriers — | Meat Markets... 11 | Restaurants 8 |
| Dry Goods..... 5 | Garages 9 | Men's Furnishings 3 | Shoe Dealers... 3 |
| Department Stores — | Grocers 33 | Merchant Tailors. 2 | Sporting Goods... 2 |
| Electrical 2 | Hardware 3 | Milliners 5 | Stationers 1 |

GREENEVILLE, TENN.

Population—1920 Census 3,775
1910 Census 1,920
Chamber of Commerce Estimate, City and Suburban, 5,600
4 Banks, Resources, \$3,701,047. 3 Schools, Pupils, 831.
Theatres, 2; seats, 1,200. Trading Area—Fifteen miles.
Newspapers—Democrat-Sun (E).

- Auto (Passenger) 8
- Auto (Truck) 4
- Auto (Tires) Agys 12
- Auto (Parts) Agys 8
- Bakers 1
- Cigar Stores..... 1
- Cloaks and Suits. —
- Clothiers 3

Greenville Retail Outlets for Nationally Advertised Products

- | | | | |
|----------------------|-------------------|----------------------|---------------------|
| Confectioners 3 | Florists 1 | Hats and Caps... 3 | Opticians 2 |
| Delicatessen — | Fruits 4 | Jewelry 2 | Photographers ... 1 |
| Dress Makers — | Furniture 2 | Ladies' Tailors... 2 | Pianos 1 |
| Druggists 4 | Furriers — | Meat Markets... 4 | Restaurants 5 |
| Dry Goods..... 6 | Garages 8 | Men's Furnishings 3 | Shoe Dealers... 6 |
| Department Stores — | Grocers 24 | Merchant Tailors.. — | Sporting Goods... 2 |
| Electrical 2 | Hardware 4 | Milliners 2 | Stationers 1 |

