

THIS ISSUE: TWO SECTIONS—NEW YORK TIMES A ROMANCE OF MILLIONS
CIRCULATIONS AND RATES OF DAILY PAPERS
SPACE BUYERS' SURVEY OF NEW YORK CITY

EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, JUNE 30, 1923

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

There is Only One Newspaper in Chicago

that maintains its own Radio Broadcasting station, and thus keeps in intimate touch with the thousands of radio enthusiasts it serves in its daily radio department and Saturday radio section—The Chicago Daily News.

Its early appreciation of the importance of radio is typical of the spirit and policy that, for the more than forty-seven years of its constant journalistic service to its community, have kept it in the van of all wholesome movements of popular interest.

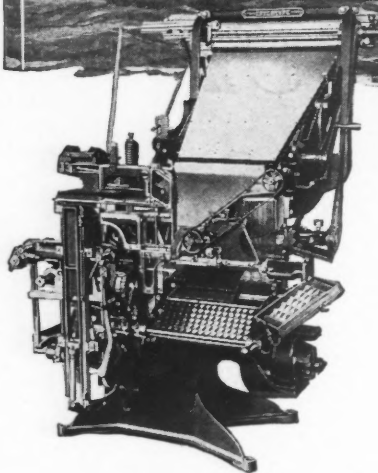
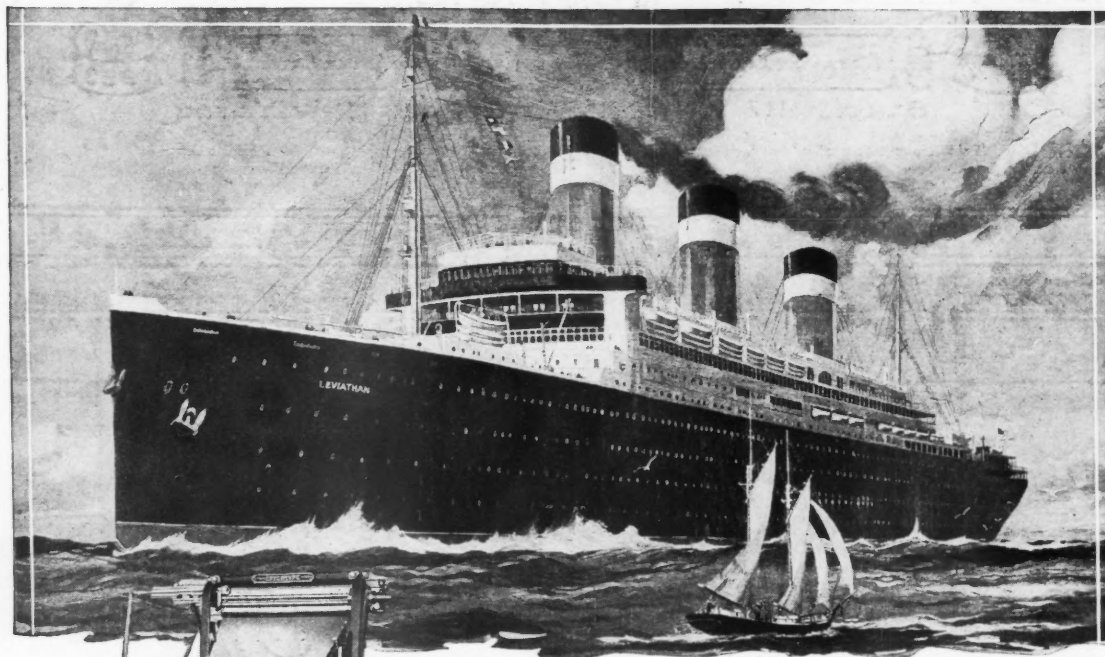
It is this spirit that has made The Daily News "Chicago's favorite and most progressive newspaper." It is the spirit that ever gives to the people of its community the latest, most complete and most dependable service in every feature of newspaper endeavor, and that inspired The London Chronicle to say that "The Chicago Daily News is by far the best evening newspaper in the world."

It is, therefore, but consistently logical that, being the most popular and most trusted newspaper in its field, The Chicago Daily News should carry a greater volume of advertising than any other Chicago Daily newspaper. The reports of the Advertising Record Company show that in the first five months of 1923 the Daily News printed a total of 8,838,780 agate lines of advertising, as against 7,476,900 lines by the next highest daily score, that of The Chicago Daily Tribune.

Year-in and year-out the confidence and esteem of its readers, and the consequent recognition of experienced advertisers, confirm

THE CHICAGO DAILY NEWS

First in Chicago



THE world's finest ship—the LEVIATHAN—uses a STANDARDIZED INTERTYPE for setting its daily newspaper, menus, programs, and other work.

The Leviathan's Intertype, installed when the great ship was being used as a transport, was originally a single-magazine machine. It was later converted into a two-magazine Intertype. Still more standardized units can be added at any time if need for them arises, as well as standardized Intertype improvements that have been or may be developed.

Thus the Leviathan has a machine that does not grow obsolete. All owners of standardized Intertypes are protected by this exclusive Intertype feature.



The Leviathan's Intertype as originally installed. It has since been converted into a multiple-magazine machine.

Intertype Corporation

50 Court St., Brooklyn, N. Y.
 New England Sales Office, 49 Federal St., Boston
 Middle Western Branch, Rand-McNally Bldg., Chicago
 Southern Branch, 160 Madison Ave., Memphis
 Pacific Coast Branch, 560 Howard St., San Francisco
 Canada: Toronto Type Foundry Co., Ltd.
 England: Intertype Ltd., 15 Britannia St., London, W. C. 1

INTERTYPE

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The Cleveland Press-189,397-has the Largest Circulation of any Daily Paper in Ohio

ASHTABULA!

—with a Moral to National Advertisers

*"Take Ashtabula for instance—more than 30% of all its families read the Daily Plain Dealer. * * The Plain Dealer is the daily newspaper to ALL these buying families." (Plain Dealer, Apr. 16.)*

ASHTABULA is a thriving city 60 miles East of Cleveland. There are 5000 homes in Ashtabula, which had 22,082 population in the last U. S. Census. Ashtabula has 442 wholesale and retail dealers—fine department and other stores and an excellent evening newspaper, the "STAR-BEACON." The Audit Bureau of Circulations reported the "Star-Beacon" as having 5214 City, 2016 Suburban and 248 Country circulation—total, 7478, at the last Federal Statement, April 1, 1923.

The "STAR-BEACON" has just concluded a house-to-house survey of Ashtabula homes, to determine for itself and for Ashtabula merchants, the home reading and buying habits of Ashtabula people. Four Ashtabula High-School graduates were employed to secure the facts.

A total of 4155 homes in every part of Ashtabula were visited. 3483 "Star-Beacons" were regularly read in these homes, as against a total of 1729 Cleveland daily papers, which were divided as follows: Daily Plain Dealer, 611; the Press, 562; the News, 556.

Of the 4155 families visited, 3434 definitely stated their buying habits. Of this number 3185 or 93% stated that they did

ALL THEIR BUYING IN ASHTABULA. Nor do all of the balance do their shopping in Cleveland. Many go to Erie, Youngstown and Buffalo. Some to Chicago, New York and Pittsburgh, and those who do buy in Cleveland are influenced as much by the 1118 evening papers that they read as they are by the 611 Plain Dealers.

Nor are the interurbans "crowded with Cleveland shoppers." On June 6th, a survey was made of the passengers leaving Ashtabula on the four limited cars coming to Cleveland. Of the 74 people who got on at the station but 20 lived in Ashtabula. The balance were travelling men and Cleveland and other people returning home.

Ashtabula merchants are keen business men and are not content with the business they derive from their own city. As a result they have instituted a widely advertised "Suburban Day" which brings hundreds of people into the city each Wednesday. In addition to bargain prices a total purchase of \$30 worth of merchandise gives them the value of a round trip ticket to Ashtabula and \$15 a one way ticket, providing they live within 50 miles of Ashtabula.

The Plain Dealer is perfectly right in

selecting Ashtabula as a typical Northern Ohio town. There are 45 other daily newspapers in Northern Ohio each of which, on request, undoubtedly would make the same illuminating report of the home vs. Cleveland buying habits of its home town as the "Star-Beacon" has made of Ashtabula.

All of which again proves the obvious:

That the REAL "Cleveland Market" consists of "Greater Cleveland" and the 35-mile Trading Territory tributary thereto, as defined by the Audit Bureau of Circulations. This is the only "market" in which Cleveland newspapers possibly can function for Cleveland merchants or National advertisers.

162,712 of the PRESS total circulation, 189,397 (the largest daily paper circulation in Ohio) is in "The Cleveland Market," which is over 35,000 more than the similar circulation of any other daily newspaper.

As far as CLEVELAND-and-thereabouts is concerned, the PRESS is the leading contact between ANY-class advertising and EVERY-class home and has been such for 45 years.

Ashtabula should worry!

The PRESS is Cleveland's leading HOME-grown newspaper—with 42,886 MORE "Greater Cleveland" circulation than any other daily paper, and 20,649 MORE "Greater Cleveland" circulation than any SUNDAY newspaper. Cleveland Knows Cleveland.

The Press

First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER

National
Representatives:

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Ave., New York

Chicago, Cleveland, Cincinnati
St. Louis, Atlanta, San Francisco

The Press has 35,000 more CLEVELAND MARKET Circulation than any other daily paper

*Selling is Easy because
business is good in*

Philadelphia

National advertising is most effective where retail outlets exist in great numbers.

That's what makes Philadelphia so important to the manufacturer who must stimulate retail selling.

In Philadelphia there are

9148 Women's Wear Stores	9208 Men's Wear Stores
2687 Shoe Stores	2496 Cigar and Tobacco Stores
4627 Grocery Stores	1098 Drug Stores
790 Confectionery Stores	710 Hardware & Paint Stores
644 Autos and Accessories	506 Electrical Devices Stores
739 Musical Goods Stores	

According to the last report of the National Retail Dry Goods Association, Philadelphia leads the country with an increase of 34.50 per cent. in sales of Department and Dry Goods stores, over May of last year.

Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



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

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

NEW YORK
Dan A. Carroll,
150 Nassau St.

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT
C. L. Weaver,
Verree & Conklin, Inc.
117 Lafayette Boulevard.

SAN FRANCISCO
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans,
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

Vol. 56

NEW YORK, SATURDAY, JUNE 30, 1923

No. 5

NEW YORK TIMES A ROMANCE OF MILLIONS

\$11,557,380 Officially Estimated Value of Property According to Appraisal of Miller Share, Based on Tangible Assets Only and Not Including Company's Goodwill

By ARTHUR T. ROBB, Jr.

A ROMANCE of business that stands unique in modern journalism was revealed in a brief item of the week's news that told of the New York State Tax Commission's appraisal of the shares of the New York Times Company's stock held by the estate of the late Charles R. Miller, for many years the Times' editor.

Mr. Miller was a large stockholder and president of the New York Times Publishing Company, whose existence immediately preceded the present New York Times Company, organized by Adolph S. Ochs, August 18, 1896. That interest of Mr. Miller, whose value was practically nil when he acquired it, since the paper faced bankruptcy, was increased from time to time until his death, when his estate owned 1,022 shares of the common stock of the New York Times Company, and 4,088 shares of preferred stock which had been issued as a dividend in 1920, four shares for each share of common outstanding. Mr. Miller's estate thus held approximately a 10 per cent interest in the present company.

This holding, of little value when most of it came into possession of Mr. Miller, was appraised by the State at \$730 per share of common and at par value of \$100 per share of preferred, a valuation of \$1,130 for each original \$100 share, and for the whole interest of Mr. Miller of \$1,155,738.

Taking the appraisal at its face value, and without considering any other facts of the case, this would give the New York Times' a present value of \$11,557,380, far above any figure that has ever come to the notice of the writer or any of his colleagues on EDITOR AND PUBLISHER staff of an official valuation of a newspaper.

It is an extraordinary valuation in the field of daily newspaper production, yet consideration of other factors warrants the conclusion that it is actually well below the value of the Times as a newspaper property, as it is said to be based on the tangible assets of the New York Times Company, the goodwill, because of the minority interest, not figuring in the valuation.

Readers of EDITOR AND PUBLISHER need not be reminded that newspaper publication is an undertaking of extreme hazard. Walter Lippmann quotes a nameless somebody as "saying quite aptly that the newspaper editor has to be re-elected every day." It is a hazardous enterprise for the man whose own capital and reputation is risked upon the judgments he must make day in and day out over the years of his tenure. It is doubly dangerous for the stockholder whose interest is so small that it can only by the rarest of chances hold a balance of power. His money is risked equally with that of the controlling owner, but he has not the opportunity the latter enjoys of saying how the investment of all shall be employed, or as to the policy of the newspaper.

The history of the Times itself, as written in 1921 by Elmer Davis of its editorial staff, in reference to the Times' desertion of the Republican party in the Blaine-Cleveland campaign of 1884, bears

witness to the effects on business of a change in policy.

"The rejection of Blaine did indeed bring losses," wrote Mr. Davis, "which were considerable but not disastrous. And, as an offset to the defections, the paper won many new readers who had previously found its intense Republicanism somewhat unpalatable.

"The income did indeed drop a long way in that year. The net profits of the paper were \$188,000 in 1883 and only \$56,000 in 1884. But much of this decrease was due to the reduction in price from four cents to two, in the hope of meeting the competition of the two-cent World and Sun, which took effect in September, 1883. And within a few years the Times, despite the loss in circulation income which followed the change to two cents, had recovered most of the lost ground and was nearly as prosperous as it had been in its best years of the past."

The minority stockholder usually learns of such events only when his chance to protect his capital has vanished, and his risks must be held greater than those of the controlling holders; his stock must necessarily carry a lower appraisal value when it has no voice in control. To be sure, the New York Times presents a minimum of this class of hazard, but, as a newspaper conducted by men and women, it cannot be held wholly free, and the appraised value of Mr. Miller's estate should be considered with that in mind.

Further evidence of the property value of this newspaper is afforded by its present dividend rate, which apparently was not a factor in the appraiser's judgment. The Times' common stock paid in 1922 an annual dividend of 18 per cent. The preferred stock, four shares of which

were distributed three years ago as a dividend on each share of common, pays 8 per cent, making a total dividend of 50 per cent annually on the original value of the common stock, or \$500,000 on \$1,000,000. The New York appraisal places the stock on the basis of about 4 per cent on the \$11,538,000 valuation.

A few words about the preferred issue may also be illuminating. It was valued at par, \$100 per share, despite its 8 per cent annual dividend, because of conditions surrounding its issue. The Times Company reserved the right to take up at par any portion of the issue that was offered for transfer, provided the person or organization purchasing the stock was not satisfactory to the Times Company. The entire issue, or any part of it, can be taken up at any time upon payment of a small premium. These provisions, it is believed, were set up to guard against the contingency of the preferred securities falling into the hands of individuals whose names the Times would not desire to publish in its semi-annual statements to the Post Office as owners of one per cent or more of its securities. And the effect of these limitations is, of course, to hold the value of the preferred stabilized at par.

Another line on the valuation of the property is its annual gross income from subscriptions, sales, and advertising.

"We began on August 18, 1896, with a daily issue of 18,900, over half of which were returned unsold, and, as said before, with a deficit of \$1,000 a day," Mr. Ochs stated two years ago, on the 25th anniversary of his ownership. "The gross income for the first year was \$561,423, and at the end of the year the deficit was \$68,121.67. The second year the deficit was \$78,559; but in the third

year the balance was \$50,252 on the right side and has been increasingly so every year since. The gross income for the period of 25 years has been, in round figures, \$100,000,000, every dollar of which, less an average of \$125,000 a year withdrawn from the business and distributed as dividends, has been expended in making the Times what it is today. Not one dollar of the \$100,000,000 was a gift or a gratuity, but every cent a legitimate newspaper income."

Handsome increments have joined that \$100,000,000 since Mr. Ochs wrote in 1921. The gross income for that year has been stated by Times' executives as \$15,000,000, and EDITOR AND PUBLISHER has it on good authority that the gross income for 1922 was in excess of \$18,000,000. From a circulation of 18,900, over half of which came back as junk, the Times today has a paid daily circulation of about 340,000 and a Sunday circulation close to 550,000 and no returns allowed. Its advertising volume in 1923 passed 23,000,000 lines, or 230,000 full newspaper pages. Its position is unique in the journalism of the world, as a paper which makes its appeal solely on news and its editorial interpretations of that news. That it has paid, and handsomely, is the unmistakable lesson from the valuation of \$1,155,738 placed upon a minority holding (a tenth interest) of stock that had been worth less than nothing a quarter century before.

Departing for a moment from the romance of the Times and its builder, recent newspaper developments make timely a comparison of the State's valuation of the Times with that of other newspaper appraisals.

Three months ago, a private appraisal in Massachusetts of the estate of Edward F. Searles, late proprietor of 108 of 144 outstanding shares in the New York Globe, placed the value of that property at \$1,000,000. Newspaper men generally considered that this appraisal was made with the inheritance tax uppermost in the minds of the appraisers and that it did not represent a true newspaper valuation. This belief was vindicated when the Globe was sold this month to Frank A. Munsey for a price generally stated at \$2,000,000 cash. The Globe's circulation was about 160,000 daily and its profits for the past five years are said to have totalled over \$1,000,000.

The New York Herald, Paris Herald and New York Evening Telegram of Bennett, which gave its owner an annual profit of \$1,000,000 when Mr. Ochs joined the Times in 1896, were appraised after Mr. Bennett's death for \$2,250,000. It was later sold to Mr. Munsey for \$4,000,000.

Six years ago, 100 shares, representing the minority interest held by Horace White in the Chicago Tribune, were valued at \$225,000 by the New York State tax authorities. Their par value was \$100 per share. Valuing the entire stock of the Tribune on that basis, with the reservations noted above, that newspaper in 1917 would have had an appraised valuation of \$4,500,000.

Four hundred and seventy shares of
(Continued on page 16)

COMING!

DURING the hot summer months our thoughts will undoubtedly wander to the joys of the water-washed beaches of the Atlantic and Pacific and the coolth of our mountain ranges, but we will not be able to forget the every-day problems that make or break such joyful possibilities.

Without a thought of mid-summer heat, EDITOR & PUBLISHER has laid out a program for the next few months that is sure to be of assistance to every man and woman interested in the fundamental affairs of the newspaper world.

In an early issue EDITOR & PUBLISHER will present a complete analysis of the Audit Bureau of Circulations reports on the daily newspapers of the United States and Canada; after that our regular analysis of the lineage of the leading daily newspapers will be published. If you wish to be well posted with the least possible effort to yourself, read

EDITOR & PUBLISHER

Every Week

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

Selecting a New Head-Letter Dress—What Is a Good Type for Heads?—Is Upper-and-Lower-Case Better Than All Caps?—How the New York Tribune Solved Its Head-Letter Problem

By H. FRANK SMITH

Article VIII

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items—such as headings, advertisements, editorial pages, features, etc.—will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK.

Replies Cannot Be Made By Mail

IN the preceding article (No. 7, page 10, Editor and Publisher, May 26) we discussed some of the most common of the major faults of newspaper make-up, and suggested a simple easily-applied remedy for each case. The suggestions were based on using only type faces which the newspaper had at its disposal in its present equipment; in other words, the refinements and improvements might have been made merely by a better use of type faces and a more careful arrangement of the material on the page—all of which could have been accomplished without spending a nickel for new materials of any kind.

However, publishers contemplating a change in their head-letter dress have asked many times: "Is upper-and-lower-case better than all-caps, and what is a really good face for newspaper heads?"

Upper-and-Lower-Case Better for Heads than All-Caps

THE first part of this question is easy to answer and I have no hesitation in saying that upper-and-lower-case heads are better than all-caps; because the eye is far more accustomed to reading upper-and-lower-case, and we therefore get the heading much quicker than when it is set in the usual skinny all-cap type face generally used for head letter.

The newspaper head is the last refuge of the all-cap line; in fact, the all-cap line has either disappeared entirely or is used very sparingly and with great discretion in all other fields of typography—except the newspaper. Any publisher considering changing his head-letter dress can proceed without any doubt whatever to replace his all-cap titles with a good upper-and-lower-case head; and if he will caution his composing room to use all-cap lines very sparingly in the ads, the typography of his paper will immediately show a marked improvement. Try this simple suggestion and see how easily it works out.

What Is a Good Face for Newspaper Heads?

THIS part of the question is not so easy to answer because it involves a study of the type faces available in machine composition—since very few heads are now set by hand in the modern newspaper composing room. Again, a head-letter should be selected that is available in a sufficient range of sizes to graduate from the minor single-column head to the major double-, or triple-column head, and the italic as well as the roman should also be obtainable if we want to get the maximum flexibility and variety into newspaper heads and the makeup as well.

The Cheltenham family of type faces meets all of the above requirements, and for purely all-round head-letter purposes the Cheltenham Bold, with its italic, is perhaps the best series available. Bodoni and Bodoni Bold are also very good, and since neither face is used exclusively for head-letter (except in one or two instances) any newspaper adopting a Bodoni head-letter dress would instantly stamp itself with an atmosphere of individuality. Caslon Bold and Century Bold make good head-letter faces, although I do not believe these two faces are available in as wide a range of sizes and variety as the Cheltenham and the Bodoni series.

There are many other good faces besides those mentioned above and while they may not be the best for a complete head-letter dress, still these faces (such as Bookman, Scotch Roman, Caslon Old Style, etc.), may be used to very good advantage for special department headings. In fact, it would add to the attractiveness of any newspaper page to use for its special department headings some type faces other than those used on

the purely news matter. For instance, Caslon Old Style and its italic might be appropriate for the Woman's Page; Bookman and Scotch Roman with italics for the Book Department; an occasional line of Cloister or Old English for the Church Page, etc.

How The New York Tribune Solved Its Head-Letter Problem

WHEN the New York Tribune decided to change its head-letter dress, a few years ago, some elaborate and very interesting experiments were conducted in an effort to determine the best type faces for head-letter purposes. Stop-watch experiments were even made to ascertain the relative legibility of all-cap heads and upper-and-lower-case. The upper-and-lower-case heads won, because the stop-watch tests proved they could be read easier and quicker. The Tribune therefore changed all its heads to upper-and-lower-case (Fig. 1) and probably was the first daily newspaper to make this notable improvement. Some other

"progressives" followed the Tribune's lead—or tried to, at least—but only a very few of them made as complete a job of it as did the Tribune (see Fig. 3). One of the easiest ways that I know of to become acquainted with a good head-letter (and how to use it), as well as the principles of effective make-up, is to study the pages of the New York Tribune.

Some Important Things to Do When Considering New Head Letter

IN considering a new head letter the publisher might simplify his problem by carefully considering the following suggestions:

- (1) Study your competitor's paper with the idea of selecting a more popular and better series of head-letter faces.
- (2) Select a good legible easy-to-read face, and don't let anyone influence you to buy a series of freak faces because they are "new and different."
- (3) Be sure the face you select is available in machine composition up to

and including 36 point at least, in both roman and italic.

(4) After selecting the faces, and before ordering, consider improving the arrangement of your heads and make-up. Then have a few sample heads set, insert in one of your page forms, get some proofs, and see how they look.

(5) Have your make-up editors improve the make-up so that when your new heads are ready for use, the make-up will also show decided refinement.

Don't Imitate Any Other Newspaper's Style

ONE of the remarkable things about reviewing the many newspapers which reach this department, is the surprisingly large number that try to imitate the make-up of the Hearst papers (Fig. 2)—and they are all very crude imitations, indeed. In the first place, no other newspaper—except, perhaps, a few metropolitan dailies—carries the kind of news and features that would justify a Hearst make-up. Again, it has been said that the scream in the Hearst make-up is put there to stimulate newstand and street sales—which is probably true, because many of the Hearst papers are published and circulated in highly-competitive territories.

In any event, "there's a reason" for the style of make-up used by the Hearst papers and the chap who can assemble all the varying sizes of type (ranging from 6 point, one-sixth inch, to two and sometimes three or more inches high), cuts, boxes, and other features on the small area of a newspaper front page, in the time that it has to be done, and get something reasonably decent-looking out of it—all the chap who can do this certainly is a genius.

Getting back to the copy-cats. We find little papers in small cities and larger papers in larger cities mimicking this style of make-up (Gothic "scream-er" and all) without any excuse whatever. The news doesn't justify it, and since they have no competitor in their immediate field it follows that they cannot possibly be waging a war for street circulation. The "me-too" fellows probably reason that since the Hearst papers have a tremendous circulation, it will be comparatively easy to build a big circulation for any paper that follows the same style of make-up. They are merely hollering "Wolf!" when there isn't any wolf, and while they may be fooling themselves they are not kidding their patrons, for it does not take the reader long to "get wise" to the scare head faked up to title a stickful of ordinary news—and he doesn't fall for it more than two or three times.

Create Your Own Style of Typography and Make-up

EVERY newspaper ought to create a style of typography all its own, reflecting in a sense the spirit of the community it serves and the class of readers it is edited for. After the style is created it should be modified or varied in one way or another with each edition or issue. The same monotonous make-up should not be followed day in and day out, as many papers do. Change the front-page make-up like the live merchant changes his window—get a flash of originality, something new and compelling, in each new make-up. If the story merits it—chuck a streamer across the top; and a big one!

The make-up problem is not so difficult, if someone will only think seriously about it; study its possibilities and plan it in advance. If someone will do this, he will not only revitalize reader interest, but he will get a whole lot of fun out of it (and, maybe, a raise); besides waking up his "esteemed contemporary," which always gives one a real thrill of genuine satisfaction.



FIG. 1—THE MAKE-UP OF THE NEW YORK TRIBUNE reflects the spirit of the "new day" in newspaper typography. Note all heads are set in upper-and-lower case. The type is Bodoni Bold and Bodoni Bold Italic.

Have You a Problem in Typography or Make-up?

PUBLISHERS may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of

typography or make-up that might be bothering you. The suggestions will be made promptly and frankly—and in a spirit of helpfulness. What's on your mind now—typographically?

Address Letter and Papers (in one package) to

H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK CITY

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-up

By H. FRANK SMITH

Times, Brockton, Mass.—The typography and make-up of The Times needs immediate attention. Too many hold cap lines used in heads and ads; too many foolish panels; make-up too solid; many borders too heavy; reset your Social Activities head, and replace the smudge you are using over Guest with something that can be read. The whole paper needs, refining. Why let a paper like The Times get so ratty looking—typographically?

R. P. Brown, Mail, Anderson, S. C.—There are very few suggestions that I can make to improve the typography and make-up of your pages. Whoever is looking after these details now knows how to take care of them effectively. I like to see a story following a streamer read into the right-hand columns (6 and 7) instead of the left-hand columns (1 and 2) as you made up your issues of May 10 and May 18. The typography of the ads and the make-up of all the inside pages is very good. Seems to me your classified is worth an attractive double-column head, and it would improve the pages if you replace some of the worn standing heads, folios, running heads and cut-off lines with new slugs.

Daily World, Wenatchee, Wash.—The first thing to do is to call the foreman of the composing room and instruct him to kill instantly that 18-point solid rule border you used around the church ad and Wells & Wade ad. Your first page, in fact, all your pages, are made up too solid—open up heads and get some space around your dashes. Leave out all cut-off rules at top and bottom of boxed items. Think a bold faced head on your editorials would look better than present light-face head. Reset your masthead. Open item alongside flag with two point leads, and start it with an initial. Get a new cut for "Just Folks" head—the one you are using is all worn out. Your running heads are hattered, too, and so is the rule under them. Your "North Central Washington" head should be reset and a new plate made. Most of your Classified heads need resetting. Have the foreman go over the paper and he will see a lot of items that are worn out and that should be reset. Someone ought to do this every once in a while, before your standing matter gets so worn out.

Hiram Impson, Record, Madill, Okla.—Nothing serious to criticize about the Record.

Front page of the issue you sent us is full of pep and good to look at. Would suggest that when you put a display line above the title on the first page that you set this line (like University of Oklahoma Glee Club Friday Night at School 8) in full measure to get a streamer effect. If it is worth putting in such a prominent position it is worth putting a little noise in it—instead of setting such a dinky line as your issue of April 12 carried. Place your ads on the outside of your old pages, and make up in pyramid style. The double-truck prize ad was composed attractively, and is a good piece of machine composition. Can't you replace some of that brutal gothic you use in your ads with something more attractive? Try.

R. J. Baker, Herald, Mt. Vernon, Ill.—For a small-city daily the Herald stacks up very well—so far as typography and make-up is concerned. Some of your standing heads are a little freakish—your "All Around the Town" and "Events Socially," for instance. Why not set real live-looking newspaper heads to take the place of the "fuss and frills" affairs you are now using. Your "Today" head is weak—typographically—too; and you should use the same style head for the runover matter as you use on the first page. Your ads could be grouped better—follow the pyramid style, instead of breaking into the middle of the page like you do on the editorial.

William Nelson Taft, Retail Ledger, Philadelphia, Pa.—Your make-up is fine—so far as placing material on pages is concerned—but the typography is not so good. Commenting particularly on pages 1 and 6 (editorial) I would say that you use too many panels and too much italic on both pages. Use the italic sparingly—only for special features—and your pages will look better, read easier, and be more attractive. Consider these suggestions for page 1: Work up a panel for each side of the title; increase size of heads in single column panels top second and seventh columns; leave the panels off all heads for illustrations, and use only a single-rule cut-off to separate from reading matter; in the "Morning Mail" and "Can You Tell Us" columns do not set so much in italic—one or two introductory paragraphs, or a quotation or two, is more than enough. In the first two columns of the editorial page the type is too

Six Good Upper-and-Lower-Case Head-Letter Faces

250 Americans Leave for Home Land on Noordam

First Ship Out Since January Carries 343 Women and Children

Rotterdam, via London, May 27.—The Holland-America Line steamer Noordam Cheltenham Roman and Italic

Grain Exchanges of Country Act to End Speculation

Fix Wheat Price—Prevent All Buying on Gamble—To Extend Embargo.

Chicago, May 15.—Action which, it is said, will end speculation in the grain 18 and 12 pt. Cheltenham Bold

Disbrow Again Enters Racing

Dirt Track Champion Gets Consent of His Bride to Defend Speed Title

Louis Disbrow, king of the dirt track drivers, is to re-enter the racing game. 24 and 12 pt. Bodoni

small, is leaded too much and the column is too wide. A 17-em column would be better, set in 8-point type. Your masthead is too big and bold. Use light face type a size smaller, instead of the larger size bold italic. Your pages look too fussy at present, typographically—too much panel work, rules, initials, etc. Plan to leave some of these useless gewgaws out instead of scheming to get so many of them in, and your pages will immediately clarify themselves. You cannot successfully reflect the spirit of modern times with a typographic style that is long since passe—neither do you want to. While retaining your present style of make-up, you could very profitably consider a new dress for your head-letter (an upper-and-lower-case head), using one family of type faces throughout, with related decorative material in

West Awakened By Liberty Loan

Houston, Tex., May 27.—Sweeping through the Middle West, South, South- 18 pt. Bodoni Bold

Disbrow Will Race Again

Dirt Track Champion Gets Consent of His Fair Bride to Defend Title

Louis Disbrow, king of the dirt track drivers, is to re-enter the racing game. Cheltenham Old Style

Disbrow Back in Big Racing Game

Dirt Track Champion to Get Bride's Consent to Again Defend His Title.

Louis Disbrow, king of the dirt track drivers, is to re-enter the racing game. Chelt. Bold Cond. and Chelt. Wids.

the form of dashes, rules, initials, etc., and all of which would key better with and greatly strengthen your splendid news and editorial features.

Ypsilantian-Press, Ypsilanti, Mich.—Your typography is badly in need of improvement and refinement. The composing room should pay more attention to the layout and composition of the ads. Ads could be grouped better. Think the effect of your Thrift ads was minimized by the careless manner in which these ads were composed. Take a few moments to go over the typographic details of the Press and you will quickly note all the items that need immediate attention—then send a marked copy to the composing room, and ask the foreman to help clean up the pages.



Fig. 4—Versatility of Cheltenham Bold for All 'Round Head Letter



Fig. 2—The Most-Limited Make-up in the Newspaper World.



Fig. 3—Cheltenham Light Face in Upper-and-Lower Case Heads.

ITINERARY OF NEW YORK STATE TOUR OF EDITORIAL ASSOCIATION

Everything Is All Set for Start of Western Division from Chicago July 9 to the Last Day of the Outing in Metropolis, July 26—Hotel Arrangements, Etc.

EVERYTHING IS ALL SET for the National Editorial Association's tour of New York State July 9-26. The Western division will leave Chicago on a New York Central special train at 5 p. m., Sunday, July 8, arriving in Buffalo July 9 at 7:25 a. m.

Buses will be at the train to convey party to the new Hotel Statler. Light baggage can be carried, but all baggage in baggage car will be conveyed to hotel. Those who do not go on special train and who arrive Sunday or Monday should mention that they are with the National Editorial party. Special rates of \$4 for single and \$6 for double have been granted the party. These rates include bath.

At 10 o'clock buses will leave the Hotel Statler for East Aurora where the party will be the guests of Elbert Hubbard II. After a visit to the Roycroft Shops lunch will be served at 1 o'clock at \$1.25 each.

The return trip for Buffalo must be made at 3 o'clock so as to get back to Buffalo in time to enjoy a sightseeing trip around the city. Party will return to hotel at 6 o'clock and be ready for the banquet at 7 o'clock to be given by the Buffalo publishers.

Arrangements have been perfected for a special rate of 75 cents a night for car storage in either of the garages operated by Swan Garage, Inc.

TUESDAY, JULY 10

Party will leave at 8 a. m. sharp for Niagara Falls and Gorge route trip in buses returning to Hotel Statler at 1 o'clock for lunch. Before leaving in morning baggage should all be packed and ready for transportation to the New York Central station as party will leave at 2:30 daylight saving on a special train for Rochester.

This change has been necessary for the Canada Steamship Company could not furnish a boat large enough to take all of the party. At Rochester party will be met by buses and taken on a sightseeing trip around the city. After the trip the party will be brought to the hotel for dinner by the Chamber of Commerce, then to theatre until time to board boat for Alexandria Bay. By this arrangement all who cannot be accommodated on the special boat can be taken care of on the regular boat which comes over from Toronto. The leaving time is 9:45 standard.

WEDNESDAY, JULY 11

Boats will reach Alexandria Bay at 7:30 a. m. Party will go direct to the Thousand Island House, our headquarters, for breakfast. The following program has been suggested for our stay at Alexandria Bay:

After breakfast the first morning a visit to the grounds of the Thousand Island Estates, including the Boldt Castle on Country Club. This will give opportunity Heart Island, and the Thousand Islands for golf to those who desire it. These places are across the river from Alexandria Bay, and the boat fare for the round trip will be 50 cents.

In the afternoon, at 2:30, party will be taken on a two hours' trip among the islands, which will be by courtesy of the Thousand Island House and the Maxine Line of Observation Boats.

The evening there will be the illumination trip on the river, which is something unique to the Thousand Islands, and which all will thoroughly enjoy.

The next day meetings of the association. For those who will not attend the meetings there are trips at 9:30 a. m. and 2:30 p. m. covering a different part of the river than was shown on the complimentary trip. For the above trips, and also for the illumination trip a special price of \$1 per person has been secured for the party.

In the evening a hall will be given in honor of the N. E. A. in the parlors of the Thousand Island House.

FRIDAY, JULY 13

Leave by boat for Clayton to take special train to Malone. Train will leave Clayton at 10:30 reaching Malone at 3 p. m. A box luncheon at 60 cents per person will be furnished by the Thousand Island House. Purity ice cream will be served on the train through the courtesy of the Purity Ice Cream Co. At Malone the program is in charge of Editor Charles M. Redfield. Mr. Redfield will be at Alexandria Bay to make arrangements with party for accommodations at Malone and will be on special train. Malone plans to entertain the party handsomely, including a theatre party, parties at the clubs, etc.

SATURDAY, JULY 14

Malone people will take party in automobiles around town and then drive them to Saranac Lake. This is one of the prettiest drives in the Adirondacks. Luncheon at Saranac will be through the courtesy of the Chamber of Commerce. After lunch the good folks of Saranac Lake will take party for auto ride and deliver them to Lake Placid. Headquarters at Lake Placid will be at the Lake Placid Club, the finest club in the Adirondacks. It accommodates 1,300. Dr. Dewey has agreed to save 250 reservations for the N. E. A. party. Dr. Dewey has placed boats and golf links at disposal of party.

SUNDAY, JULY 15

At Lake Placid Club.

MONDAY, JULY 16

Leave Lake Placid in automobiles at 8:30 for Ausable Chasm, a beautiful ride of 40 miles. Arriving at Ausable Chasm, the party will be taken in relays through this wonderful work of nature and after the visit lunch will be enjoyed at Ausable Chasm Inn. Party will leave Ausable Chasm by auto for Port Kent, where it will take special train on the Delaware and Hudson Railroad for Saratoga Springs, arriving there at 7:15 daylight saving time. Headquarters at Saratoga will be at the Grand Union Hotel.

TUESDAY, JULY 17

Party will leave for trip on Lake George. It will go by D. & H. train to Lake George and take boat from there. The fare for the round trip, including boat ride, is \$2.40. This is a special price as the fare one way is \$1.80. Dinner will be served on boat at \$1.50.

WEDNESDAY, JULY 18, AND

THURSDAY, JULY 19

These two days will be given over to the convention. The ladies of the party will be entertained at an afternoon tea given by Mrs. John W. Walbridge, editor of the Saratogian. There will be other entertainment which will be announced later. Saratoga is one of the beauty spots of New York State.

FRIDAY, JULY 20

Leave on special train on D. and H. Railroad for Albany where the Dayline boat will be taken for Newburgh. At Newburgh party will disembark and will be taken by automobiles, through the courtesy of the Newburgh Daily News, over the Storm King Highway, the most beautiful highway in America, to West Point. At West Point special exercises will be held for the N. E. A. The party will then take the late Day boat at 5:30 for New York. The sail down through the Highlands and later the Tappan Zee, especially at twilight, is one of the most beautiful in the world. Arriving at 42nd street pier party will disembark and go to the Pennsylvania Hotel, where headquarters will be maintained. The same special rates apply here as at the Hotel Statler in Buffalo and will be good as long as the members care to stay in New York. A representative from the hotel will be at Saratoga to book party and save delay upon arrival at hotel. Members who have made arrangements for other hotels should go by taxi. It is suggested that all take taxis to the hotels, even to the Pennsylvania. When there are four in the car the rate is very cheap, about 10 or 15 cents a passenger, depending upon distance. The baggage will be found at hotel upon arrival.

The New York City trip will be taken care of by a committee including Clyde Oswald, the American Printer; James W. Brown, publisher of EDITOR & PUBLISHER, and Wallace Odell, Tarrytown News.

A special book on the New York entertainment will be issued by Mr. Oswald.

In general the program is:

July 21—Visit Jersey; have lunch on the George Washington and end with celebration at Palisades Park.

Sunday, July 22—Day of rest. Party can visit churches and it should take advantage of the opportunity to attend services at one of the big churches. In the afternoon it is suggested they take a ride on Fifth avenue buses (10 cents). Also visit Natural Museum of Art. This is free on Sundays and should not be missed.

Monday, July 23—Visit City Hall, welcome by Mayor Hylan. Lunch downtown, visit Stock Exchange, Aquarium, etc. Evening, Stadium City College. Special concert.

Tuesday, July 24—Visit East side, Mergenthaler plant in Brooklyn. Guests Mergenthaler Co. at lunch. Afternoon taken to Coney Island. Guests Brooklyn publishers at dinner.

Wednesday, July 25—By boat to Navy Yard.

Lunch as guests of Intertype Co. Trip around harbor, visit to Governor's Island and Ellis Island. Evening to New York theatres. 11:30—Visit Tribune's new plant and see it in operation.

Thursday, July 26—By bus to beautiful Westchester County, visiting Washington Irving's country, Sleepy Hollow, John D. Rockefeller's estate, Grasslands Hospital, Kensico Dam, White Plains, birthplace of State; Mt. Vernon Daily Argus office, one of the finest newspaper offices in the state; trip through Pelhams, New Rochelle, to Rye, to Westchester-Biltmore, new \$7,000,000 hotel, for banquet in evening. Speakers, Irvin S. Cobb and Judge Arthur S. Tompkins, Grand Master of Masons of New York State. Return to Pennsylvania Hotel, New York.

LAUNDRY

Special arrangements have been made with the Thompson Laundry at Saratoga to take care of any laundry party desires to have done. See about this first night you reach Saratoga and laundry will be ready before party leaves on Friday Morning.

HOW TO ADDRESS MAIL

July 9—Care Hotel Statler, Buffalo.
July 11—Care Thousand Island House, Alexandria Bay, N. Y.

July 13—Care C. M. Redfield, Malone, N. Y.
July 15—Care Lake Placid Club, Lake Placid, N. Y.

July 16 to 19—Care Grand Union Hotel, Saratoga.

July 20 to 26—Care Pennsylvania Hotel New York City.

AS TO BAGGAGE

A special charge of \$5 was made for baggage. This is an outside figure and the management hopes to have a refund when the trip is over. In a trip like this, however, it is necessary to have trucks carry the baggage over the mountains and there will be special services at all stopping places and in New York.

In order to easily identify baggage when it is assembled in one place, special labels for each State represented will be furnished. These should be pasted on the back of tags furnished for each piece of baggage. In this way each state can be kept separate and it will make it easier to find one's baggage.

Efforts will also be made to assign rooms at the various hotels. Unless otherwise notified the party will be kept together in states.

CLOTHING

Summer clothing should be worn. Heavier wraps will be needed evenings in mountains.

SPECIAL

A representative of the Day Line will be at Saratoga to tag all baggage and see that it is delivered to hotel in New York. The baggage will go direct to New York on the first boat. The party will arrive on the late boat.

AS TO HOTELS AND COST

Buffalo—Hotel Statler, \$4 single; \$6 double, including bath, rooms only.
Alexandria Bay—Thousand Island House, \$6 a day, including meals.

Malone—Lodging and two meals: Flannagan House, \$5.00; Franklin, \$3.75; Smith House, \$3.00.

Lake Placid—Club Rooms, \$1 to \$10 a day. Add \$2 if two in a room, plus 20 per cent. Meals, \$6 a day.

Saratoga—Grand Union Hotel, \$6 a day with meals. With bath, \$7.

New York—Hotel Pennsylvania, \$4 single; \$6 double, including bath, rooms only.

CANADA PULP EXPORT UP

May Figures Show Big Increase in Outgoing Newsprint

A special report issued by the Canada Pulp and Paper Association states that the exports of newsprint for the month of May amounted to 98,901 tons, compared with 78,378 tons in the previous month. This is the highest figure yet recorded with the exception of March, when the total exports were 113,450 tons.

Of the May exports, 98,531 tons were sent to the United States and only 370 tons to other countries, New Zealand taking 343 tons of this amount.

Spier Launches Ad Service

Franklin Spier, for the past five years manager of sales promotion, publicity and advertising for Alfred A. Knopf, has entered the general advertising field with offices in the Knickerbocker Building, New York. A special service to publishers and booksellers will include copy-writing and layout work, publicity, and art and typographical service.

N. E. A. WILL DISCUSS POSTAL RATES

Postmaster General New to Address Convention—Ex-Governor Mayes of Texas to Speak on Individualism in Journalism

The 28th annual meeting of the National Editorial Association will be known as the "Better Newspaper Convention." The first session will be held July 12 at Alexander Bay, N. Y., in the convention hall of the Thousand Island House. After officers' reports, ex-Gov. Will H. Mayes of Texas, now head of the Texas School of Journalism, will speak on "Individualism in Journalism."

On Wednesday, July 18, the sessions will be at the Grand Union Hotel, Saratoga Springs. Lieut. Gov. George R. Lunn will welcome the convention to the Empire State. Following an address by Postmaster General Harry S. News, there will be a discussion of "Second Class Postal Rates." Reports will be presented by George E. Hosmer of Fort Myers, Fla., chairman of the legislative committee, and Frank O. Edgecombe, chairman of the committee on by-law revision.

"Advertising and Advertising Service" will be the main topic in the afternoon, with a discussion led by A. C. Pearson, Dry Goods Economist, New York; Wright A. Patterson, editor-in-chief Western Newspaper Union, Chicago, and Arthur Bonnet, of Bonnet-Brown Co., Chicago. The program will be closed by Herman Roe, president of Country Newspapers, Inc., Northfield, Minn., chairman of the N. E. A. advertising committee.

Thursday morning, July 19, the speakers will be Prof. M. V. Atwood, Cornell University, and Jay W. Shaw, field secretary New York State Press Association. H. U. Bailey of Princeton, Ill., will lead in the discussion of these addresses.

SHOPPING NEWS SUSPENDS

Oakland Merchants Decide Newspaper Ads Are Best After All

The Oakland (Cal.) Shopping News, put out by 15 merchants, will suspend publication July 2 after 10 months' existence. At a recent meeting of the principals a majority voted against its continuance.

C. G. Monroe, acting president of Taft & Penroyer and chairman of the Shopping News executive committee, said: "While some of those interested stated that they got good results, still a majority vote caused the decision to suspend. In all fairness I wish to state that no medium of advertising can take the place of the daily newspaper."

H. C. Capwell, head of the H. C. Capwell Co. department store, said: "I wish to state that all advertising done in a dignified way is good advertising, but there isn't any method comparable with newspaper advertising for satisfactory results."

Publisher Pays Record Rental

What is said to be the highest rental for inside frontage in any city of the country with a population around 85,000 will be paid in South Bend, Ind., following consummation of a lease to Abraham M. Liebling, publisher of the Jewish Daily Press of Chicago. He closed a deal for property at 225-227 South Michigan street, in the Indiana city, at an average annual rental of \$19,040, which on a 5 per cent basis, is equivalent to \$380,800, or at the rate of \$9,067 a front and \$54.95 a square foot.

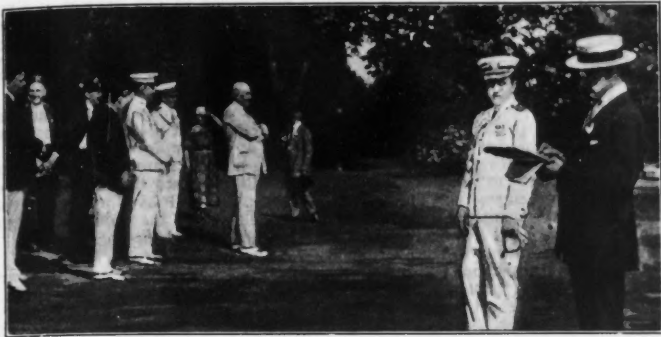
Clinton (Ia.) Advertiser Sold

The Clinton (Iowa) Advertiser has been purchased by G. L. Higgins and A. C. Root of Clinton. Mr. Higgins has taken active charge of the newspaper.

New Oregon Bi-Weekly

Grand Ronde, Ore., is to have a bi-weekly newspaper called the News.

THEY ARE ALL IN THE DAY'S NEWS



Our genial President poses. For the first time in the history of America, a President of the United States has consented to pose for a newspaper sketch artist. Here we have him in the White House garden shortly before leaving on a swing "around the circle." In the foreground is the artist, Manuel Rosenberg, of the Scripps-Howard newspapers, carefully watched by a naval aide.



Tops her daddy—believe him. C. A. Pierce, publisher of the Waltham (Mass.) Evening News, has a right (left) to be proud.



They have all been presidents—of the Missouri Press Association. Below we have them gathered at the University of Missouri for journalism week. They are, left to right, (Upper row) J. R. Lowell, Moberly Democrat; Dwight H. Brown, (present president) Poplar Bluff American; R. M. White, Mexico Ledger; W. O. L. Jewett, Shelbina Democrat; E. W. Stephens, Columbia; Dean Walter Williams, Columbia; Ovid Bell, Fulton Gazette; (Lower row) E. L. Purcell, Illinois Jimlicute; William E. Painter, Carrollton Democrat; H. F. Childers, Troy Free-Press; C. M. Harrison, Galatin North Missourian; Omar D. Gray, Sturgeon Leader; Wm. Southern, Jr., Independence Examiner; L. Mitchell White, Mexico Ledger; (Seated) Col. J. West Goodwin, Bazoo, Sedalia, Mo. The two children are the grandchildren of E. W. Stephens, who entertained the past-presidents at dinner at his home in Columbia during journalism week.



Looking for things in Europe. Ralph Feguillan of the Kadel & Herbert Pictorial News Service, is now touring Europe in the interest of his firm. He is accompanied by Mrs. Feguillan.



Very serious. Ring Lardner (left) humorist, looks upon vacation as a very serious business.



On the big party. Henry L. Stoddard of the New York Evening Mail (left) and Paul Block of the special advertising agency of that name and many newspapers, were among Mr. Lasker's guests on the trial run of the Leviathan.



MINNEAPOLIS TRIBUNE BUYS NEWS READERS

Goodwill of Perry Lloyd-Jones Paper
Also Acquired at Reported
Price of \$68,000—200
Employees Dismissed

(By Telegraph to Editor & Publisher)

MINNEAPOLIS, June 27.—The Minneapolis Tribune, the city's oldest newspaper, today assumed the circulation responsibilities of the Minneapolis News which published its last edition.

The transaction is regarded as favoring the Republican party, as with the News abolished the Democrats in Minnesota cannot expect support from any other Minneapolis dailies. Though the political policy of the News has always been independent, adherents of Democratic party have considered it as leaning their way. The News supported Cox for President in 1920, and Anna Dickie Olesen for United States Senator in 1922. In local politics the News has been patently independent.

Announcement of the transaction was made today by F. H. Murphy, publisher of the Tribune, and Richard Lloyd Jones of the Perry Lloyd-Jones newspapers, who purchased the News last December and began its operation Feb. 1, 1923.

"One of the outstanding features of recent newspaper history is to let one serve where two have served before," was the lead of the statements of both publishers which detailed the following points of the deal:

Only circulation and goodwill of the News is transferred, and all paid-in-advance subscribers will receive the Evening Tribune until date of expiration. The Tribune will utilize the news stereotype and press equipment for a month or more while new Tribune presses are being installed and will supply the additional circulation numbering 60,852 from the News plant, making every effort to employ the 200 carriers of the News in delivery of the increased circulation, half of which, however, is estimated to be in the country.

Three-column Page One boxes announced the deal in both papers, and the News carried four full-page Tribune service announcements. While the Tribune will use some News equipment temporarily, it is said that none of the News equipment will otherwise be used for newspaper purposes in Minneapolis again. No announcement was made of the disposition of the office and composing room equipment, but it is believed considerable will be shipped to other Perry Lloyd-Jones papers. Two hundred employees were dismissed on eight hours' notice. Some members of the editorial staff expected to be retained for other Perry Lloyd-Jones papers. I. J. Hornstein, business manager and a partner in the enterprise, will remain here with a small force to handle miscellaneous matters and straighten out accounts.

The News was established in 1903 by the late L. V. Ashbaugh of St. Paul, head of the Cloverleaf newspapers, with publications in St. Paul, Minneapolis and Omaha, and at one time, three other smaller places. It began losing advertising prestige in 1920 when promoters of the Minnesota Daily Star, Farmer-Labor organ, began selling stock. By the end of 1922 it had lost virtually all large advertisers. At this time the Perry Lloyd-Jones people made the purchase. It was rumored they expected to lose \$25,000 a month for eight months, but advertising continued to fall off and they are said to have lost approximately \$200,000 in the five months of ownership.

Much of the News circulation was obtained through various circulation contests from time to time, in which all kinds of prizes were given.

The transaction puts an end to many rumors in the past five months that William Randolph Hearst was behind the purchase by Messrs. Perry and Lloyd-Jones, and that recently Mr. Hearst was trying to purchase the paper. This latter rumor was strengthened by visits of Arthur Brisbane. The News carried United Press, United News and NEA service.

The price reported to have been paid by the Tribune for the circulation and goodwill is \$68,000. The mechanical equipment retained by the News is declared to be the best in the Northwest, and is valued at a quarter million by Mr. Jones.

The general equipment of the Minneapolis News will be turned over for two months to the Tribune, John H. Perry said in New York Thursday. At the expiration of that time some of the machinery will be taken over by the Clover Leaf newspapers, while some will be used by the Tulsa World. Some of the employees of the News will go over to the Tribune and some others will take positions with the Perry, Lloyd-Jones papers throughout the country.

GOLF MIGHTIER THAN PENCIL

Philadelphia Association Has 80 Members, 12 Who Shoot 80

The Philadelphia Newspaper Golf Association is rapidly coming to the front. Organized in 1922 it boasts a membership of one hundred, some of whom wield powerful mashes. There are at least 12 members who shoot in the eighties and a flock who can smash one hundred with regularity. Last year 32 qualified for the Jules E. Mastbaum cup which was eventually won by Odell Hauser, former political editor of the Public Ledger. Hauser was eliminated this year in the first round of match play.

The second round of match play this year took place over the links of the Springhaven Country Club at Wallingford, Pa. Those who have won their way to the third round are: Bill Sykes, cartoonist for the evening edition of the Public Ledger; Frank Richter, night city editor of the Public Ledger; Tom Daly, Philadelphia Record; George O'Brien, formerly of the North American but now appraiser of the port; Charles A. Halpen, assistant sports editor Evening Public Ledger; Emmerson Hassrick, Evening Public Ledger; Marshal Bainbridge and William E. Kofoed.

NEW ENGLAND TYPOS ELECT

Ask Eight-Hour Day for State Printers Restored in Massachusetts

(By Telegraph to Editor & Publisher)

PITTSFIELD, Mass., June 26.—The New England Typographical Union at its annual convention here today elected Fred A. Sped of Lowell, president, and John F. Murphy of Providence, secretary-treasurer. John B. McGowan of New Haven was elected first vice-president, Henry La Burr of Concord, N. H., second vice-president, and Carl Verill of Portland, Me., third vice-president. The next annual convention will be held in Concord. It was voted to present a bill to the Massachusetts Legislature to make permanent the law passed in 1912 providing for equal working conditions for men and women in the printing industry and restoring the Saturday half-holiday and eight-hour day for printers engaged in State Work. That law, which was passed for a 10-year period, ceased to become operative last year.

Change in Oregon Interests

A. L. Bostwick, formerly on the staff of the Albany (Ore.) Evening Herald, has bought from G. W. Loomis a half interest in the Lebanon (Ore.) Criterion. The Brownsville (Ore.) Times has been purchased by the new partners, who have placed W. K. Brownlow in editorial charge.

Paper Notes 73rd Birthday

The Salt Lake City Deseret News celebrated its 73rd anniversary by a big program. The paper was started three years after the coming of the Mormon Pioneers and for some years it was the only newspaper in the mountain country and more than a thousand miles from the nearest point of civilization.

CANADA SENATE KILLS BAN ON RACE NEWS

Puts Bars Up, However, Against Admission of Racing Form; Lid Clamped on Football Guessing Contests

The Canadian Senate has thrown out the proposal to ban publication in Canadian papers of racing selections and other similar information, but decided to put the bars up against admission of the Racing Form, which is not now allowed to come in through the mails, but enters via the express route. In the opinion of the special committee appointed to deal with the proposed amendments to the Criminal Code, existing legislation is sufficiently strong to prohibit publication of information likely to benefit bookmakers and pool-rooms.

Two newspaper men presented contrary views to the committee. Harry Anderson, sports editor of the Toronto Globe supported the proposed legislation, while E. J. Young, of the Windsor (Ont.) Border Cities Star, opposed further prohibitive measures. Francis Nelson, former newspaper man and now steward of the Canadian Racing Association, wrote stating that the legislation was prompted by "the cash register, not the urge to public morals."

The committee decided to put the lid on football guessing contests. These have had some vogue recently among western Canadian weeklies, which have adopted certain of Horatio Bottomley's famous methods of obtaining circulation for John Bull.

In Nova Scotia and New Brunswick efforts are being made to exclude copies of Montreal weeklies containing baseball pools from those provinces.

S. D. DAILIES MAY UNITE

Reaction Favorable to Proposal for State Association

Steps are being taken to form a State association of publishers of daily papers in South Dakota. The outlook is favorable, judging from responses to the suggestion which emanated from the South Dakota State College at Brookings. The publishers of weeklies have had a strong organization for years past and the daily press association if formed would of course function in harmony therewith.

Expressing his approval of the idea, Charles H. J. Mitchell, of the Sioux Falls Press, writes: "Over in Iowa the daily newspaper publishers have a one-day session just prior to the opening of the general association; and the writer, speaking from experience, bears witness that they are getting much out of it and enjoy it."

AD CLUB HOMELESS

Subway Blasting Damages Rooms in Hotel in Rochester

Blasting operations in the bed of the old Erie Canal at Rochester, which is being transformed into a rapid transit subway, so impaired a section of the rear wall of Hotel Rochester that the Rochester Ad Club, which had its quarters in the damaged section, is without a home for the time being. The Ad Club was ordered to vacate its rooms until repairs could be made following an inspection by Department of Public Safety officials.

The edict interfered to some extent with the closing programs of the convention of New York State Daily Newspaper Advertising Managers' Association, held in the Ad Club rooms. The Club will take temporary rooms in the Hotel Seneca.

Hot Weather Note

The New Orleans Times-Picayune will publish its fall fashion number Oct. 31.

VANDERBILT TO ISSUE DAILY IN LOS ANGELES

CORNELIUS VANDERBILT, Jr., announces that he will soon begin publication in Los Angeles of a new morning publication, the Illustrated Daily News. He has issued a prospectus asking Los Angeles people to subscribe for the paper and to help underwrite it.

The prospectus states that mechanical equipment has been assembled, and a staff employed.

An unusual feature is that Mr. Vanderbilt promises that the readers of the paper will have a voice in the establishing of the policy and in the naming of the board of directors.

WINS FIGHT WITH BOARD

Bathurst (N. B.) Northern Light Defeats Compensation Body

The Bathurst Company, controlling the Bathurst Northern Light, won an important victory in New Brunswick Supreme Court June 20, when a verdict against the Workman's Compensation Board of New Brunswick was returned.

The Workman's Compensation Board had levied \$31,000 on the company for 1922 and the same amount for 1923. The company refused to pay the levies and the board took the matter to court to force collection. Two judgments were obtained against the company but on appeal the company won. Action by the company was based on extravagancies of the board and staff, unfairness of the system in forcing the employers to bear the financial burden in connection with the workings of the Workman's Compensation Law, and exemption of the company because of a company system of compensation for injuries and death.

Writers to Run Bases Tomorrow

The relative merits of bachelor and benedict writers will be determined in a baseball game at the Polo Grounds tomorrow afternoon, Sunday, July 1, when two teams of the New York Newspaper Club will clash. Governor Smith and Maj. Gen. Robert Lee Bullard of Governor's Island have been invited to take part in the event, which will be umpired by Assemblyman F. Trubee Davison, Commissioner Grover A. Whalen and Julius Miller, President of the Borough of Manhattan. The game is scheduled to begin at 2:30. The affair will be enlivened by Keith's boys band of 300. No admission fee will be charged.

D. C. Deadline Club Elects

Bernard McDonnell of the Washington Post was elected president of the Deadline Club, an organization of reporters on Washington newspapers. Other officers chosen at the annual meeting were: James E. Chinn, Washington Star, vice-president; W. J. Voss, Washington Post, vice-president; Edward Follard, Washington Herald, vice-president; James Ring, Washington Times, secretary, and James N. Doyle, Washington Herald, sergeant-at-arms.

Houston Chronicle Outing

Two hundred and four employees of the Houston Chronicle enjoyed an outing at Sylvan Beach, a summer resort 28 miles away, on the night of June 13. The jelly bean dance prize was awarded to Mrs. Belle Costello and E. C. White, while Miss Ellen D. MacDorquodale and Judd Lewis tripped off with the old-time waltz honors. The Chronicle entertainment committee consisted of C. B. Gillespie, Paul Cohen, Arthur Johnson, Charlie Fox, Lee Mims and E. C. White.

New Press for Longview, Wash.

A new Cox Duplex press has been ordered for the Longview (Wash.) Daily News. It will be installed about Aug. 15.

A Market Worth Winning



And How To Win It

Amazing sales records await the manufacturer who concentrates adequate effort on The Chicago Territory—Illinois, Indiana, Iowa, Michigan and Wisconsin.

If the people of these five states were to burn up half their automobiles they would still have far more than all the nations of Europe.

Of all the incomes of more than \$5,000 reported for taxation in the year 1920—one-fifth were in these five states.

Surely this market is worthy of special intensive sales and advertising effort—particularly since there exists such efficient machinery to do the work. Consider, for instance that The Chicago Sunday Tribune alone reaches one-fifth of the total number of families in the five states. Supplementary pressure is economically applied by adding the other great Sunday newspapers in this zone. The following tabulation shows how economical it is to use The Sunday Tribune plus the leading Sunday newspaper in each of the adjoining states:

	Circulation	Per Agate Line
Chicago Sunday Tribune	884,706	\$1.15
Detroit News, Des Moines Register, Indianapolis Star, Milwaukee Journal	593,694	1.07
Total	1,478,400	\$2.22

How many periodicals have a circulation as great as this in the entire United States? What are their rates? Can your thin spread national advertising be effectively merchandised to dealers? Will it produce tangible response from consumers?

Answer these questions and you may convince yourself that every day you delay using The Chicago Tribune and other great Sunday newspapers to develop sales in The Chicago Territory is a day of lost opportunity. Read the BOOK of FACTS (free on request) and ask a Tribune man to call.

WHEN a St. Louis advertising agency wrote to a Chicago Tribune advertiser for information as to the success of recent advertising the following was the reply:

March 14, 1923.

Mr. H. Gardner,
Gardner-Glen Buck Co.,
St. Louis, Mo.

Dear Sir:

We have thoroughly convinced ourselves that the use of The Chicago Tribune, for the advertising of Brunswick Phonographs and Records, has accomplished desired results.

In the years 1921 and 1922 we have used large campaigns in this publication, confining ourselves to nothing less than 1600-line copy, most of them being full pages. The Chicago Tribune covers practically what is known as our "Chicago Territory." Our Chicago Territory consists of States of Wisconsin, Michigan, Northern Indiana, Northern Illinois and Eastern Iowa. The population of this territory is 17% of the entire country, while our sales in this district run approximately 30% of our entire volume.

Inasmuch as this territory was the only one in which we carried on an extensive newspaper campaign, and that, entirely through The Chicago Tribune, we have every reason to believe that this medium has helped considerably to produce the very satisfactory results obtained.

We trust, that should you use The Tribune, as we have, that your results will be as gratifying.

Yours very truly,

(Signed) P. L. Deutsch,
The Brunswick-Balke-Collender Co.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Haas Building
LOS ANGELES

EXCHANGE OF EDITORS URGED ON PAPERS

North Carolina Press Association Hears
Plea for Loaning of Staff Men
to Find Out About
Rival Cities

Extension of the exchange professorship system to take in the staffs of newspapers was advocated by Sanford Martin at the meeting of the North Carolina Press Association in its 51st annual convention at Blowing Rock, N. C., June 20-23. Mr. Martin is editor and general manager of Winston-Salem Journal. As the head of one of the most important newspapers in the State, his suggestion carried much weight with the assembled editors and was widely discussed.

The theme of Mr. Martin's talk was "Inter-City Spirit." He read letters from many representative business men urging State co-operation on the part of the newspapers. One of these men wrote: "Let us stop boosting our own communities and cities and boost the State as a whole. In doing this we will overcome the rivalry that now exists between the different cities."

Mr. Martin argued that the papers should take a hint from the road builders. He said that the good roads recently built in the various States are bringing communities and people closer together and that it is the duty of the editors "to work on a good roads basis" and to put an end to the policy of defining too closely the boundary lines between cities.

"The Winston-Salem Journal is willing to exchange city editors for a day or a week if necessary with its neighbor, the Charlotte Observer," said Mr. Martin. "Under such an arrangement the city editor of the Journal would be instructed to go to Charlotte, make his headquarters at the office of the Observer, and learn all he could about the second largest city in North Carolina. He would be instructed to rake the city with a fine-tooth comb, if necessary, and to find, if possible, something that Charlotte is doing better than Winston-Salem is doing it. If, peradventure, he should discover such a thing, he would be instructed to take copious notes thereon and to come back home and write a news story, or a series of stories if necessary, for publication in the Journal, giving the people of Winston-Salem helpful information on the best things to be found in Charlotte. And the city editor of the Charlotte Observer would be instructed to do the same thing in Winston-Salem."

"I venture to predict that if such an exchange were made the most widely read news stories in the Observer and the Journal would be the stories written by their respective city editors giving their impressions of the good points of the two largest cities in North Carolina. And I can think of nothing else these two papers could possibly do that would better promote good understanding and

mutual respect and admiration among the people who inhabit Winston-Salem and Charlotte. My suggestion is, of course, that all the newspapers in a State should do what I have here outlined for the Charlotte and Winston-Salem papers.

"Newspapers should fight against narrow provincialism. Every newspaper should consider itself not merely a citizen of a town or county, but a citizen of the State. There is a temptation for city dwellers to become so absorbed with the affairs of their own municipalities, and so puffed up with pride over the growth and progress of their particular communities, that they forget that they are living in a place far bigger and greater, and that that place is their own State. More and more the leading business men of our cities are coming to consider themselves as builders of not merely a city but of a State at large. They are thinking in terms of State progress as they have never thought before. They are no longer jealous of, but are proud of, the progress of their neighbors, because they know that the progress of their neighbors means also the progress of their State. Our business men and captains of industry and finance are becoming State-minded."

In one of the letters quoted by Mr. Martin, the suggestion was made that each paper should print a column on "What Other Cities Are Doing." The method outlined was that each editor should furnish all other editors, through a central clearing house, with data about his own city, and that all papers should print this material at one time. The suggestion included a series, to appear periodically, covering new construction and improvements, and another series including points of interest to tourists, to stimulate auto-touring and extended acquaintanceship with the various sections of the State.

At the annual election of officers for the Association, John B. Sherrill of Concord was re-elected president, over his vigorous protest. When his protests proved unavailing, and he was declared elected, Mr. Sherrill immediately resigned. The vacancy was filled by the election of Charles A. Webb, vice-president, who is treasurer of the Asheville Daily Citizen.

Mr. Webb is one of the best known lawyers in North Carolina. During the Administrations of President Wilson he was United States Marshal for the western district of the State. His introduction to the newspaper field came in 1915, with his purchase of the Asheville Gazette-News, the name of which he changed to the Asheville Times. Disposing of this property later, he joined with George Stephens in the purchase of the Citizen.

Other officers elected were: first vice-president, A. C. Hummcutt, Albemarle; second vice-president, H. Galt Braxton, Kinston; third vice-president, Mrs. T. J. Lassiter, Smithfield; secretary and treasurer, Miss Beatrice Cobb, Morganton; historian, M. L. Shipman, Raleigh; orator, J. L. Horne, Jr., Rocky Mount;

Poet, J. P. Rawley, High Point; executive committee, Sanford Martin, Winston-Salem; Fred H. May, Lenoir; R. E. Prince, Rutherfordton; J. P. Hurlley, Salisbury, and H. B. Varner, Lexington. A loving-cup for the best weekly newspaper was awarded to the Pilot, published at Vass, N. C.

UTILITIES LIKE AD POLICY

Public Coming to Understand Problems, Iowa Convention Is Told

From the least and possibly the worst advertised of the leading industries of the country, the public utilities are becoming one of the best advertised, Joe Carmichael, director of the Iowa Committee on Public Utility Information, told electric light and electric railway men of the State at their joint convention at Mason City, June 28.

"The electric light, electric railway and gas companies of Iowa did twice as much newspaper advertising in the first five and a half months of this year as they did all of last year," he said.

"This means they have quadrupled their advertising in 18 months. And the results are beginning to show."

"This aggressive policy of going directly to the public with their troubles, explaining them, demanding recognition, and appealing to their sense of fairness has dealt the agitators a swat."

Texas Weekly Now Semi-Weekly

The Scurry County Times, established in Snyder, Tex., one month ago by Ben Smith as a weekly newspaper, has been changed to a semi-weekly.

CANADA PULP EMBARGO UP IN PARLIAMENT

Proposal to Give Government the
Power to Prohibit Exports
Meets Much Opposition
at Ottawa

The Canadian Parliament is being asked to adopt a proposal that the Governor-General be given power to prohibit the exportation of pulpwood from Canada, if deemed advisable. By the process of adding this commodity to those now listed under the export act, power will be obtained to clap on an export duty or other prohibitive measure without notice.

The proposal results from a strong campaign, but it has considerable opposition, on the ground that retaliatory measures may be taken by the United States, particularly with regard to coal.

The provinces of Quebec and Ontario have already prohibited the export of pulpwood from crown lands, but pulpwood from privately owned areas can be exported.

New Brunswick Weekly Bows

Stevens & Company has started a weekly in Grand Falls, N. B., to be known as the Weekly Observer.

Purchase and Consolidation

Charles W. Barton, owner of the Casper (Wyo.) Tribune, has bought the Sheridan (Wyo.) Post and the Enterprise, and will consolidate them into the Post-Enterprise.

CINNATI— Where Capital Works and Labor Invests

Unlike most large cities, Cincinnati has few idle men and fewer idle dollars. Her capitalists are actively engaged in the operation of plants that produce more than six hundred million dollars' worth of diversified manufactures every year. Her wage-earners, more than 100,000 strong, 85% native born, 93% white and 28% owning the homes they live in, are steadily employed, living well, spending liberally and investing intelligently of their surplus.

In such a community sensational journalism and the appeal to class prejudice get little encouragement. Employers and employees are equally sane; their interests are the same; they read the same paper, the Times-Star, six days out of every week, and they base their expenditures and investments on the information they cull from its columns.

This explains why, for fifteen consecutive years, local and national advertisers have placed more display advertising in the Times-Star than in any other Cincinnati paper; why more than 150 national advertisers use it exclusively in its field; why local department and clothing stores use it as the backbone of their publicity, to reach both the "classes" and the "masses"—for in Cincinnati they are one and the same audience.

Detailed statement of comparative circulation figures and display lineage, with market information applicable to your proposition, furnished on request.

CINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

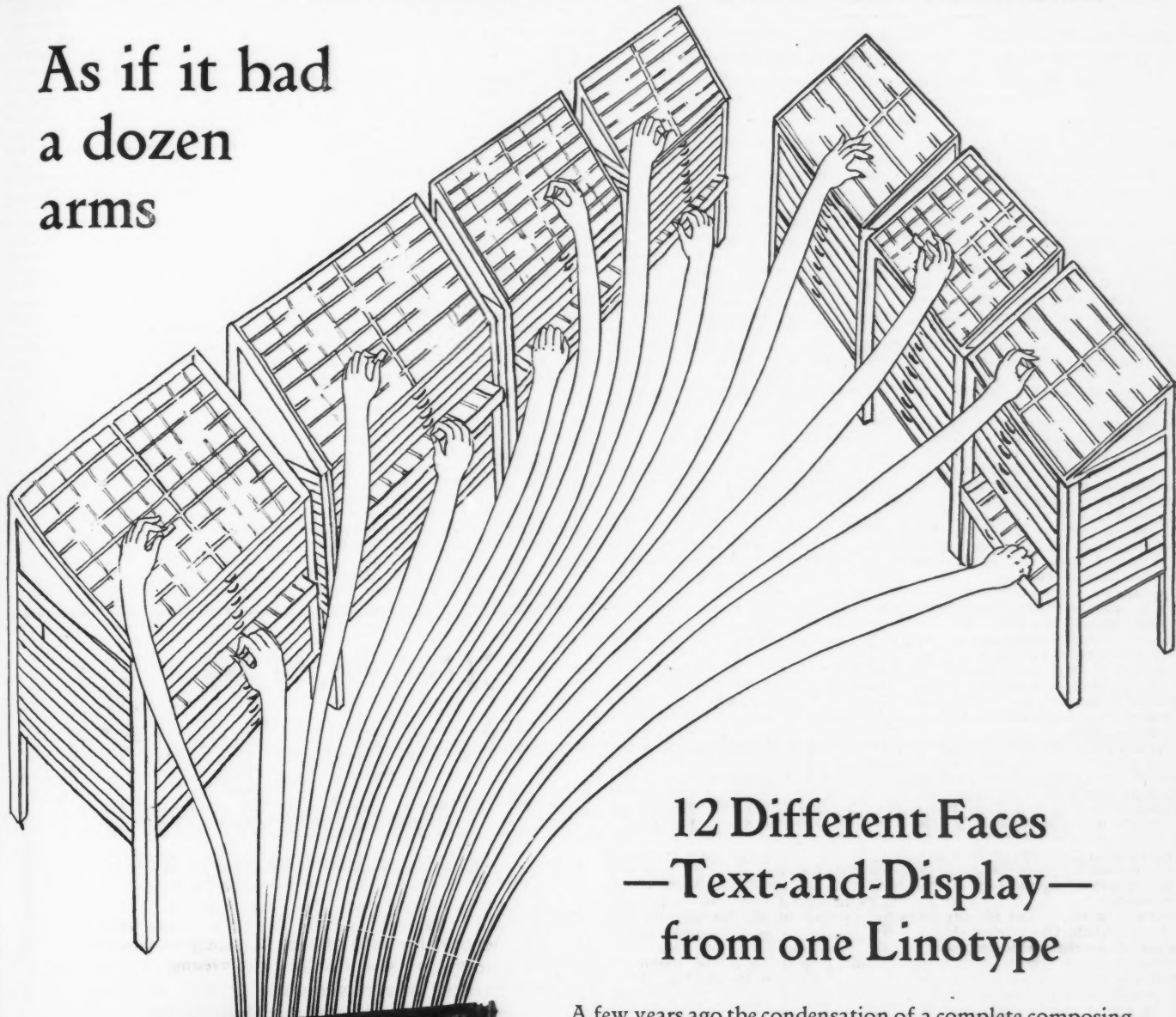
Chicago

620-621 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

As if it had
a dozen
arms



12 Different Faces —Text-and-Display— from one Linotype

A few years ago the condensation of a complete composing room into the magazines and keys of a single Linotype would have been thought impossible.

Today, however, the operator of a Text-and-Display Linotype gets any face he wants within an almost unlimited range, from small text to full 36 point display, merely by touching a key.

The space of many typesets may be saved by the use of Text-and-Display Linotypes, as well as thousands of footsteps and hours of composition and distribution time. Nearly two hundred newspapers, after trying display composition on the Linotype, have learned that hand setting of display is as unnecessary and archaic as hand setting of straight matter.

Mergenthaler Linotype Company
29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO



Model 24

12 different faces may be set on the Text-and-Display Model 24 without changing magazines. Of only slightly less range are Text-and-Display Models 21 and 22.

Composed entirely on the Text-and-Display LINOTYPE in the Benedictine Series

HIGH TIME TO SCRAP SCARE HEADLINES, DECLARES JASON ROGERS

Preponderance of Business Office Influence Blamed for Unattractive Make-Up of Many American Papers—Smaller Heads Would Save Paper and Space for News

By JASON ROGERS

FROM A PLATFORM of broadest proportions and with a purpose of rendering the newspaper industry as a whole the best constructive service that is in my power and experience to render, I will from week to week present for consideration and discussion many topics of interest to newspaper workers in connection with newspaper production and operation.

While in the past I have perhaps been more outspoken regarding many controversial points than most working newspaper publishers, I have always ventured beyond the life-lines, as it were, for the good of the craft, for a more definite appreciation of newspaper advertising and for closer and more effective co-operation between publishers.

From the outside looking in, our newspapers are handled with wonderful efficiency. Yet a glimpse behind the scenes in many newspaper offices during investigations and study of the business forces an admission that we are not half as effective as we seem to be. I say this without any intention of acknowledging greater ineffectiveness than is indulged in by other lines of business.

If we all put forth greater effort to improving our newspapers both regarding appearance and contents, I am sure that we would find it easier to gain and hold circulation without resort to forcing methods which must seem childish to business men and the better element in our communities. Each day's newspaper stands forever as an open book and final proof of our ability.

To pick up and analyze a group of newspapers published in many widely separated cities for a given day provides convincing evidence of the prevalence of the notion that all that is demanded is to produce a background of body type to fill in between the advertising. With rare exception do we find a newspaper which looks as if it were painstakingly and carefully put together by a real newspaperman.

If there were any serious reasons for such uniform lack of intelligent effort on the part of many so-called newspapers, we might desire to excuse crimes of omission and commission, but there are none. Nearly every newspaper can buy at trifling cost a variety and quality of interesting filling matter for use when news happens to be slack to round out a creditable publication.

Instead of doing this, however, they as a rule exercise no more taste or skill in the use of the material than would be expected from a 10-year-old boy. Our newspapers clearly show why the development of great editors as in past generations is seemingly a lost art. We have more wonderful and varied material to call upon, but apparently we lack men with a purpose of excelling in its presentation.

Perhaps it is that most of our newspapers today of necessity are more largely conducted from the business office than formerly that there is this obvious decadence, and perhaps the editors of today feel that it is useless to try to make a good-looking product when the business office has the right to ruin the makeup of any and all pages by ordering disfiguring advertising top of page.

Advertising which used to be considered a sort of by-product is today an essential to successful newspaper production. Many of us have foolishly permitted ourselves to grow soft regarding our view of the advertiser in relation to the rights of the reader and the decencies of the profession of journalism. That there is no necessity for such weakness is abundantly proven in many notable cases.

If the advertiser finds that he cannot buy positions which make the production of decent looking newspapers a possibility he will accept what the newspaper tells him is the best it will do for him. Almost any newspaper is more important to any advertiser than any advertiser is to any newspaper. The newspaper loses only trifling profit compared with the possible loss in trade to the advertiser.

Look at any issue of the New York Times or Chicago Daily News and it will be found that notwithstanding the publication of enormous volume of advertising the reader is always given first consideration in the presentation of news and features. In answer to the statement that these are great and powerful newspapers which can do such things, my answer is that they always have, and have grown greater because they did so.

The Chicago Daily News has never sold position to any advertiser in 47 years of successful existence. It has maintained a policy of giving every advertiser the best show it could consistent with its purpose of primary service to the reader. In the absence of insistence of such a purpose, a newspaper can never become so productive of results.

In the case of the New York Times under Mr. Ochs, there has always been a purpose to print all important news regardless of pressure on space by advertisers. In case of doubt, advertising is crowded out to make room for news and regular special news departments. Advertising is never permitted to disfigure the newspaper. The results attained prove that such a policy is not only safe but sound.

I hold that any editor of real skill, possessed of a willingness to work, given a freedom regarding makeup, should be able to get out an attractive looking newspaper which will win greater success through its excellence than by a forcing effort, trying to foist an inferior product on a discriminating public. Our editor in order to produce satis-

WHAT PROBLEMS HAVE YOU?

WRITE to Jason Rogers, in care of EDITOR & PUBLISHER. He will be glad to help you solve the particular problem that is worrying you today.

Mr. Rogers, formerly publisher of the New York Globe, is now writing a series of articles of which this is the first, for EDITOR & PUBLISHER. He will also be glad to answer questions on any phase of newspaper making. Another article will appear next week.

factory results must in a way be an artist. He must have desire to produce a well-rounded picture, as it were, presenting the news of the day lightened and tempered with such other matter as in his judgment will be most interesting and informative to his public. By years of such effort we will produce a new breed of editors who will excel those of former times by reason of their greater possibilities and improved mechanical facilities.

A study of the routine first pages of our newspapers shows a purpose to manufacture a desired number of scare-heads regardless of news values or the news justification of the day. It is a parade of superlatives, a forced effort to manufacture human interest, which is easily grasped by intelligent people and our newspapers made ridiculous in quarters where it is important they be respected.

The modern school of newspaper men will resist any attempted reform tending

to restore our newspapers to pre-war standards. They have grown to an entirely false view regarding the importance of headlines in the making of a product that will sell. The few copies sold to the unthinking by reason of circus type are not worth the effort from any standpoint.

Inspired by overzeal on the part of those whom we employ to distribute our newspapers, our editors are induced to slap on black ink and big type to play up news items really worth no more than passing mention, and to make decent people look upon our newspapers as only a narrow shade better than the yellows.

Very frequently our newspapers permit such habitual use of heavy black type that in case some really big thing does occur there is no possible way for playing it up beyond the way they treat some everyday happening such as a fire, a runaway horse, an abduction, or other routine daily story. We have shot our deadliest and heaviest shells, nothing remaining to throw at the reader except the office safe.

Again let us look into the methods of some of the greatest circulation successes that have been attained without resort to insane and indecent black headlines. The New York Times, the Philadelphia Bulletin, the Kansas City Star and many others which could be named leave the use of poster-type heads to opposition newspapers which have not yet arrived.

During the World War there was justification for using the strongest heads that could be built up, both for the purpose of arousing our people to that de-



In St. Louis

The Grocer's Wife plays a part in advertising

Before the wife of a St. Louis grocer goes shopping she looks for the big merchants' advertisements in her evening newspaper—where she knows they are published.

That is one of the reasons why the grocer, handling products appealing to women, prefers to have the advertising of those products appear in the evening papers.


There are many more reasons why an advertiser should concentrate his campaign in the principal evening papers—through coverage at minimum cost, for instance.

THE ST. LOUIS STAR

don't say "Paper" Trade-Mark —say "STAR" Registered

National Advertising Representatives
STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis
Los Angeles San Francisco



CLARENCE

By CRAWFORD YOUNG

The Lincoln, Illinois, Courier is the new paper this week.

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

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

gree of interest that was necessary to win, and because we were dealing with news of transcending importance in which we were all concerned. The sky was the limit in the most vital struggle that had ever been indulged in by mankind.

The real worth-while newspaper successes of the country once the war was over quickly grasped the necessities of the hour and gradually tamed down their headlines to pre-war standards. The change permitted the publication of more news on the first and other news pages and results in a material saving of high priced print paper, besides giving wider possibilities for correct news presentation.

The older I grow in newspaper experience the more convinced I am that the more unsuccessful a newspaper is the more inclined it seems to needlessly waste space for disfiguring headlines, boxed features, and other make-believe devices for proclaiming its leadership and its departments as the "best."

If our more successful worth while newspapers do not waste space and effort in scareheads in order to secure commanding circulations, it is obvious that the also-ran newspapers are foolish to do so. If sane treatment is the emblem of success, how much more desirable it is for the tailenders to ape it rather than the antics of the cheap and nasty yellow press which prostitutes our calling?

While much I have had to say applies especially to newspapers in our larger cities—places with over 100,000 inhabitants—it has important bearing right through to the dailies in towns hardly able to support such a publication. No matter how insignificant a publication, if it is conducted by men who know how, it should be well printed, well made up and interesting.

The thing that strikes me with much force regarding small city dailies is their mistaken notion that maximum success must be made through the exclusion of practically all but local news. They thus

give widest possible opportunity for some nearby metropolitan newspaper to come in to fill the needs of the better class of wide-awake folks who want to know what is going on in the world.

Until the small city daily finds a way to cover in very condensed form a full news report, it is going to play second-fiddle to some big city daily which will reach in and get foreign advertising which belongs to the little fellow. If the business men of Podunk are wide awake, they will want to watch the big markets in New York, Chicago and other places. If the local paper does not print a brief summary, the business man must of necessity buy an outside paper.

Likewise if the leading women in the city are educated to look for real fashion news in the magazines and big city newspapers, very naturally they will trade with stores in the big city and not at home. Our newspapers have it in their power to educate women that they can buy standard advertised goods cheaper in Podunk than in the distant big city.

In the circumstances it is most foolish for our smaller newspapers to fill out their pages with cheap mat services which print miserably when they can use the space to their own great business advantage. It is not enough to urge the reader to "buy in Podunk," but we should educate them to the fact that they can save money by doing so.

There is absolutely no reason why the smaller newspapers of the country should not organize various non-profit-making services which would enable them to cover every phase of news and feature interest. The stuff could be brought together in condensed form and mailed or looped to them at purely nominal cost. So long as they are satisfied to ride along as father did, they will never come into their own.

I am afraid that I have made this, my opening article of a new series, more of a scold than I had intended, but in order to establish background it is just as well

to have our cards face up on the table, so that all may see that the implements are all there as fair for one as for the other.

To consider the newspaper business free from the comebacks which are bound to arise in the case of one in the fighting ranks is a new joy to me. I don't expect everyone to fall in with my views, but shall go on expressing them in the hope that an occasional seed may strike soil and bring forth fruit.

New Special Edition Stunt

The Billings (Mont.) Gazette pulled something new during the recent Shrine ceremonial there. A special eight-page section was so printed and folded that it could be transformed into a tiny 32-page page with a front page makeup, red ink stream line, interesting news, plenty of ads, with color too, and everything that goes to make up a regular paper.

Verdict for Criminal Libel

Carl C. Magee, editor and publisher of the Las Vegas (N. M.) State Tribune, was found guilty of criminal libel against Chief Justice Frank W. Parker of the Supreme Court of New Mexico, by a jury June 21. Judge R. H. Hanna, chief council for the defense, asked for reasonable time to prepare a motion for a new trial, which was granted. Magee, meantime, is permitted to enjoy freedom under bond. District Attorney Luis E. Armijo filed a contempt proceedings against Magee, based on articles which appeared in his paper during the trial of the libel cases. The hearing on this charge was set for July 10.

Hutchinson Gazette Moves

The Hutchinson (Kan.) Daily News, W. J. Morgan publisher, will move to new stone building Aug. 1.

Circulation Structure

Ask the Publisher who has taken my service.

F. E. Murphy, Publisher of
THE MINNEAPOLIS TRIBUNE

Minneapolis, Minn.

knows and will tell.

Clifford Hewdall
(A.S.A. LONDON, ENGL.) (C.P.A. INDIANA)

ACCOUNTANT & AUDITOR

33 WEST 42ND STREET

NEW YORK CITY

Income Tax

System

Auditing

Color Press for Sale at Your Own Price
Goss 3 1/2 Deck Single Width Straightline Design
Equally Suited for Black and White Use

THIS press has seven complete pairs of cylinders, ten fountains and inking arrangements, complete with compensating rollers and oil fountains. Has high-speed type folder in first-class condition, with regular slitters, etc., and special jump splitter for running full size pages and tabloid size collect, thereby saving hand fill, make-ready and half the number of plates without reducing colors.

Can take three rolls of paper from 33 to 36 inches wide and can print as high as 24 pages in two sections in black with one color on outside or a four-page comic section with four colors on outside and three on the inside pages.

Press uses electrotype plates one-quarter inch thick, but can be changed

easily to use 7-16 inch stereo plates by removing steel jackets from plate cylinders. Also has a set and a half of roller stocks and a full set of velvet oil rollers as well as roller racks and hardwood boxes with hinged tops for shipping rollers. Wrenches, extra knife-blocks, etc., etc.

It is equipped with 20 h. p. two-motor chain drive, 220-volt D. C. with Kohler control board and push button system, also has complete lighting equipment.

Used only a few years by The Detroit News in its new plant and is simply being replaced by a press of greater capacity. It has satisfactorily printed on an average of 250,000 supplements and colored comics regularly each week.

There's a Reason for This Unusual Offer
Here It Is—Take Advantage of It!

THE DETROIT NEWS is making extensive alterations to accommodate another battery of triple octuple presses, due to the rapid expansion of its business. This color press is occupying a space which must now be made available for new equipment. The lowest price which has been heretofore quoted on this press is \$15,000.00 as it stands in our press room, including drive control and lighting equipment—an absolute bargain at that price—but it did not sell.

We now ask you to make the price. Can you use such a press at any price? If so, make an offer today. Think of it!

A black and white press with color deck—straight black and white

or full four color work—anything you want and you make the price. Just what you can pay in cash f. o. b. our plant.

It must either be sold, stored or junked immediately, and it would be a crime to store or junk this splendid piece of machinery which has produced the finest four color work for The Detroit News up to 250,000 copies a week.

Although as good as new, it has been replaced by a press of double its capacity to meet the rapidly expanding circulation growth of The Sunday News.

This opportunity can only remain open until July 10, as by that time the schedule for delivery of new equipment will require the space.

Write or Wire Today, Business Manager

The Detroit News

NEW YORK TIMES A ROMANCE OF MILLIONS

(Continued from page 5)

700 outstanding in the Portland Oregonian, held by the late Henry L. Pittock, were valued after his death at \$3,762 per share, giving the Oregonian an appraised valuation in 1919 of \$1,768,140.

An accounting of the estate of Joseph Pulitzer in 1915 fixed the value of a share of New York World stock at \$654.73, while that of the St. Louis Post-Dispatch was then appraised at \$292.15. Upon that basis, the New York World would have had a 1915 valuation of \$3,267,081.27, and that of the Post-Dispatch would have been \$2,677,262.60.

The London Times, appraised shortly after Lord Northcliffe's death at about \$3,500,000, was sold to the Walter interests late last year for approximately twice that sum, the sellers being able to dictate practically their own terms.

Among transactions of an earlier era is included that in which John Wanamaker came into possession of William Singler's Philadelphia Record in 1902, for \$3,200,000, then considered an extraordinary price for a newspaper in the hands of a receiver. When Mr. Ochs sold the Philadelphia Public Ledger to Cyrus H. K. Curtis in 1912, the consideration was \$2,000,000, according to the recent biography of Mr. Curtis by Edward W. Bok, his son-in-law.

And, to get back to the New York Times, its name and good will were sold for \$1,000,000 cash by the estate of George Jones just 30 years ago to the New York Times Publishing Company, made up largely, as Mr. Ochs told the National Editorial Association seven years ago, "of a number of very well known men, actuated by the highest motives to preserve the Times as an independent Democratic newspaper."

As Mr. Ochs revealed the story in his address to the editors, which, with his statement of two years ago, gives the history of early financing on the Times with a frankness that is at least unusual in newspaper circles, the new owners found the panic of 1893 and insufficient capital too great a burden and the company came to grief in 1896.

"It was then I became acquainted with the situation and was encouraged to grapple the problem that many well known and experienced publishers declined to tackle. Perhaps it was a case in which fools rush in where angels fear to tread. Part of the simile is true, for I certainly had no angel with me.

"I organized a company under a new charter," Mr. Ochs tells the story, "—the present New York Times Company—with 10,000 shares capital stock (par value \$100) and \$500,000 five per cent bonds; took up the million dollars of stock of the old company by giving in exchange 2,000 shares of the new company; paid the debts of the old company dollar for dollar with \$300,000 of the five per cent bonds; and with some difficulty the remaining \$200,000 of bonds I sold at par for cash by giving to every purchaser of a \$1,000 bond fifteen shares of stock as a bonus. I subscribed for \$75,000 of the bonds and received 1,125 shares of stock as a bonus, and—as was stipulated in the articles of the organization plan—I received 3,876 shares of the capital stock as compensation when three years after its organization the company was placed on a paying basis. The value placed upon the shares shortly after I assumed the management was indicated by a sale of some of them at 10 cents on the dollar."

Mr. Ochs and members of his family today own 64 per cent of the stock and including that interest, almost ninety per cent of the shares are held by people in the Times office, engaged in the work of making the paper. These facts appear in his statement of August 18, 1921. The remaining 11 per cent is distributed among 28 individuals or estates who acquired the stock by exchanging for it shares of the old company, the largest individual holder of the latter group holding only one-quarter

of one per cent of the total capital. At the time of Mr. Ochs' silver jubilee two years ago, unmatured bonds and mortgages outstanding amounted to \$1,500,000. The postoffice statement of ownership and circulation made by the Times last April showed that all of this indebtedness had been discharged and that the paper has no bonded indebtedness.

In the face of these facts, what becomes of the notion that the business of newspaper-making is one for millionaires only? Fifty years ago Adolph S. Ochs was a penniless boy in a war-stricken community. Twenty-five years ago the stock market valued his stock in the New York Times at \$10 a share, and fellow newspaper men were sympathetic when they thought of the small town publisher risking his last \$75,000 in an attempt to change red to black on the ledgers.

Yet, that \$75,000 of Mr. Ochs and another \$125,000 from the sale of bonds was all the money available to keep the Times moving and it was all the money that was needed. Mr. Ochs and his immediate relatives today own 64 per cent of a newspaper property very conservatively valued at \$11,500,000, on which basis his investment of \$75,000 has duplicated itself almost 100 times in 27 years. The gross income of the first year of his management is hardly more than a third of a month's income of 1922. It would scarcely meet more than a month's payroll of the present New York Times. It is not greater than today's annual dividend.

There is a long jump from carrier boy and "printer's devil" of the 70's at Knoxville, Tenn., or from the Chattanooga Times bought by Mr. Ochs in 1878 for \$1,750, of which \$250 was cash, to the New York Times of 1923, but it is a jump that was bridged by something other than money.

"What I have been able to accomplish, with my limited abilities, and without capital, except that which was created in my business, should give encouragement to every man engaged in our profession," Mr. Ochs told the N. E. A. in 1916, in words that are singularly appropriate now. "There are innumerable opportunities throughout this country such as it was my good fortune to find in New York City. Perhaps there is another such opportunity here; certainly, as I view it, there are similar opportunities in many other big cities; and this is certain, that there is not a metropolitan newspaper office that would not make room for, and welcome into its organization, a successful, experienced, thoroughly equipped small daily newspaper editor and publisher—one who is respected and esteemed in his own home town and there recognized as too big for his town and capable of greater responsibilities.

"But what matter, whether you are conducting a small daily newspaper or a large daily newspaper? It does matter how you have conducted yourself; what satisfaction you may have enjoyed in your occupation; what good you have accomplished."

15,558

Increase in Average Net Paid Daily Circulation of The Baltimore Sun (Morning and Evening) in May, 1923, over May, 1922.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday
Morning Evening Sunday

REUTERS CHAIRMAN COMING

Sir Roderick Jones to Visit U. S. in Fall on World Tour

Sir Roderick Jones, chairman and managing director of Reuters News Agency, accompanied by Lady Jones, will be in New York in September on the first stage of a world tour, during which he will inspect at first hand some of the many foreign branches of the organization that he controls. Important conversations with some of the foreign news affiliations of Reuters will also take place.

Sir Roderick will be accompanied during his visit to Canada and the United States by Douglas Williams, Reuters general manager for North America, who is returning to New York this summer after a year spent at the head office in London on important special service.

Mrs. Elverson Leaves \$54,000

Mrs. Sallie D. Elverson, widow of James Elverson, publisher of the Philadelphia Inquirer, left a personal estate upwards of \$54,000, according to her will. She died May 3. The principal legatees are her son, Col. James Elverson, Jr., and a daughter, Eleanor Louise Patenotre.

Alabama to Advertise

At a recent state-wide meeting of publicity forces, held at the Chamber of Commerce in Birmingham, plans were made for the nation-wide advertising of Alabama. O. L. Bunn, secretary-man-

ager of the Birmingham chamber, was appointed general chairman for the campaign.

New Paper Crowds Out Rival

The Niles (O.) Daily News suspended June 21, leaving the field to the Niles Evening Register. The Register is only eight months old, having started in October, 1922, as the third paper in Niles. It is published by a company headed by F. L. and P. F. Bixler, formerly of Dover, O. J. L. Shields, formerly of Butler, Pa., is editor and a director. The News was 32 years old.

Publisher Feted by Staffs

Ninety-five members of the staffs of The Washington Times and the Washington Herald held a "bon voyage" party on the roof garden of the Arlington Hotel June 26, in honor of G. Logan Payne, publisher, who sails for Europe on the Leviathan on July 4. Frank E. Hughes, oldest employe in point of service, presented Mr. Payne with a travel outfit, the gift of the composing room of the Times-Herald. J. E. Cullen, publisher of the Baltimore News and the Baltimore American, and his assistant, Charlie Miller, and William Harrison, circulation manager of the Los Angeles Herald, were among the guests.

Northwest Farmstead Sold

The Allen brothers of Aberdeen, S. D., owners of the Dakota Farmer, have bought the Northwest Farmstead of Minneapolis. Hitherto the Farmstead has been owned by the Orange Judd company of Springfield, Mass. H. H. Allen is now resident manager of the paper.

First in Iowa

The Des Moines Register and Tribune

Largest evening circulation

Largest morning circulation

Largest Sunday circulation

(exceeding next 5 Iowa Sunday newspapers combined.)

Most evening advertising

Most morning advertising

Most local advertising

(both evening and Sunday)

Most national advertising

Most classified advertising

Lowest milline rates in
Des Moines and Iowa

Write for your copy of "Iowa, America's Most Responsive Market"—a 24-page book packed with facts about Iowa, and town by town circulation statement for 1,000 Iowa cities and towns.

Represented by I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Co., Pacific Coast.

DRY OFFICIAL IS IN HOT WATER OVER BOOK

New York Herald and Louisville Courier-Journal Lead Protest Haynes' Syndication of Suppressed News

A question new to the newspaper profession, but involved perhaps with the familiar practice of news suppression at the source, has been raised in Washington as the result of announced intention of Roy A. Haynes, Prohibition Commissioner, to syndicate the "inside story" of Prohibition enforcement while he remains an official of the Government.

Protest of Mr. Haynes' plan has been filed with the Treasury Department by the New York Herald and the Louisville Courier-Journal and now is being given consideration by MacKenzie Moss, Assistant Secretary, and David H. Blair, Commissioner of Internal Revenue, Mr. Haynes' immediate superior. The two newspapers have questioned the right of the Prohibition Commissioner, as a public official to sell or dispose of information, obviously from the files of the Prohibition unit, either in a syndicated series to newspapers or in book form. Treasury officials were informed by the Herald and Courier-Journal that information in Mr. Haynes' possession should be available to all newspapers without cost, instead of being sold for a profit by the commissioner after being withheld from reporters who have sought it repeatedly in legitimate news endeavor.

The fact that President Harding is said to have written or intends to write an introduction to the Haynes series, and the book which the Prohibition Commissioner expects to bring out after the articles have run their course, is giving Treasury officials some concern.

According to the protests, Mr. Haynes has completed arrangements with the "D. P. Syndicate," Doubleday, Page & Co. of Garden City, L. I., to handle a series of articles on Prohibition enforcement in the two years of his administration. Later the series is to be published in book form. The series has been offered to a selected list of newspapers, of which the Courier-Journal was one, for the sum of \$1,000. The prospectus of the syndicate cited an example of the revelations the series will contain, an incident in which a Prohibition enforcement officer was offered a bribe of more than \$300,000 weekly to permit the breweries of one big city to operate. Mr. Haynes also will describe the "liquor conspiracy" in the United States, the work of the moonshiner, bootlegger, rumrunner, highjacker and other phases of the illicit manufacture and sale of liquor in the United States.

It is the view of the protestants that the information obtained by Mr. Haynes in his capacity as Prohibition Commissioner is public property and the press associations and newspapers of the country have sought to obtain from him and members of his enforcement staff the very facts which he now proposes to disclose. Those facts, it is charged, have been refused repeatedly by Mr. Haynes as matter of public policy, and news suppression and secrecy regarding the activities of the enforcement unit have been practiced frequently.

In general the comment of correspondents would indicate a distinct feeling against the plan on the ground that it would set a precedent for public officials breaking into profitable print with the news of their departments. In such a procedure, it is pointed out, there lies the danger of increased denial of news developments to reporters and a doubling of the efforts of public officials to suppress news at its source, a vice grown to large proportions in Washington as the result of the war "censorship" and the eagerness of officials to continue the secrecy stuff.

Brooklyn Still Church City

Brooklyn is the city of churches. There's no denying that, for there are in

the borough 584 places of worship, representing property valued at \$60,000,000. More than 700,000 of Brooklyn's 2,025,000 residents attend religious services. But Brooklyn is also a live, wide-awake business and educational center as is graphically pointed out in the book recently printed by the Brooklyn Citizen to mark the 25th anniversary of the borough's entrance into Greater New York.

All Join Fill-the-Hole Club

Every editor and staff writer on the papers in Santa Clara, Santa Cruz, San Benito and Monterey counties, California, is a member of the Fill-the-Hole Club, organized a few weeks ago. There are no dues, no assessments, no constitution, no by-laws. The members meet once a month in some town in one of the counties for a get-together dinner and talk-fest. "Dutch treat" meets the expenses. Rudolph A. Wilson, news editor of the Watsonville Register, is president; L. C. Kellenberger and Deane H. Townes of Gilroy and Salinas, respectively, vice-presidents; and Rollin G. Watkins of Monterey, secretary-treasurer.

Four Tie for Golf Prize

Charles H. Huff, head of a St. Louis advertising agency; E. Lansing Ray, president of the Globe-Democrat; Edward L. Hill, assistant to Mr. Ray, and T. L. Ryan, general manager of the Star, all were tied for first place in the second tournament of the season held by the St. Louis Advertising Men's Golf Club. Mr. Huff was given the prize, which was a golf bag.

Printing School Buys Paper


H. H. Peters has sold the Brookings (S. D.) Leader to the School of Printing of the State College of that town. Prof. Paul Keiser is editor and Seth Thornton, head of the School of Printing, business manager.

Vacation Interviews Daily

The Albany-Decatur (Ala.) Daily has begun publication of a variation of "The Inquiring Reporter." It prints, under a standing head, about three paragraph interviews daily with folks of all walks of life, on how they will spend their vacations.

Minnesota Paper Absorbed

The Red River Valley News of Glyndon, Minn., has been absorbed by the Barnesville Record-Review. The latter now has a Glyndon department edited by R. B. Osborn, former publisher of the News.




The Atlanta Journal

ATLANTA, GA.

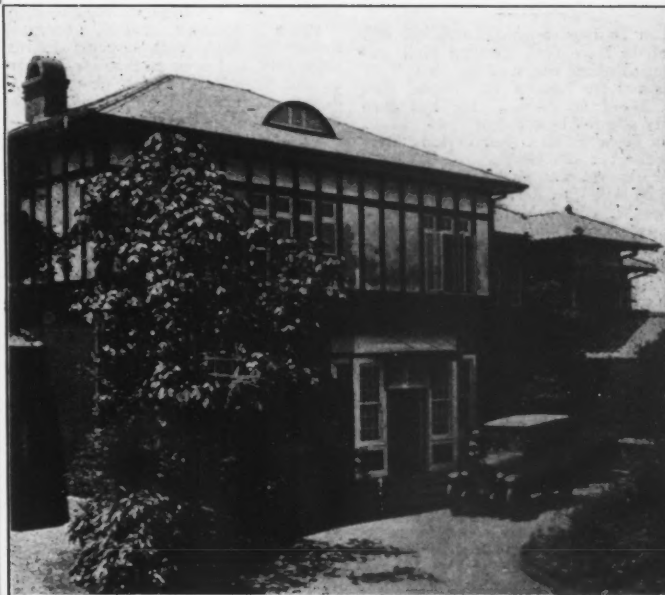
Editorials of vigor and helpfulness written in the style of deft users of words and knowers of facts. Features which include Frank Crane, Addington Bruce, Dorothy Dix, Grantland Rice, Lawrence Perry, Frederic J. Haskin, Dr. Evans, Roe Fulker, H. I. Philips, Thornton W. Burgess, etc.

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The JIJI'S Circulation
248,877 copies: June 1, 1922

is chiefly among the leaders of Japan's social, commercial and political life. They are the men, and their wives are the women, who have learned what the West has to give the East.

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"In Japan, the Buyers Read THE JIJI"

ALLAN DAWSON, 57, DIES SOON AFTER WIFE

Associate Editor of New York Mail
Succumbs to Pneumonia; Estab-
lished Paper in Wisconsin
When 16 Years Old

Allan Dawson, aged 57, associate editor of the New York Evening Mail, and former associate editor of the New York Globe and the New York Tribune, died June 24 of pneumonia. He had been greatly affected by the death two months ago of his wife, Mrs. Nell Perkins, literary editor of the Globe.

The funeral was held from the home June 26 with the following pallbearers: George W. Alger, Maj. Frank Case, J. E. Fraser, Garet Garrett, John Johansen, Ogden Reid, Nicholas Roosevelt, William Shillaber, Carl Snyder, Henry L. Stoddard and Samuel Strauss. The services were conducted by Rev. Dr. Alexander of the First Presbyterian Church.

Mr. Dawson was born in Hudson, Wis. His family moving to Enterprise, Wis., he established the Enterprise Herald when he was 16 years old. The paper was fairly successful but he gave it up to enter college at Hanover, Ind., from which he was graduated in 1886. He then went to St. Paul to study law and was admitted to the bar, but never practiced.

He became a reporter on the Des Moines Register, from which he went to the Sioux City Tribune. In 1884 he and Samuel Strauss bought the Des Moines Leader and consolidated it with the Register, the paper becoming the Leader and Register.

When Mr. Strauss came to New York in 1903 as publisher of the Globe he brought Mr. Dawson with him. Mr. Dawson was associate editor of The Globe for 16 years. Then he left to become associate editor of the Tribune, where he remained until 1922. Herbert Hoover, Secretary of Commerce, then appointed him a member of the United States Trade Commission, which went to Germany and England to study business conditions. When the committee had made its report a place on the Globe was offered to Mr. Dawson, but as the paper was about to be sold he went to the Mail.

Mr. Dawson was married in October, 1894, to Nell Perkins, daughter of John B. Perkins, editor of The Sioux City Tribune. She became well known as a writer on literary subjects in the years during which she was connected with the Globe.

Obituary

CHRISTOPHER BLACKETT ROBINSON, aged 86, veteran Canadian publisher, died at Ottawa recently. He founded the Beaverton (Ont.) Post, and afterward published the following Ontario papers: Whitby Chronicle, Port Hope Guide and Orillia Times, as well as several fraternal and religious publications. He was president of the Canadian Press Association in 1897.

AZEL F. RIFFE, aged 34, business manager of the Leader Publishing Co., Inc., publishing the Staunton (Va.) News-Leader and the Evening Leader, died recently after an operation for appendicitis. He was born in Beckley, W. Va., and formerly lived in Ohio. He is survived by his widow.

FRANK McNAMARA, who for several years represented the Montreal Star, Toronto Mail & Empire and other papers in the Parliamentary Press Gallery at Ottawa, died at Victoria, B. C., recently. At the time of his death he was on the editorial staff of the Victoria Times.

JOHN P. GORMAN, pioneer Canadian pressman, died at Ottawa recently. In the early days of Canadian newspapers, he worked with the Ottawa Citizen and afterward turned out the first issue of the Winnipeg (Man.) Free Press. He later worked in Minneapolis and Seattle.

F. W. C. MYERS, aged 78, former press room superintendent of the Montreal Gazette, with whom he saw nearly 60 years service, died June 19 of double pneumonia. He had risen by his own merit from message boy at \$1.25 a week to press room superintendent.

WILLIAM H. STANSIL, member of the composing rooms of the Buffalo Courier and Enquirer for 40 years, died recently.

PETER B. KEENAN, aged 59, a compositor on the New York Evening Journal since 1919, and prior to that for 35 years on the New York Times, died June 18 in Atlantic City. A son, Walter, is on the local staff of the Times.

ANDREW C. CRANE, a stereotyper, for 12 years on the Brooklyn Standard-Union, died June 19 at Liberty, N. Y.

MRS. ARTHUR H. DELANO, aged 46, wife of the publisher of the Cordage Trade Journal, died June 21 in Prospect Heights Hospital, New York, of acute intestinal trouble. Besides her husband, a daughter, Edith, survives.

LUTHER N. PERKINS, for many years editor of the Beverly (N. J.) Banner, died June 21. He was widely known in Burlington County, N. J.

JOHN EWING, aged 66, former American Minister to Honduras and brother of Col. Robert Ewing, publisher of the New Orleans States, died in Havana June 25.

EDWARD T. VAN VLIET, aged 56, superintendent of the Philadelphia Evening Bulletin composing room, died June 22. From 1884 to 1916 he was superintendent of the composing room of the New York evening Post. He was born in Albany, N. Y.

GEORGE H. ELY, aged 69, nationally known advertising man and secretary of the Charles H. Fuller Company, Chicago, died suddenly. He was acquainted with many newspaper and magazine publishers throughout the country. Funeral services were held June 27 and the body was sent to Cleveland for burial. He is survived by his widow.

JAMES HOWARD KEHLER, aged 47, Chicago advertising man, died at Highland Park. He is survived by his widow and two sons.

F. E. MERRITT, aged 52, for many years identified with the handling of Detroit and Chicago papers in Lansing Mich., died at a hospital, where he had undergone an operation.

DAVID S. MITCHELL, son of Mark M. J. Mitchell of the Chicago Tribune proof room, died in Los Angeles following an operation for appendicitis.

JAMES B. HARSE, aged 77, founder of the Creston (La.) Daily Advertiser and the weekly Gazette in 1871, died June 19. At one time he was a member of the Iowa General Assembly.

HOWARD JOHNSON, aged 20, son of Mr. and Mrs. H. H. Johnson, and a carrier for the Wichita Eagle, died as the result of injuries received in a railroad crossing accident while delivering papers by truck. A train backed into the truck.

CHARLES R. MALONEY, Sr., a department manager of the Crowell Publishing Company, Springfield, O., died June 24 after a year's illness. Physicians were unable to determine the cause of his illness.

W. B. TIPTON, veteran Kansas and Oklahoma printer, died recently at Jage, Okla., where he had gone to take charge of an office after having been foreman of the Forgan (Okla.) Eagle for several years.

CHARLES INGERSOLL BROWN, who from 1884 to 1897 was in the Boston office of the United Press, died at Norwood, Mass. After the Civil War, in which he served as a private, he was with the Western Union for many years.

EMIL SCHWAB, aged 73, veteran insurance journalist, died at Arlington, Mass. He was born in Germany but came to

the United States when very young and was graduated from the Massachusetts Institute of Technology in 1874. For nearly 25 years he had been editor of the John Hancock Mutual Life Insurance Co. Prior to that he wrote for several insurance papers.

R. S. BIGIE, aged 50, former editor of the Richmond (Mo.) Democrat, who retired several years ago, died at Kansas City.

HARRY W. ORR, aged 68, for more than 25 years night manager of the Associated Press at Pittsburgh, and later connected with the International News Service, died at Marlow, N. H. He is survived by his widow and one son.

S. C. A. PERRY, aged 74, one of the oldest men in the type foundry industry in the United States, died at Everett, Mass. He was taken ill while on an excursion to Bermuda with the Boston club of Printing House Craftsmen. Mr. Perry was associated with H. C. Hansen in early life. For 40 years before his death he was on the staff of the H. C. Hansen Type Foundry.

MONTREVILLE B. WELLMAN, aged 32, formerly on the editorial staff of the New York Tribune, died at Wilkesburg, Pa., of the effects of gas received in the war. During his service he was an associate editor of the Watch on the Rhine, a publication of the Army of Occupation. He was born in Carlettsburg, Ky.

WILLIAM H. HOFFMAN, aged 29, a copyreader on the Brooklyn Citizen and formerly on the Brooklyn Standard Union and the New York Herald, died June 15 after a two days' illness of pneumonia. During the war he served with the division of criminal investiga-

tion, A. E. F. He is survived by his widow.

MRS. FRANK A. HALSEY, aged 62, wife of the editor emeritus of the American Machinist, ended her life by hanging in the home of a friend in the Bronx June 16. She had been under the care of a neurologist.

MRS. MARIAN REEVES, aged 65, widow of Frank W. Reeves, Delaware newspaper editor and publisher, died at Atlantic City, June 26 of heart disease.

New Dairy Outfit Uses Dailies

Two names in the dairy field in Philadelphia which stands ace-high are Breyer and Sharpless. These two concerns have combined their forces and efforts under the name of Breyer-Sharpless Milk Association and are using space in the newspapers, not only to acquaint the consuming public with the fact that they are joined in a common purpose—the service of good, old-fashioned milk—but to secure men worthy of the product to serve it. "Own a milk route," says the copy to the man looking for a better position and a business of his own. The organization has adopted the slogan, "Good Morning, Noon and Night," and it is prominently displayed in all copy.

Daily Texan Now an Evening

The Daily Texan, student newspaper of the University of Texas, issued as a morning newspaper during the college year, will appear as an afternoon daily during the summer session. Ray E. Lee, of Beaumont, has been chosen managing editor. Henry Fulcher, of Naples, who was managing editor last year, has been made editor-in-chief.

The Minneapolis Tribune BUYS The Daily News effective, June 27, 1923

The Minneapolis Tribune has acquired the Minneapolis Daily News by purchase. This gives The Tribune

60,852 More Subscribers Daily

Beginning Thursday, June 27th, The Evening Edition of The Minneapolis Tribune will be delivered to every paid subscriber of The Daily News.

The average daily circulation of The Minneapolis Tribune for May, 1923

122,211

The Daily News Circulation

*60,852

Advertisers secure the advantage of this enormous excess circulation at no additional charge.

The average Sunday circulation of the Minneapolis Tribune for May, 1923, was **177,958**

*Publishers' sworn statement of daily average for six months ending March 31, 1923.

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AUTO ACCIDENT KILLS 3 IN HARDING PARTY

New York Herald Man Badly Injured When Steering Gear of Newspaper Men's Car Near Denver Fails to Work

(By Telegraph to Editor & Publisher)

DENVER, June 25.—Death cast a pall of sadness over President Harding's visit here yesterday when an automobile carrying newspaper men of the Presidential party plunged over a 100-foot embankment in Bear Creek Canyon near here, killing three and seriously injuring a fourth.

The dead: SUMNER CURTIS, aged 55 years, Washington (D. C.), newspaper correspondent and representative of the National Republican Committee on the President's tour.

THOMAS F. DAWSON, Colorado State historian and former Denver newspaper man.

THOMAS A. FRENCH of Denver, employee of the Great Western Sugar Company.

The injured: DONALD CRAIG, aged 40, Washington correspondent of the New York Herald, lacerated scalp, bruised shoulders, fractured ribs, possible internal injuries; in critical condition but may recover.

On being informed of the accident, President Harding made the following statement to the press:

"I am utterly distressed that such an accident should have occurred. It intrudes a sorrow upon what has been a happy trip.

"Only this morning Mr. Curtis was telling of the joy he was experiencing. He was always a gentleman and a very able newspaper man. My regret is beyond expression but there is some consolation in the hope the injured men may recover.

"WARREN G. HARDING." The Chief Executive's statement was issued Sunday afternoon and was made public while Dawson was still alive. The latter expired Monday morning in the Denver County Hospital.

The accident occurred while the visiting newspaper men were being entertained by the Denver Press Club with a trip through the nearby Mountain parks. The car driven by French had just rounded a curve. A broken steering knuckle rendered it impossible for French to control the machine.

John F. Vivian, Federal prohibition director of the Colorado, and prominent in Republican politics for many years, accompanied Curtis' body to Chicago, where it was to be met by representatives of the G. O. P. and taken to Washington for burial.

Dawson celebrated his seventieth birthday Saturday. He had been a newspaper man most of his life. At one time he was manager of the Associated Press in Washington, D. C., and

was former managing editor of the Denver Tribune, predecessor of the old Denver Republican.

Donald Craig had recovered sufficiently today to talk slightly.

"It's all a blank. We were riding along that canyon road when suddenly something went wrong," he said. "The rest is a nightmare. The next thing I knew I was being carried up the mountain and put in a car which headed for Denver."

It was reported that Roy Roberts, representing the Kansas City Star, would remain in Denver to look after Craig until his wife could reach her husband's bedside from New York City.

Curtis talked with his wife in Washington over long distance just before starting on the auto trip and told her of the refreshing Colorado air and of the splendid trip he was enjoying.

When word of the accident reached President Harding he immediately cancelled all engagements for the evening and went into seclusion with Mrs. Harding in the Presidential suite at the Brown Palace Hotel.

A reception planned for the visiting newspaper men by the Denver Press Club in the club building was called off.

CANADIAN SOCIETIES ELECT

Alberta and B. C. Press Associations Again Meet Together

Following the successful joint convention of the Alberta and British Columbia Press Associations in the Okanagan Valley last year, the two associations met together the first of June at Jasper Park, where they were royally entertained by the officials of the Canadian National Railways. One of the principal speakers was Dean Spencer of the School of Journalism, University of Washington, Seattle, who spoke on "The Editorial Column of the Country Weekly."

Vancouver was chosen as the place of next year's convention. Officers elected were: British Columbia—President, Hugh Savage, Cowichan Leader, Duncan; first vice-president, J. A. Bates, Fraser Valley Record, Mission; second vice-president, J. Elletson, Rossland Miner; Ben Hughes, Comox Argus, Courtenay, secretary. Alberta—President, John Mackenzie, Strathmore Standard; first vice-president, John Torrance, Lethbridge Herald; second vice-president, L. Dalbertson, Chauvin Chronicle; secretary, L. D. Nesbitt, Bassano Mail; W. J. Huntingford, Wainwright Star, immediate past president.

Editorial Shears Come Handy

Will Curtis, publisher of the St. James (Minn.) Plaindealer, and his office force had to go through a whole edition recently and scissor out an advertisement telling of a gift enterprise launched by a garage. The local postmaster had ruled that the ad violated regulations.

NEW PARIS DAILY SUES LE PETIT JOURNAL

Le Quotidien Claims Older Paper Refused to Carry Out Its Contract to Print Issues of Competitor

(Special to Editor & Publisher)

PARIS, May 25.—One million francs is the amount of damages claimed by Le Quotidien, the new daily Paris newspaper, from Le Petit Journal for breach of contract.

The proprietors of Le Petit Journal, it is alleged, signed a contract with Le Quotidien by which they undertook to print that paper. A few days before the first issue was to appear, Le Petit Journal notified Le Quotidien that they did not intend to carry out the contract, claiming that they did not consider themselves bound to print a newspaper which in a program issued to the public had attacked them and the leading members of the Paris press.

Le Quotidien replied that the contract was for printing their newspaper not editing it, that they could not admit any interference with editorial opinion, and that, in view of the fact that they had been caused grave prejudice and been put to considerable expense, they were bringing an action against Le Petit Journal for the sum named. Unless settled out of court, the case will certainly be the occasion when it comes before the jury for some heavyweight slamming.

Le Quotidien, which is already ap-

pearing in a restricted edition supplied only to subscribers, is of peculiar origin. It is the result of an appeal made by a weekly newspaper, Le Progrès Civique, to its readers to subscribe capital with which to found a daily paper to carry the views of this advanced publication to a wider and more general public.

Le Quotidien has announced a campaign against what it calls the consortium of the "big five" leading Paris newspapers, which it accuses of being under the influence of the government or of private individuals. For itself it claims the completest independence. The proprietors of the new paper allege that the "big five" are bringing pressure upon the kiosk holders, or news agents, threatening to withhold supplies of the five big newspapers from any news agent who shall put the newcomer on sale.

As is general with the founding of a new newspaper, rumors are many regarding the capital behind it, and one of these is that the controlling interest is in the hands of Henry Ford of America, although what he should want to do with the establishing of a newspaper in a distant foreign land is not clear.

Not Herald & Examiner Plane

EDITOR & PUBLISHER is informed that the airplane which ran wild in a Chicago Memorial Day crowd, injuring two persons, was not chartered by the Herald & Examiner, but was employed by Wilson & Co., packers, for advertising purposes. By courtesy of Wilson & Co., one of their employes delivered plates of the start of the Indianapolis auto races to a Herald & Examiner man in Chicago.

The Ludlow

Doubles Your Type Capacity

SINGLE-TYPE supply puts a limit on your display advertising. You can't make much of a spurt. Type fonts won't stretch. Special issues must be held down within type limits—or you're stuck! When you install the Ludlow, all these limits are off. This new freedom fills old-timers with astonishment.

New Features Surround Ludlow

1. Big, full-bodied type-faces are in abundant supply. It is always new. Slug lines can't be distributed. Plenty of large-type display lines will give your big ads new power and sparkle. Your advertisers will buy more space.
2. The long-line feature is unique with the Ludlow. You may set a streamer-line in 48 or 60 point full 7 columns wide, justify it as one line and cast it into 4 or 5 slugs that join up perfectly.
3. Advance copy for big special issues may be set in any quantity as early as obtainable and held as long as desired. This not only gives opportunity for alterations and corrections but lightens the burden on press day.
4. Standing ads, in any quantity, can never embarrass your cases. You may set all the lines you need, as you need them, without providing any type in advance. Ludlow slug forms are quicker and cheaper than plating to release type.
5. The all-slug system is instantly carried all the way up to 60 point, including bold and extended faces. This facilitates make-up and permits dumping of used forms in their entirety.



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

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

COLUMBIA DRY MATS

Superior Quality

RELIABLE

ECONOMICAL

UNIFORM

A Trial Will Convince
Write for Samples

COLUMBIA OVERSEAS CORPORATION

90 West Street New York, N. Y.

CIRCULATIONS AND ADVERTISING RATES OF 2,032 U. S. ENGLISH LANGUAGE DAILIES

Sunday Papers and Canadian Dailies Also Included in EDITOR & PUBLISHER'S Tenth Semi-Annual Listing—Six Months Ending March 31 Showed Great Increases in Newspaper Distribution

CIRCULATIONS TURNED SHARPLY UPWARD during the six months that ended March 31, 1923, according to newspaper statements as of that date to the postoffice and to the Audit Bureau of Circulations.

Morning newspapers, which now number eight more than they did six months ago and 13 more than a year ago, circulated 11,005,400 copies daily during the past six months. As of Oct. 1, 1922, their circulation was 10,809,619 copies per day. The gain is 195,781 copies, or 1.8 per cent.

As of March 31, 1922, their circulation was 10,299,245 copies, the gain in a year being 706,155 copies, or 6.9 per cent.

Evening papers, which are nine fewer than they were six months ago, but two more than a year ago, now circulate daily 19,422,812 copies, as against 18,898,322 copies six months ago and 18,899,420 copies a year ago. Their gain over the October, 1922, figures is 524,490 copies daily, or 2.9 per cent. The advance over the previous March totals is 523,392 copies, or 2.8 per cent.

Sunday papers, numbering 548, two more than six months ago and five more than a year ago, recorded a total net paid circulation per issue of 20,397,426 copies. Six months ago their circulation was 19,676,725 copies and a year ago it was 19,716,110 copies. The gain over October was 1,260,701 copies, or 6.6 per cent. The increase over March, 1922, was 1,221,316 copies, or 6.2 per cent.

Thus the upward curve of circulation since the drop after the Armistice, which seemed checked when EDITOR & PUBLISHER compiled its Ninth Semi-Annual Tabulation of Newspaper Circulations and Foreign Advertising Rates, is shown as making steady progress.

As readers of EDITOR & PUBLISHER know, the number of changes in newspaper ownership and of suspensions and consolidations has been unusually striking during the past year, especially since last October. Three famous newspapers of large circulation have been blotted out, the New York Globe, the Pittsburgh Dispatch and the Pittsburgh Leader, two of them being evening and one a morning paper, and two having Sunday circulations. This loss and others less notable have been more than overcome in the circulation columns. Even the latter do not present the picture fully, because a number of the new enterprises have not been active long enough to file circulation statements for the six months ending March 31.

One result of this state, which is one that marks all newspaper tabulations, is that the rates of the new papers are included in the rate tabulation without the circulation figures to offset them, making the increase in rate in this tabulation appear disproportionate.

Newspaper rates, as competent observers forecast 18 months ago, have been steadily rising during the past year in the metropolitan centers as well as in the smaller cities. While print paper seems stable at a level almost double that of 1914-1916, labor costs have never stopped their upward march that began with the war. Few publishers have been so situated that they could demand recession from high wages and many have been unable to prevent increases over the high scales that were established during the 1918-1920 period.

The load that some publishers have been forced to pass to their advertisers is indicated by a compilation of recently-established wage scales printed in the June issue of the Typographical Journal. In one small Ohio city—its population is less than 15,000—the newspapers are pay-

ing compositors \$40 per week. Their circulations run about 2,000 daily and their rate is about 2 cents per line. Allowing them four compositors each, their typographical payroll is \$320 per week. Say that they run eight-page daily editions, of which five pages carry advertising. Their revenue from that advertising, less commission to agencies and special representatives, if it be foreign business, would be \$160 per day. Two of their six daily issues produce only enough net revenue to meet the composing room payroll, and the remainder of the payroll, the print paper, ink, metal, light, heat, power, rent, depreciation, taxes, news service, features, interest, and the owner's profit, if there be any, has to be found in the other four issues. That is extreme, of course, or newspaper owners would have to put their money into ventures where it could at least earn a living.

None the less, it is not so extreme that it approaches the impossible. Scales not less punishing are being paid by newspapers to organized workmen of all their crafts in many cities, and newspapers have never in recent years had recess from the alternative of suspension or higher rates on their advertising. That not a few have chosen the former is indicated by the decline of nine in the total of evening papers during the past six months and the net increase of only two in the period of a year. Morning and evening combined, the papers are one less than six months ago and but 15 more than a year ago.

That the survivors have proceeded along the other fork of their road appears in the tabulation of rates on this page.

Morning newspaper rates have increased in six months from \$27,529 to \$29,916 for the total circulation. This is an advance of 8.6 per cent against a circulation increase of 1.8 per cent. Over the year, March, 1922, to March, 1923, rates advanced 13 per cent, while circulations increased just short of 7 per cent. The milline rate climbed 7.05 per cent in the past six months and 5.92 per cent in the past year.

What might be a tendency toward equalization of morning and evening newspaper rates, in which there has long been a wide disparity, can be seen in

noting the morning paper's milline rate increase in the past year from \$2.55 to \$2.701, while evening milline rates increased only from \$3.23 to \$3.321 in the year and dropped from \$3.339 during the six months. The course of the evening rate appears to be downward from a peak, while the morning rate seems upward bound from the very low levels it has kept since the war. That may be a premature estimate, as the morning circulations not yet listed may perhaps show the trend of the morning rate to be only slightly upward, or even downward.

Sunday rates, on the other hand, continue to drop and the rate per line per million circulation is 7.9 cents lower than it was last October and two-tenths of one cent lower than it was a year ago. Sunday circulations are now almost 21,000,000 per issue, a gain of about 1,250,000 over six months ago and of about 1,220,000 over a year ago. This gain is marked not only in the large cities but in the smaller towns throughout the country. Americans may be attending religious service in larger numbers than ever either personally, or vicariously by radio, but they are certainly hungry for Sunday newspapers. Recent developments in a number of cities make comparatively safe the forecast that October's figures will show another great rise in Sunday circulation.

If every one of the 105,000,000 inhabitants that the 1920 Census gave the United States could be regarded as a reader of an English language newspaper, there would be a morning, or an evening paper for every three of them. If every one of the 24,351,676 families that the census listed took an English language newspaper, one-quarter of them would have to take two papers a day in order to consume the total issued.

Taking the total population of the United States over ten years of age as given by the census figure at 82,739,315, and deducting the approximately 5,000,000 listed as illiterate and another 700,000 as readers of non-English language newspapers, there remain about 77,000,000 prospective readers of American journals. With five members to a family, there may be estimated 15,500,000 families. Enough morning papers were circulated during the past six months to

reach over 70 per cent of these families daily. Enough evening newspapers poured from the presses to put one newspaper into every house and two into a quarter of the number. Sunday papers evidently went by twos into almost half of the residences and apartments.

All of these circumstances contribute to make the newspaper's place firm as the mart where the advertiser can display his goods to best advantage.

High production costs, like corns, pinch all publishers, be they great or small. No publisher has relished the process of raising rates, bickering with agencies and with advertisers to meet the paper bill or the shop payroll. Neither do many of them like the prospect of a sale of their property under the hammer. And so, to make their product appear as well as be what they say it is worth when they raise the advertisers' rates, the wise publisher, the one whose paper will be functioning a year and ten years hence, is putting much of his added revenue into news and news features. Some of them have gone to extremes and are producing papers so replete with features that advertisers have the aid and the distraction of a feature or comic strip on every page. That will adjust itself and its very extremity is an indication of the manner in which more conservative newspaper chiefs are putting sap and sinew into their properties.

The great increases in circulation of all fields, it may be safely said, can be traced directly to the spirit that sent newspaper men into Egypt to paint in minute detail the vestiges of a long dead civilization that the spade turned up; to the willingness to spend thousands, sometimes in six figures, to place before American readers what leaders of world politics, business, religion and science are thinking. There is also a good tale to be told of newspaper enterprise on an unprecedented scale in connection with a major sporting event of the next few days, but it can't be whispered outside of the confessional until next week.

Mistakes may be made in the choice of features for which millions in the aggregate are being spent by the newspapers, but there will be ten solid successes, unheralded, for each spectacular "fiver," and the net of it all is better newspapers, more readers. More readers are buying the better papers and they are reading them more closely than they ever did, with the day of war news possibly excepted. Advertisers realized this several years ago, before it was apparent to the publisher with his nose to the grindstone of local affairs and shop expenses. Advertisers flocked to the newspapers when rates were low and a better bargain than ever their wives found on a shopping tour.

The newspapers delivered the goods from the first and even when business was reeling in 1920 and 1921, the newspapers kept most of the new business that came to them hunting a bargain. Advertisers who tried to heat the income tax by "wasting" their money in newspaper space found that Uncle Sam was the winner, for even the blatant wasteful expenditures of 1919 and 1920 were only a patch on the returns that they brought and made subject to taxation. Many of their names have become steady visitors to newspaper readers.

Some of them howled when they found that the newspapers had raised their rates on the eve of a business slump, some of them even claimed that the newspapers couldn't pull their weight when business was bad. Others belatedly at the newspapers for not clos-

(Continued on page 38)

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Period	Number of Papers	Morning Papers		Rate Per Million Circulation	Difference in Rate Per Million Circulation as of June 15, 1923
		Total Paid Circulations	Total Ad Rate		
6/15/23	434	11,005,400	\$29,916	\$2.701
12/31/22	426	10,809,619	27,529	2.523	Increase \$0.178 7.05%
5/15/22	421	10,299,245	26,271	2.550	Increase 0.151 5.92%
11/15/21	427	10,144,260	25,952	2.558	Increase 0.143 5.59%
5/15/21	432	9,894,693	26,178	2.645	Increase 0.056 2.11%
Evening Papers					
6/15/23	1,598	19,422,812	64,517	3.321
12/31/22	1,607	18,898,322	63,116	3.339	Decrease 0.018 0.05%
5/15/22	1,596	18,899,420	61,055	3.230	Increase 0.091 2.88%
11/15/21	1,601	18,279,480	60,009	3.287	Increase 0.034 1.03%
5/15/21	1,606	18,238,389	59,995	3.289	Increase 0.032 0.97%
Sunday Papers					
6/15/23	548	20,397,426	47,115	2.250
12/31/22	546	19,676,725	45,829	2.329	Decrease 0.079 3.39%
5/15/22	543	19,716,110	44,412	2.252	Decrease 0.002 0.09%
11/15/21	545	19,041,413	44,253	2.324	Decrease 0.074 3.37%
5/15/21	536	18,948,178	43,388	2.289	Decrease 0.039 1.70%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF ANY OR ALL STATES

Circulations and Rates of 434 Morning, 1,598 Evening and 548 Sunday Newspapers Given in Detail on Following Pages, Are Summarized by States and Nationally for U. S. and Canada for Use of Buyers and Sellers of Newspaper Space

State	Population 1920 Census	Number of English Language Dailies			Total Net Paid Circulations			Joint Minimum Advertising Rates			Number Sunday Papers	Total Sunday Circulations	Joint Sunday Advertising Rates
		Morn.	Eve.	Total	Morning	Evening	Total	Morning	Evening	Total			
Alabama	2,348,174	3	20	23	68,103	163,373	231,476	\$.210	\$.725	\$.935	8	189,768	.55
Arizona	334,162	8	10	18	34,980	29,690	64,670	.262	.292	.554	9	41,045	.30
Arkansas	1,752,204	6	28	34	60,360	57,003	117,363	.209	.524	.733	9	112,074	.388
California	3,426,861	41	102	143	687,028	977,819	1,664,847	2.166	4.014	6.180	40	1,192,554	3.093
Colorado	939,629	9	25	34	55,436	230,967	286,403	.280	.821	1.101	11	303,491	.684
Connecticut	1,380,631	7	27	34	90,268	285,696	375,964	.300	.956	1.256	7	166,059	.48
Delaware	223,003	1	2	3	7,758	33,510	41,268	.040	.110	.15	1	14,926	.06
District of Columbia	437,571	2	3	5	103,300	196,799	300,099	.330	.560	.89	3	291,486	.68
Florida	968,470	11	20	31	100,456	83,959	184,415	.433	.573	1.006	17	133,238	.648
Georgia	2,895,832	7	20	27	127,598	194,906	322,504	.370	.745	1.115	16	415,728	.915
Idaho	431,866	6	8	14	25,128	21,932	47,060	.179	.194	.373	7	38,770	.229
Illinois	6,485,280	14	105	119	1,000,586	1,482,249	2,482,835	1.928	4.489	6.417	20	1,984,641	2.985
Indiana	2,930,390	21	101	122	296,209	576,765	872,974	.882	2.571	3.453	18	337,241	1.008
Iowa	2,404,021	5	43	48	132,432	518,159	650,591	.310	1.794	2.104	10	298,544	.840
Kansas	1,769,257	10	51	61	129,068	222,132	351,200	.517	1.209	1.726	14	221,214	.658
Kentucky	2,416,630	9	20	29	131,770	176,601	308,371	.394	.687	1.081	10	194,558	.505
Louisiana	1,798,509	2	11	13	109,052	142,435	251,487	.250	.480	.730	4	319,902	.620
Maine	768,014	5	6	11	79,951	66,753	146,704	.240	.194	.434	2	28,059	.105
Maryland	1,449,661	5	9	14	196,116	281,370	477,486	.450	.561	1.011	3	348,997	.830
Massachusetts	3,852,356	11	60	71	813,630	1,213,503	2,027,133	1.705	3.730	5.435	13	1,482,154	2.738
Michigan	3,668,412	6	51	57	198,489	842,413	1,040,902	.475	2.313	2.788	13	730,992	1.590
Minnesota	2,387,125	5	35	40	157,216	552,933	710,149	.348	1.561	1.909	7	515,893	1.004
Mississippi	1,790,618	3	11	14	10,872	38,842	49,714	.068	.264	.332	5	27,198	.141
Missouri	3,404,055	9	58	67	647,632	925,452	1,573,084	1.038	2.340	3.378	15	1,211,686	1.892
Montana	548,889	10	7	17	62,367	29,924	92,291	.355	.203	.558	11	91,836	.465
Nebraska	1,296,372	6	19	25	119,288	250,487	369,775	.284	.832	1.116	8	308,008	.764
Nevada	77,407	3	5	8	6,133	7,570	13,703	.055	.124	.179	3	6,133	.055
New Hampshire	443,083	1	9	10	16,394	43,815	60,209	.035	.208	.243	1070
New Jersey	3,155,900	8	29	37	95,374	501,197	596,571	.304	1.438	1.742	8	144,804	.471
New Mexico	360,350	1	5	6	7,793	10,954	18,747	.029	.102	.131	2	12,324	.054
New York	10,385,227	37	100	137	2,432,286	2,899,603	5,331,889	6.164	7.892	14.147	33	4,270,869	7.206
North Carolina	2,559,123	12	29	41	109,675	109,004	218,679	.481	.683	1.164	16	157,622	.646
North Dakota	646,872	2	8	10	22,700	38,067	60,767	.085	.228	.313	2	25,369	.120
Ohio	5,759,394	22	115	137	520,064	1,690,955	2,211,019	1.470	4.721	6.191	28	1,029,464	2.348
Oklahoma	2,028,283	11	38	49	141,809	213,123	354,932	.500	1.176	1.676	24	232,268	.994
Oregon	783,389	6	21	27	101,635	218,122	319,757	.295	.794	1.089	9	245,927	.590
Pennsylvania	8,720,017	36	134	170	1,019,565	1,844,338	2,863,903	2.847	4.940	7.787	18	1,517,443	2.935
Rhode Island	604,397	2	8	10	35,327	160,445	195,772	.097	.483	.580	3	72,653	.255
South Carolina	1,683,724	7	10	17	61,527	55,944	117,471	.248	.281	.529	9	87,397	.343
South Dakota	636,547	4	13	17	22,818	60,328	83,146	.125	.368	.493	4	24,212	.150
Tennessee	2,337,885	5	13	18	186,312	251,967	438,279	.360	.697	1.057	10	341,861	.810
Texas	4,663,228	20	81	101	263,590	503,170	766,760	1.218	2.705	3.923	47	707,306	2.557
Utah	449,396	1	5	6	38,594	64,965	103,559	.090	.253	.343	4	108,816	.305
Vermont	352,428	2	8	10	22,151	32,654	54,805	.090	.145	.235	0
Virginia	2,309,187	9	22	31	106,331	180,530	286,861	.335	.765	1.100	11	148,572	.598
Washington	1,356,621	10	22	32	153,482	339,248	492,730	.575	1.220	1.795	12	346,761	.985
West Virginia	1,463,701	9	20	29	93,565	81,810	175,375	.323	.486	.809	12	134,831	.501
Wisconsin	2,632,067	2	45	47	48,050	501,186	549,236	.087	1.792	1.879	7	311,554	.780
Wyoming	194,402	2	6	8	5,132	18,145	23,277	.08	.183	.263	4	13,178	.17
Total U. S. English language Daily newspapers	105,710,620	434	1,598	2,032	11,005,400	19,422,812	30,428,212	29.916	64.517	94.433	548	20,937,426	47.115
Territory of Hawaii		1	1	2	10,072**	12,821	22,893	\$.06	\$.055	\$.115	1	15,828**	\$.065
For comparative purposes													
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	\$27.540	\$63.105	\$90.645	546	19,712,874	\$45.829
Newspapers as of April 1, 1922		421	1,596	2,017	10,299,245	18,899,420	29,198,665	\$26.271	\$61.055	\$87.326	543	19,716,110	\$44.412
Newspapers as of October 1, 1921		427	1,601	2,028	10,144,260	18,279,480	28,423,740	\$25.952	\$60.099	\$86.051	545	19,041,413	\$44.253
Newspapers as of March 31, 1921		432	1,606	2,038	9,894,693	18,238,389	28,133,082	\$26.178	\$59.995	\$86.173	536	18,948,178	\$43.388
**Three months sworn statement, period ending March 31, 1922.													
Hawaii													
Alberta	588,454	2	4	6	16,918	53,101	70,019	.10	.190	.290
British Columbia	524,582	4	7	11	38,586	96,311	134,903	.165	.308	.473	3	52,287	.180
Manitoba	610,118	1	5	6	23,263	91,179	114,442	.075	.216	.291
New Brunswick	387,876	3	5	8	28,074	33,394	61,468	.105	.122	.227
Nova Scotia	523,837	3	9	12	28,805	44,103	72,908	.122	.190	.312	1	6,124	.050
Ontario	2,933,662	6	33	39	253,119	502,830	755,949	.550	1.233	1.783	2	219,852	.370
Prince Edward Island	88,615	1	1	2	7,191	5,000	12,191	.025	.015	.040
Quebec	2,361,199	4	12	16	53,618	399,702	453,320	.215	.880	1.095
Saskatchewan	757,510	2	4	6	20,323	39,518	59,841	.085	.155	.240
Yukon Territory	4,157	0	1	1	5,500	5,500043	.043
Total	8,788,483	26	81	107	469,897	1,270,644	1,740,541	1.442	3.309	4.751	6	278,263	.600
Dominion of Newfoundland	263,383	1	2	3	6,525	13,512	20,037	.014	.025	.039

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

Circulation Figures Are Average Net Paid for Six Months Ending March 31, 1923, as Filed With Government or A. B. C.—Advertising Rates Are Those on General Advertising Contracts Effective July 1, 1923—Left Column, on 5,000 Lines; Right Column, Minimum Rates.

Table for ALABAMA with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate. Includes entries for Albany-Decatur Daily, Birmingham Age-Herald, Mobile News-Item, etc.

Table for ARIZONA with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate. Includes entries for Bisbee Ore, Douglas Dispatch, Phoenix Arizona-Gazette, etc.

Table for ARKANSAS with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate. Includes entries for Arkadelphia Siftings Herald, Batesville Guard, Little Rock Democrat, etc.

Table for CALIFORNIA (left side) with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate. Includes entries for Alameda Times-Star, Bakersfield Californian, Berkeley Gazette, etc.

Table for CALIFORNIA—Continued with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate. Includes entries for Chico Enterprise, Coalinga Record, Los Angeles Times, San Diego Sun, etc.

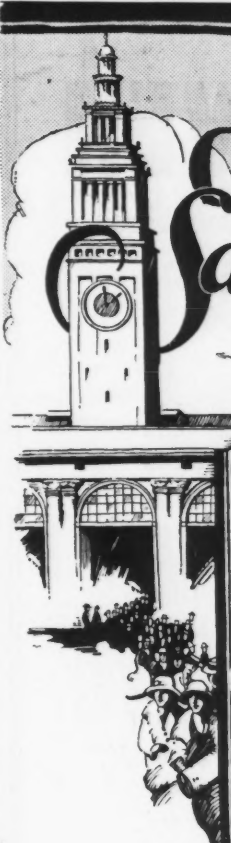
ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES
(KEY LETTERS EXPLAINED ON PAGE 40)

CALIFORNIA—Continued

Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Line	Agate Rate
506,676	1,131,597	1865	San Francisco	Bulletin.....(r)	63,032	.16	.16
		1856		Call-Post.....(r)	87,104	.20	.20
		1865		Chronicle.....(a)	85,738	.25	.24
				News edition.....(m)	130,303	.29	.29
		1850		Examiner.....(a)	184,006	.30	.30
				Sunday edition.....(m)	310,260	.55	.55
		1850		Journal.....(a)	24,863	.14	.13
				Sunday edition.....(m)	24,863	.14	.13
39,604	96,190	1903	San Jose	Mercury-Herald.....(r)	56,161	.13	.13
		1851		Sunday edition.....(m)	15,463	.06	.06
		1883		News.....(r)	5,350	.029	.025
5,805	32,000	1905	San Luis Obispo	Telegram.....(r)	2,002	.018	.018
		1883		Tribune.....(e)	1,125	.014	.014
				Sunday edition.....(m)	1,125	.014	.014
3,979		1914	San Mateo	News-Leader.....(r)	1,728	.021	.021
15,000		1903	San Pedro	News.....(r)	5,403	.04	.04
				(Subscription sold with Los Angeles Express)			
		1909		Pilot.....(r)	3,731	.025	.025
15,485	61,375	1905	Santa Ana	Register.....(r)	8,145	.04	.04
				(Subscription sold with Los Angeles Express)			
19,441	28,000	1860	Santa Barbara	News.....(r)	5,405	.035	.035
		1863		Press.....(e)	4,217	.03	.03
				Sunday edition.....(m)	4,346	.03	.03
12,346	20,000	1907	Santa Cruz	News.....(r)	2,725	.02	.02
		1855		Sentinel.....(e)	2,731	.02	.02
3,943		1918	Santa Maria	Times.....(r)	1,125	.014	.014
15,252	40,000	1875	Santa Monica	Outlook.....(r)	6,073	.04	.04
				(Subscription sold with Los Angeles Express)			
		1922		Progress.....(a)		.036	.036
				(Sold only in combination with Culver City Call, Ocean Park Chronicle, Venice Journal, Beverly Hills Gazette, above rate covering all. Contents of all papers alike. Issued morning and Sunday.)			
8,758		1856	Santa Rosa	Press-Democrat.....(s)	8,707	.04	.04
				Sunday edition.....(m)	8,707	.035	.035
		1878		Republican.....(r)	4,426	.025	.025
40,296		1858	Stockton	Independent.....(a)	3,430	.04	.04
				Sunday edition.....(m)	3,430	.04	.04
		1895		Record.....(r)	16,050	.06	.06
3,317	10,000	1912	Taft	Midway Driller.....(r)	3,320	.02	.02
5,600	13,500	1911	Tulare	Advance.....(e)	950	.018	.018
				Sunday edition.....(m)	980	.018	.018
		1882		Register.....(r)	1,028	.018	.018
4,630	15,000	1904	Turlock	Farmers Journal.....(r)	2,054	.029	.029
21,107		1868	Vallejo	Chronicle.....(r)	1,533	.03	.025
		1897		News.....(r)	1,811	.018	.018
		1867		Times-Herald.....(e)	1,525	.025	.025
				Sunday edition.....(m)	1,525	.025	.025
10,385		1907	Venice	Vanguard & Herald.....(r)	3,629	.03	.03
				(Subscription sold with Los Angeles Express)			
4,342		1876	Ventura	Free Press.....(r)	1,410	.02	.02
		1902		Post & Democrat.....(e)	1,375	.018	.018
				Sunday edition.....(m)	1,375	.018	.018
5,733	17,500	1859	Visalia	Delta.....(e)	2,385	.021	.021
				Sunday edition.....(m)	2,325	.021	.021
		1892		Times.....(r)	1,555	.021	.021
5,013		1868	Watsonville	Pajaronian.....(r)	1,450	.021	.021
		1876		Register.....(e)	1,605	.021	.021
				Sunday edition.....(m)	1,605	.021	.021
7,997	18,000	1900	Whittier	News.....(r)	2,689	.018	.018
4,000		1877	Willows	Journal.....(r)	1,007	.018	.018
5,400	12,000	1877	Woodland	Democrat.....(r)	6,626	.021	.021
		1868		Mail.....(e)	1,300	.014	.014
				Sunday edition.....(m)	1,300	.014	.014

COLORADO

2,250	5,000	1885	Aspen	Democrat-Times.....(r)	500	.011	.011
10,980		1889	Boulder	Camera.....(r)	2,115	.018	.018
		1906		News-Herald.....(r)	2,135	.021	.021
4,351	12,000	1906	Canon City	Record.....(r)	1,783	.018	.018
30,195	43,000	1872	Colorado Springs	Gazette.....(b)	4,959
				Telegraph.....(e)	7,561
				Combined daily.....(e)	12,520	.07	.07
				Sunday edition.....(m)07	.07
				(Sunday editions of Gazette and Telegraph combined May, 1923. Circulations as of March 31, 1923, were: Gazette, 7,206; Telegraph, 7,524.)			
23,251		1893	Cripple Creek	Times-Record.....(e)	1,025	.018	.018
263,372	350,000	1906	Denver	Sunday edition.....(m)	1,025	.018	.018
		1893		Express.....(r)	16,177	.05	.05
				Post.....(s)	136,956	.25	.25
		1859		Sunday edition.....(m)	201,640	.30	.30
		1870		Rocky Mt. News.....(a)	30,049
				Times.....(r)	23,849
				Combined daily.....(e)	53,696	.18	.18
4,116		1892	Durango	Sunday edition.....(m)	52,815	.13	.13
				Democrat.....(e)	2,217	.018	.018
		1881		Sunday edition.....(m)	2,217	.018	.018
3,000	8,000	1899	Florence	Herald.....(r)	2,195	.018	.018
8,755		1878	Fort Collins	Citizen.....(r)	760	.014	.014
		1870		Courier.....(r)	1,506
				Express.....(e)	2,555
				Combined daily.....(e)	4,061	.035	.035
				Sunday Express.....(m)	2,555	.035	.035
				(Sunday space includes one insertion either Saturday or Monday Courier.)			
3,818	9,500	1908	Fort Morgan	Times.....(r)	1,175	.018	.018
10,478		1882	Grand Junction	News.....(e)	3,133	.018	.018
				Sunday edition.....(m)	3,133	.018	.018
10,833	30,000	1893	Greeley	Sentinel.....(r)	3,307	.02	.02
		1903		Tribune-Republican.....(b)	1,078
				Evening edition.....(e)	2,565
				Combined daily.....(e)	3,663	.025	.025
4,964		1897	La Junta	Democrat.....(r)	750	.014	.014
3,000		1920	Lamar	News.....(a)	850	.018	.018
4,959		1879	Leadville	Herald-Democrat.....(a)	2,981	.025	.025
				Sunday edition.....(m)	2,981	.025	.025
5,848	12,000	1898	Longmont	Call.....(r)	1,335	.021	.021
		1892		Democrat.....(r)	1,335	.018	.018
5,279		1880	Loveland	Reporter-Herald.....(r)	1,925	.021	.021
3,980	12,000	1908	Montrose	Press.....(r)	2,036	.02	.02
				(Montrose Enterprise suspended publication March 1 and Press now swears to circulation of more than 2,500.)			
42,908	97,500	1871	Pueblo	Chieftain.....(a)	7,439	.04	.04
				Sunday edition.....(m)	9,676	.04	.04
		1901		Star-Journal.....(s)	9,802	.04	.04
				Sunday edition.....(m)	9,844	.04	.04



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Population - 180,000
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Boston New York Chicago Detroit

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES (KEY LETTERS EXPLAINED ON PAGE 40)

POPULATION			CITY		PAPER		Net Paid	5,000 Min.
City	Trade Area	Date Estab.	City	Paper	Circulation	Line	Rate	Rate
COLORADO—Continued								
6,415	30,000	1910	Sterling	Advocate	(r)	4,215	.036	.036
2,000	1894	Telluride	Journal	(r)	606	.01	.01
10,900	50,000	1880	Trinidad	Chronicle-News	(s)	2,875	.02	.02
				Picketwire	(r)	3,219	.025	.025
		1915		Sunday edition	(m)	2,875	.02	.02
CONNECTICUT								
40,797	1871	Ansonia	Sentinel	(r)	6,701	.025	.025
143,538	236,975	1915	Bridgeport	Life	(r)	13,395	.07	.07
		1890		Herald	(m)	19,867	.06	.06
				(Combination with Waterbury Herald rate, .00)				
		1883		Post	(s)	30,474
				Telegram	(b)	13,628
				Combined daily	(e)	44,102	.14	.14
				Sunday Post	(m)	19,404
20,620	1919	Bristol	Star	(r)	15,765	.04	.04
22,325	1883	Danbury	Times & Farmer	(r)	16,006	.035	.035
138,056	373,600	1857	Hartford	Press	(r)	3,727	.02	.02
		1884		News	(r)	6,885	.018	.018
		1841		Courant	(a)	29,812	.07	.07
		1841		Sunday edition	(m)	47,659	.10	.10
		1841		Times	(r)	45,531	.12	.12
18,370	1914	Manchester	Herald	(r)	3,853	.02	.02
29,867	78,000	1886	Meriden	Journal	(r)	5,946	.03	.03
		1860		Record	(b)	7,160	.03	.03
13,638	50,000	1884	Middletown	Press	(r)	7,787	.03	.03
15,051	1885	Naugatuck	News	(r)	2,375	.02	.02
59,312	107,074	1876	New Britain	Herald	(r)	6,540	.035	.035
		1855		Record	(r)	7,762	.039	.039
162,519	290,000	1799	New Haven	Journal-Courier	(b)	17,822	.05	.05
		1812		Register	(s)	35,514	.095	.095
		1892		Sunday edition	(m)	35,514	.095	.095
		1871		Times-Leader	(r)	17,405	.06	.06
25,688	70,000	1881	New London	Union	(r)	15,191	.05	.05
		1890		Sunday edition	(m)	15,191	.05	.05
27,557	34,000	1871	Norwalk	Day	(r)	10,725	.045	.045
29,985	75,000	1888	Norwich	Globe	(r)011	.011
		1850		Hour	(r)	5,204	.03	.03
35,086	75,000	1892	South Norwalk	Record	(r)	3,694	.03	.03
		1881	Stamford	Bulletin	(b)	11,283	.05	.05
20,623	1889	Torrington	Sentinel	(r)	3,129	.021	.021
91,715	140,000	1881	Waterbury	Advocate	(r)	6,519	.035	.035
		1888		Register	(r)	4,355	.02	.02
		1844		Democrat	(r)	8,839	.04	.04
		1881		Herald	(m)	15,287	.06	.06
				(See Bridgeport Herald)				
				American	(r)	9,620
				Republican	(a)	11,563
				Combined daily	(e)	21,163	.075	.075
				Sunday Republican	(m)	12,937	.045	.045
				(Sunday Republican and Evening American sold at same rates as Morning and Evening Combination.)				
12,330	18,000	1877	Willimantic	Chronicle	(r)	3,100	.03	.03
8,248	1888	Winsted	Citizen	(r)	2,268	.014	.009
DELAWARE								
110,168	250,000	1871	Wilmington	Every Evening	(r)	13,467*	.05	.05
		1888		Journal	(r)	20,043*	.06	.06
		1882		News	(b)	7,758*	.04	.04
		1881		Combined daily	(e)	27,800*	.08	.08
				Star	(m)	14,926*	.06	.06
DISTRICT OF COLUMBIA								
437,571	697,551	1906	Washington	Herald	(a)	46,923	.15	.15
		1921		Sunday edition	(m)	126,747	.28	.28
		1852		News	(r)	43,380	.18	.18
		1878		Star	(s)	90,864	.20	.20
		1894		Sunday edition	(m)	93,555	.20	.20
				Post	(a)	56,377	.19	.19
				Sunday edition	(m)	71,184	.21	.20
				Times	(r)	62,555	.18	.18
				(Combined with Morning Herald for .25 per line)				
FLORIDA								
3,868	1922	Bradentown	Herald	(r)	950	.021	.021
3,500	1914	Clearwater	Sun	(r)	1,627	.021	.021
5,945	12,000	1915	Daytona	Journal	(e)	2,543	.025	.025
		1905		Sunday edition	(m)	2,543	.025	.025
				News	(s)	3,099	.03	.03
				Sunday edition	(m)	3,099	.03	.03
3,324	14,000	1915	DeLand	News	(r)	2,015	.02	.02
3,678	1884	Fort Myers	Press	(r)	1,436	.021	.021
		1922		Tropical News	(a)	1,000	.018	.018
				Sunday edition	(m)	1,000	.018	.018
5,286	31,000	1919	Gainesville	News	(a)	1,138	.02	.02
		1881		Sun	(a)	1,735	.015	.015
				Sunday edition	(m)	1,735	.015	.015
91,558	300,000	1866	Jacksonville	Fla. Times-Union	(a)	35,867*	.09	.09
		1887		Sunday edition	(m)	39,624*	.10	.10
18,749	1879	Key West	Journal	(r)	19,658*	.07	.07
7,062	42,000	1911	Lakeland	Citizen	(r)	2,271	.02	.02
29,540	45,000	1910	Miami	Star-Telegram	(a)	3,951	.03	.03
				Sunday edition	(m)	3,951	.03	.03
				Herald	(a)	15,640	.06	.06
				News-Metropolis	(m)	18,516	.07	.07
4,914	1904	Ocala	Star	(r)	900	.011	.011
9,282	19,980	1876	Orlando	Reporter-Star	(r)	3,320	.025	.025
		1912		Sentinel	(e)	4,013	.035	.035
				Sunday edition	(m)	4,770	.035	.035
7,115	17,650	1900	Palatka	News	(t)	1,990	.015	.015
				Sunday edition	(m)	1,200	.015	.015
1,135	1922	Palm Beach	Times	(t)	3,197	.04	.04
31,035	38,000	1898	Pensacola	Sunday edition	(m)	3,197	.04	.04
		1886		Journal	(a)	5,339	.03	.03
				Sunday edition	(m)04	.04
				News	(s)	4,136	.03	.03
6,192	12,000	1889	St. Augustine	Sunday edition	(m)	5,183	.03	.03
14,237	32,000	1908	St. Petersburg	Record	(r)	2,332	.02	.02
		1884		Independent	(r)	5,420	.03	.03
				Times	(e)	6,658	.03	.03
				Sunday edition	(m)	6,658	.03	.03
5,588	1920	Sanford	Herald	(r)	1,409	.021	.021
5,365	22,000	1914	Tallahassee	Democrat	(r)018	.018
61,101	187,928	1891	Tampa	Times	(r)	14,009	.05	.05
		1892		Tribune	(a)	19,319	.06	.06
				Sunday edition	(m)	31,966	.07	.07
8,569	1908	West Palm Beach	Palm Beach Post	(a)	4,791	.04	.04
				Sunday edition	(m)	4,791	.04	.04
		1922		Times	(t)	3,197	.04	.04
				Sunday edition	(m)	3,197	.04	.04

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES
(KEY LETTERS EXPLAINED ON PAGE 40)

GEORGIA

City	Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line Rate
11,555			1890	Albany	Herald	5,498	.03 .03
9,010			1878	Americus	Times-Recorder	2,398	.02 .02
16,748	250,000		1832	Athens	Banner-Herald	2,553	.035 .035
					Sunday edition	3,870	.035 .035
225,704	1,215,736		1868	Atlanta	(Banner and Herald merged Feb. 12, 1923) Constitution	63,184	.13 .13
					Sunday edition	78,921	.13 .13
			1883		Journal	63,980	.14 .14
					Sunday edition	96,341	.14 .14
			1906		Georgian	47,338	.12 .12
			1913		Sunday American	116,733	.15 .15
54,290	350,000		1785	Augusta	Chronicle	10,072*	.045 .045
					Sunday edition	10,349*	.045 .045
			1892		Herald	13,352*	.05 .05
					Sunday edition	13,458*	.05 .05
14,413			1901	Brunswick	News	3,100	.03 .03
					Sunday edition	3,100	.03 .03
31,135	75,000		1828	Columbus	Enquirer-Sun	6,248	.03 .03
					Sunday edition	6,016	.03 .03
			1886		Ledger	9,915	.04 .04
					Sunday edition	10,012	.04 .04
6,538			1908	Cordele	Dispatch	1,536	.014 .014
					Sunday edition	1,536	.014 .014
			1884	Dublin	Courier-Herald		.021 .021
7,707			1869	Gainesville	Eagle		.018 .018
6,272			1871	Griffin	News & Sun	1,068	.021 .014
8,240	17,000		1842	La Grange	Reporter	1,023	.014 .014
17,038					Sunday edition	2,488	.021 .021
32,995	250,000		1884	Macon	News	20,585	.06 .06
					Sunday edition	20,950	.06 .06
			1826		Telegraph	21,328	.06 .06
					Sunday edition	22,724	.06 .06
6,789			1905	Moultrie	Observer	1,200	.014 .014
13,252	151,660		1919	Rome	News	3,406	.025 .025
					Sunday edition	3,406	.025 .025
			1843		Tribune-Herald	2,439	.025 .025
					Sunday edition	2,439	.025 .025
83,252	371,576		1850	Savannah	News	21,227*	.05 .05
					Sunday edition	23,365*	.06 .06
			1891		Press	15,394*	.05 .05
8,196			1855	Thomasville	Times-Enterprise	1,400	.014 .014
3,005			1914	Tifton	News	1,114	.014 .014
10,783			1865	Valdosta	Times	2,444	.02 .02
18,068			1883	Waycross	Journal-Herald	3,100	.025 .025

IDAHO

21,393	100,000		1901	Boise	Capital News	11,248	.04 .04
					Sunday edition	10,966	.04 .04
			1864		Idaho Statesman	14,524	.05 .05
					Sunday edition	15,154	.05 .05
5,106			1919	Caldwell	News		.025 .025
4,447			1910	Coeur D'Alene	American	1,350	.021 .021
					Press	1,407	.013 .013
8,064	60,000		1903	Idaho Falls	Post	3,608	.026 .026
					Sunday edition	3,847	.026 .026
6,574			1892	Lewiston	Tribune	4,355	.029 .029
					Sunday edition	4,385	.029 .029
5,234			1911	Moscow	Star-Mirror	1,625	.018 .018
7,621			1919	Nampa	Free Press	4,117	.03 .03
					Sunday edition	4,117	.03 .03
15,001			1892	Pocatello	Tribune	4,498	.029 .029
8,324	30,000		1904	Twin Falls	News	2,600	.03 .03
					Sunday edition	2,600	.03 .03
			1918		Times	3,015	.035 .035
3,500			1913	Wallace	Press-Times	1,815	.03 .03
					Sunday edition	1,815	.03 .03

ILLINOIS

15,001			1836	Alton	Telegraph	6,006	.03 .03
			1909		Times	4,220	.02 .02
36,265	83,000		1846	Aurora	Beacon-News	15,773	.055 .055
					Sunday edition		.055 .055
			1921		Star		.055 .055
24,823	50,000		1839	Bellefonte	Advocate	4,690	.025 .025
			1855		News-Democrat	6,779	.02 .02
			1890	Beardstown	Illinolan-Star		.013 .012
7,111			1892	Belvidere	Republican	2,903	.021 .021
7,804	15,000		1922	Benton	News	2,146	.02 .02
7,201			1880	Bloomington	Business	5,935	.035 .035
28,725	170,000				Sunday edition	7,900	.035 .035
			1846		Pantagraph	17,705	.05 .05
15,203	110,873		1868	Cairo	Bulletin	2,027	.015 .015
					Sunday edition	2,017	.015 .015
			1899		Citizen	3,988	.025 .025
10,928	50,000		1912	Canton	Ledger	4,213*	.025 .025
			1890		Register	2,687*	.02 .02
6,267			1903	Carbondale	Free Press	1,436	.015 .015
5,212				Carlinville	Enquirer	771	.014 .014
15,119	37,324		1884	Centralia	Sentinel	5,449	.0275 .0275
26,103	55,000		1852	Champaign	News-Gazette	11,041	.045 .045
					Sunday edition	11,050	.045 .045
6,615			1840	Charleston	Courier	2,923	.02 .02
			1892		News		.018 .018
2,701,705	3,500,000		1900	Chicago	American	404,916	.65 .65
			1873		Drovers' Journal	40,125	.13 .13
			1881		Herald & Examiner	340,591	.55 .55
					Sunday edition	879,471	1.00 1.00
			1844		Journal	119,452	.24 .24
			1920		Journal of Commerce	18,134	.255 .20
			1876		News	386,155	.70 .70
			1890		Post	45,563	.18 .12
			1847		Tribune	587,134	.80 .80
					Sunday edition	884,706	1.15 1.15
5,898	20,000		1898	Clinton	Journal	2,001	.025 .025
					Sunday edition	1,990	.025 .025
			1895		Public	1,274	.012 .012
33,750	132,168		1866	Danville	Commercial News	19,155	.055 .055
			1886		Press	10,698	.0325 .03
					Sunday edition	10,698	.0325 .03
43,818	100,000		1880	Decatur	Herald	17,318	.05 .05
					Sunday edition	17,166	.05 .05
			1878		Review	18,268	.05 .05
					Sunday edition	16,996	.05 .05
7,871			1897	DeKalb	Chronicle	2,971	.02 .02
			1914		Independent		.007 .007
8,191	27,750		1891	Dixon	Telegraph	4,120*	.03 .03
7,285			1885	DuQuoin	Call		.015 .015
66,740	75,000		1889	East St. Louis	Journal	10,210	.05 .05
					Sunday edition	11,362	.05 .05
5,336			1862	Edwardsville	Intelligencer	3,547	.02 .02
4,024			1898	Effingham	Record	3,350	.043 .032
5,094			1921	Eldorado	Journal	1,299	.018 .018
27,454	50,000		1878	Elgin	Courier	8,628	.035 .035
			1871		News	6,608	.03 .03
37,234			1912	Evansport	News-Index	5,371	.04 .04
19,669	100,000		1847	Freeport	Journal-Standard	8,831	.04 .04
4,272			1847	Galena	Gazette	1,299	.011 .011
			1891		Mail	8,489	.03 .03

In Scores of Space Buyers' Offices

We have found copies of the

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK

in daily use. Naturally they show the effects of wear, and we presume that your copy of this unequalled reference book of advertising and publishing has become a bit "thumb worn."

We have a Limited Number of the \$2.00 Cloth Bound Edition

Order your "permanent" copy now

"It's as Necessary as Ink"

The Editor & Publisher Company

1115 World Bldg., 63 Park Row
New York, U. S. A.

Comparisons Are Necessary!

To the advertiser who's buying results by buying newspaper space, comparisons give the key to the situation.

He compares advertising lineage to find out what newspaper in a city brings results to advertisers. He compares circulation statements to find out what newspaper can deliver his message to the greatest number of interested readers.

So, to that advertiser, the circulation statements below are valuable. They will settle for him definitely what newspaper he will use to cover the Indianapolis Radius.

The Indianapolis News

Statement for Period ending March 31st, 1923

City	76,764
Suburban	24,605
Country	25,964

Total 127,333

The Indianapolis News

Daily Average Net Paid Circulation for April and May, 1923

April		May	
City	78,174	City	78,902
Suburban	24,505	Suburban	23,665
Country	24,939	Country	24,946

Total 127,618 Total 127,513

Total Daily Average Net Paid Circulation for Period from March 31 to May 31

City	78,538
Suburban	24,085
Country	24,942

Total 127,565

Circulation figures, however, tell only part of the story of News dominance. Fifty years of constructive newspaper publishing have given The Indianapolis News a reader responsiveness which makes it possible for this great newspaper to carry year after year, and at higher rates, nearly as much advertising copy as all other local papers combined.

The Indianapolis News is a six-day evening newspaper. The statement above includes all other Indianapolis papers morning, evening and Sunday combined.

The Indianapolis News

Chicago Office FRANK T. CARROLL New York Office
J. E. LUTZ Advertising Manager DAN A. CARROLL
The Tower Bldg. 150 Nassau Street

ILLINOIS—Continued

Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agts. Rate
23,785	61,330	1870	Galesburg	Republican-Register (r)	8,488	.03 .03
7,125	1908	Harrisburg	Register (r)	4,463	.0325 .0325
10,986	1923	Herrin	Journal (r)018 .018
5,451	1872	Hoopeston	Chronicle-Herald (r)	1,709	.018 .018
15,713	40,000	1876	Jacksonville	Courier (r)	2,834	.023 .023
.....	1896	Journal (c)	4,217	.031 .031
.....	Sunday edition (m)	4,294	.031 .031
3,839	1898	Jerseyville	Democrat (r)	500	.098 .098
35,406	90,000	1839	Joliet	Herald-News (s)	17,912	.055 .055
.....	Sunday edition (m)	17,612	.055 .055
16,721	85,000	1892	Kankakee	News (r)	5,316	.02 .02
.....	1884	Republican (r)	6,617	.02 .02
18,026	25,000	1894	Kewanee	Star-Courier (r)	3,824	.02 .02
13,050	40,000	1894	La Salle	Post (r)02 .02
.....	1891	Tribune (r)	2,948	.02 .02
5,980	1922	Lawrenceville	Record (r)	1,227	.015 .015
2,279	1896	Lewistown	Record (r)	1,045	.013 .013
11,882	30,000	Lincoln	Courier (r)	2,834*	.02 .02
.....	1911	Star (r)	1,843*	.02 .02
6,200	1886	Litchfield	News-Herald (r)	2,317	.015 .015
.....	1913	Union (r)024 .024
6,714	1904	Macomb	By-Stander (r)	2,023	.011 .011
.....	1894	Journal (r)	4,382	.02 .02
9,582	1902	Marion	Post (r)	1,325	.015 .015
.....	1908	Republican (r)	3,969	.02 .02
3,391	1921	Marionville	Press (r)018 .018
13,552	23,992	1857	Mattoon	Journal-Gazette (r)	4,897*	.025 .025
30,743	175,000	1878	Moline	Dispatch (r)	9,559	.04 .04
8,116	1846	Monmouth	Atlas (r)	3,068	.02 .02
.....	1855	Review (r)	2,934	.015 .015
4,505	1878	Morris	Herald (r)	2,475	.015 .015
7,456	16,000	1829	Mt. Carmel	Republican-Register (r)	2,976	.018 .018
2,900	1890	Mt. Carroll	Mirror-Democrat (r)	1,180	.021 .021
9,815	1921	Mt. Vernon	Herald (r)	4,876	.02 .02
.....	1884	Register-News (r)	5,811	.025 .025
10,763	37,000	1890	Murphysboro	Independent (r)	2,937	.015 .015
.....	1897	Republican-Era (r)	2,958	.015 .015
4,491	1898	Oney	Mail (r)	1,740	.012 .012
10,816	47,310	1840	Ottawa	Free Trader Journal (r)	4,682	.021 .021
.....	1844	Republican-Times (r)	5,004*	.025 .025
6,122	15,000	1809	Paña	Palladium (r)	1,200	.014 .014
7,985	1818	Paris	Beacon (r)	1,812	.015 .015
.....	1893	Gazette (c)016 .016
.....	Sunday edition (m)016 .016
.....	1908	News (r)	2,080	.02 .02
3,033	1898	Paxton	Record (r)009 .009
12,086	1853	Pekin	Times (r)	4,486	.025 .025
84,849	150,000	1871	Peoria	Journal (r)	22,234
.....	1880	Transcript (b)	10,414	.08 .08
.....	Combined Daily (c)	32,648
.....	Sunday Jnl.-Trans. (m)	22,189	.09 .09
.....	1897	Star (s)	26,508	.06 .06
.....	Sunday edition (m)	19,050	.06 .06
8,869	1887	Peru	News-Herald (r)018 .018
4,694	18,000	1893	Pontiac	Leader (r)	3,291	.018 .018
35,978	193,398	1835	Quincy	Herald (r)	13,460	.045 .045
.....	1838	Whig-Journal (t)	18,582	.05 .05
.....	Sunday edition (m)	17,711	.06 .06
8,000	1919	Robinson	News (r)	1,370	.015 .015
65,651	150,000	1840	Rockford	Register-Gazette (r)	13,301	.04 .04
.....	1896	Republic (r)	6,069	.03 .03
.....	1888	Star (c)	12,552	.04 .04
.....	Sunday edition (m)	14,342	.05 .05
35,177	170,000	1851	Rock Island	Argus (r)	10,994	.04 .04
5,237	1917	Savanna	Times-Journal (r)	2,084	.018 .018
3,390	1887	Shelbyville	Union (r)	1,248	.011 .011
39,183	350,000	1831	Springfield	State Journal (s)	27,795	.06 .06
.....	Sunday edition (m)	23,786	.06 .06
.....	1836	State Register (s)	25,234	.06 .06
.....	Sunday edition (m)	22,301	.06 .06
11,199	45,900	1854	Sterling	Gazette (r)	5,834	.03 .03
14,779	44,316	1873	Streator	Free Press (r)	3,737	.02 .02
.....	1884	Independent-Times (r)	3,448	.02 .02
5,806	38,000	1895	Taylorville	Star (r)	1,659	.014 .014
.....	1896	Courier (r)	3,825	.02 .02
10,230	1876	Urbana	Courier (r)	3,087	.025 .025
19,226	99,000	1921	Waukegan	News (r)	3,305	.025 .025
.....	1897	Sun (r)	3,650	.03 .03
8,471	1918	West Frankfort	American (r)	2,800	.021 .021
.....
4,172	1880	Alexandria	News-Tribune (r)011 .011
.....	1885	Times-Tribune (r)	1,211	.014 .014
29,767	100,000	1855	Anderson	Bulletin (r)	6,658*	.03 .03
.....	1868	Herald (c)	7,650*	.03 .03
.....	Sunday edition (m)	9,294*	.03 .03
3,392	1851	Attica	Ledger & Tribune (r)	1,959	.021 .021
4,650	1870	Auburn	Star (r)	2,000	.014 .014
9,676	1892	Bedford	Democrat (r)	1,259	.018 .018
.....	1892	Mail (r)	3,150	.018 .018
7,635	28,000	1919	Bicknell	News (r)	2,562	.02 .02
11,565	1877	Bloomington	Telephone (r)02 .02
.....	1893	World (r)	3,846	.02 .02
5,391	15,000	1899	Bluffton	Banner (r)	2,490	.015 .015
.....	1892	News (r)	2,607	.015 .015
9,283	20,000	1888	Brazil	Times (r)	4,571	.025 .025
10,362	1912	Clinton	Clintonian (r)	2,958	.02 .02
3,499	8,000	1890	Columbia City	Commercial-Mail (r)	1,450	.021 .021
.....	1896	Post (r)	1,350	.014 .014
8,990	25,000	1882	Columbus	Herald (r)011 .011
.....	1915	Ledger (r)	3,453	.02 .02
.....	Sunday edition (m)	3,453	.02 .02
9,901	17,000	1887	Connersville	Republican (r)	3,447	.025 .025
10,139	38,000	1848	Crawfordsville	News-Examiner (r)025 .025
.....	1885	Journal (r)	3,218	.02 .02
4,762	1903	Review (b)	5,200	.025 .025
3,651	1899	Decatur	Democrat (r)	3,144	.025 .025
3,000	1875	Edinburg	Courier (r)	1,690	.02 .02
24,277	60,000	1892	Elkhart	Truth (r)	10,224	.04 .04
10,790	1891	Elwood	Call-Leader (r)	3,040	.013 .013
85,264	600,568	1845	Evansville	Courier (a)	26,325	.06 .06
.....	1892	Journal (s)	13,317	.04 .04
.....	Combined daily (c)	39,642	.08 .08
.....	Sunday edition (m)08 .08
.....	1908	Press (r)	18,799	.045 .045
80,549	300,000	1863	Fort Wayne	Journal-Gazette (a)	26,279*	.07 .07
.....	Sunday edition (m)	31,098*	.07 .07
.....	1893	News-Sentinel (r)	38,228*	.09 .09
11,585	26,000	1885	Frankfort	Crescent-News (r)	4,630	.02 .02
.....	1877	Times (r)	6,240	.03 .03
.....	Sunday edition (m)	6,240	.03 .03
5,500	1885	Franklin	Star (r)	2,573	.018 .018
55,344	100,000	1909	Gary	Post-Tribune (r)	10,411	.05 .05
9,525	24,000	1837	Goshen	Democrat (r)	2,580	.015 .015
.....	1896	News-Times (r)	3,244*	.02 .02
314,194	800,000	1897	Indianapolis	Commercial (b)	4,178	.06 .06
.....	1893	News (r)	127,361*	.23 .23
.....	1903	Star (a)	101,443	.18 .18
.....	Sunday edition (m)	128,420	.25 .25
.....	1888	Times (r)	54,637	.12 .12

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES
(KEY LETTERS EXPLAINED ON PAGE 40)

INDIANA—Continued

Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Line	Agate Rate
5,000		1850	Greencastle	Banner	1,950	.014	.014
		1906		Herald	1,850	.014	.014
4,500		1889	Greenfield	Reporter	2,170	.014	.014
5,345		1894	Greensburg	News	3,111	.02	.02
26,004	200,000	1906	Hammond	Times	2,088	.014	.014
6,183		1893	Hartford City	News	13,309	.05	.05
		1886		Times-Gazette	2,435	.02	.02
14,000	40,000	1848	Huntington	Herald	3,597	.02	.02
		1912		Press	3,568	.025	.025
				Sunday edition	3,311	.025	.025
10,098	15,000	1922	Jeffersonville	Bulletin	430	.02	.02
		1872		News	975	.014	.014
5,273	25,000	1890	Kendallville	News-Sun	2,125	.018	.018
20,067	45,000	1870	Kokomo	Dispatch	7,282	.03	.03
				Sunday edition	7,282	.04	.04
		1848		Tribune	8,598	.04	.04
26,316	65,000	1829	Lafayette	Journal & Courier	7,076		
				Evening Edition	12,208		
				Combined daily	19,284	.06	.06
15,158	44,000	1895	La Porte	Argus	2,511	.018	.018
		1888		Herald	4,027	.025	.025
6,257		1891	Lebanon	Reporter	3,287	.018	.018
5,845	35,000	1898	Linton	Citizen	2,413	.018	.018
		1844	Logansport	Pharos-Tribune	10,917	.04	.04
		1921		Press	6,778	.03	.03
				Sunday edition	6,798	.03	.03
6711	20,000	1849	Madison	Courier	2,958	.02	.02
		1871		Herald	1,130	.011	.069
23,747	51,500	1865	Marion	Chronicle	8,872	.035	.035
		1889		Leader-Tribune	8,074	.03	.03
				Sunday edition	8,718	.03	.03
4,895		1889	Martinsville	Reporter	1,551	.011	.011
19,475		1881	Michigan City	Dispatch	3,068	.015	.015
		1882		News	3,779	.023	.023
2,800		1896	Monticello	Journal	1,925	.015	.015
5,284		1891	Mt. Vernon	Democrat	1,254	.014	.014
26,324	150,000	1890	Muncie	Press	10,369	.04	.04
		1899		Star	28,800	.07	.07
				Sunday edition	15,987	.07	.07
22,992	60,000	1888	New Albany	Tribune	1,605	.015	.015
17,500	32,000	1841	Newcastle	Courier	4,103	.025	.025
		1905		Times	2,825	.025	.025
4,738	15,000	1885	Noblesville	Ledger	3,156	.018	.018
12,561	28,000	1893	Peru	Chronicle	8,074	.03	.03
		1884		Journal	3,575	.029	.029
		1921		Tribune	3,525	.02	.02
4,338		1894	Plymouth	Democrat	2,352	.021	.021
		1851		Pilot	1,120	.02	.02
5,958	15,000	1861	Portland	Commercial-Review	2,569	.015	.015
		1913		Republican	2,335	.014	.014
		1871		Sun	2,418	.014	.014
7,132	29,201	1846	Princeton	Clarion-News	1,847	.014	.014
		1890		Democrat	2,457	.014	.014
2,912		1897	Rensselaer	Republican	712	.013	.013
26,765	72,000	1878	Richmond	Item	11,108	.045	.045
				Sunday edition	11,462	.045	.045
		1831		Paladium	12,151	.05	.05
3,720	17,000	1897	Rochester	Sentinel	1,475	.014	.014
		1922		Sun	1,473	.014	.014
		1856		Republican		.014	.014
				Sunday edition		.018	.018
5,850	22,000	1904	Rushville	Republican	2,881	.015	.015
7,348		1879	Seymour	Tribune	2,290	.018	.018
9,701	26,000	1880	Shelbyville	Democrat	3,816	.02	.02
		1854		Republican		.017	.017
56,178	230,000	1883	South Bend	News-Times	10,031		
				Evening edition	10,991		
				Combined daily	21,022	.06	.06
		1873		Sunday edition	19,556	.06	.06
				Tribune	19,968	.06	.06
				Sunday edition	18,852	.06	.06
4,489		1905	Sullivan	Times	2,950	.02	.02
66,083	190,000	1906	Terre Haute	Post	14,116	.045	.045
		1903		Star	24,942	.06	.06
				Sunday edition	23,401	.06	.06
		1896		Tribune	24,482	.06	.06
				Sunday edition	23,031	.06	.06
4,878		1855	Tipton	Times		.018	.018
		1895		Tribune	2,614	.02	.02
5,580		1874	Union City	Times	2,260	.021	.021
6,518		1870	Valparaiso	Messenger	2,359	.015	.015
		1893		Times	2,900	.011	.011
17,210	75,000	1883	Vincennes	Commercial	5,239	.03	.03
				Sunday edition	5,349	.03	.03
		1870		Sun	3,584	.018	.018
9,875		1859	Wabash	Plain Dealer	2,500	.02	.02
		1884		Times-Star		.018	.018
5,478	30,000	1881	Warsaw	Union	3,573	.021	.021
		1860		Times	2,540	.02	.02
8,748	31,000	1886	Washington	Democrat	2,672	.018	.018
		1905		Herald		.014	.014
IOWA							
6,270		1867	Ames	Tribune	2,547	.03	.03
5,329	40,000	1879	Atlantic	News-Telegraph	3,990	.03	.03
12,451	52,300	1865	Boone	News-Republican	3,560	.028	.028
24,627	145,000	1837	Burlington	Gazette	11,388	.04	.04
		1839		Hawk-Eye	10,634	.04	.04
				Sunday edition	13,709	.04	.04
6,216		1899	Cedar Falls	Record	1,675	.015	.015
45,556	225,000	1883	Cedar Rapids	Gazette	20,636	.07	.07
		1902		Republican	15,629	.05	.05
				Sunday edition	15,882	.05	.05
8,486		1894	Centerville	Iowegian & Citizen	4,703	.02	.02
7,350		1896	Charles City	Press & Intelligencer	3,000	.029	.029
24,151	84,652	1838	Clinton	Advertiser	8,150	.035	.035
		1856		Herald	8,771	.035	.035
36,162	101,420	1897	Council Bluffs	Nonpareil	15,486	.05	.05
				Sunday edition	9,200	.03	.03
				Sunday edition	15,376	.05	.05
8,034	26,000	1872	Creston	Advertiser	3,765	.025	.025
56,727	395,094	1855	Davenport	Democrat & Leader	15,047	.06	.06
		1886		Sunday edition	18,162	.06	.06
131,119	450,000	1882	Des Moines	Times	24,856	.07	.07
				Capital	62,730	.14	.14
				Sunday edition	28,789	.14	.14
		1881		News	29,464	.10	.10
		1849		Register	71,794		
		1907		Tribune	62,500		
				Combined daily	184,284	.25	.25
		1849		Sunday Register	124,820	.25	.25
				Morning & Sunday		.37	.37
				Evening & Sunday		.37	.37
39,141	280,000	1920	Dubuque	American-Tribune	14,889	.05	.05
		1836		Telegraph-Herald	17,886	.055	.055
				Sunday edition	17,908	.055	.055
				Times-Journal	11,137	.05	.05
		1856		Sunday edition	11,197	.05	.05

THE federal census of 1920 gave Des Moines a population of 126,000. At present the population is generally figured in excess of 140,000. The Des Moines Capital has a circulation in the city of Des Moines alone of over 30,000 per day. The total circulation for the past five months has averaged 63,770, net paid.

The Des Moines Capital can deliver the Des Moines market to any national advertiser. The Des Moines market means the city of Des Moines and its actual trade territory covering a radius of from 75 to 100 miles. No Des Moines newspaper nor combination of newspapers can deliver more than the Des Moines market. No Des Moines newspaper nor combination of newspapers can deliver the Iowa market. No Des Moines newspaper can deliver the Sioux City market, the Davenport market, the Burlington market, the Cedar Rapids market, etc. It is not necessary to use a combination of newspapers in Des Moines to get the Des Moines market. The Capital at 14c a line will deliver the Des Moines market to any national advertiser, just as it has delivered for twenty-five years to department stores.

The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

The Des Moines Capital

"The Department Store Newspaper"

LAFAYETTE YOUNG, Publisher

SPECIAL REPRESENTATIVES:

O'MARA & ORMSBEE, INC.

New York

Chicago

San Francisco

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

IOWA—Continued

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Fairfield, Fort Dodge, Fort Madison, Iowa City, Keokuk, Marshalltown, Mason City, Missouri Valley, Mt. Pleasant, Muscatine, Newton, Oelwein, Oskaloosa, Ottumwa, Perry, Shenandoah, Sioux City, Vinton, Washington, Waterloo, Webster City.

KANSAS

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Abilene, Arkansas City, Atchison, Augusta, Beloit, Burlington, Caney, Chanute, Cherryvale, Clay Center, Coffeyville, Columbus, Concordia, Council Grove, Dodge City, El Dorado, Emporia, Fort Scott, Frankfort, Fredonia, Galena, Great Bend, Hutchinson, Independence, Iola, Junction City, Kansas City, Kiowa, Lawrence, Leavenworth, Lyons, McPherson, Manhattan, Neodesha, Newton, Norton, Ottawa, Parsons, Pittsburg, Pratt, Salina, Topeka, Wellington, Wichita, Winfield.

(Leavenworth Evening Post bought by Times June 1. Circulation as of March 31 was 5,447.)

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Lyons, McPherson, Manhattan, Neodesha, Newton, Norton, Ottawa, Parsons, Pittsburg, Pratt, Salina, Topeka, Wellington, Wichita, Winfield.

KENTUCKY

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Asbland, Bowling Green, Covington, Danville, Frankfort, Fulton, Henderson, Hopkinsville.

KENTUCKY—Continued

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Lexington, Louisville, Madisonville, Maysville, Middlesboro, Owensboro, Paducah, Richmond, Winchester.

LOUISIANA

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Alexandria, Baton Rouge, Jennings, Lafayette, Lake Charles, Monroe, New Orleans, Ruston, Shreveport.

MAINE

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Augusta, Bangor, Bath, Biddeford, Lewiston, Portland, Waterville.

MARYLAND

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Annapolis, Baltimore, Cambridge, Cumberland, Frederick, Hagerstown.

(Established Nov. 20, 1922, now applicant for A. B. C. Will not accept advertising before Fall.)

MASSACHUSETTS

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, 5,000 Min. Rate. Includes entries for Amesbury, Attleboro, Ayer, Beverly, Boston, Brockton, Chelsea, Clinton, Fall River, Framingham, Gardner, Gloucester, Greenfield.

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES
(KEY LETTERS EXPLAINED ON PAGE 40)

MASSACHUSETTS—Continued

City	Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Min. Agate Line Rate
53,884	100,000	1798	Haverhill	Gazette	(r)	15,917	.05 .04
		1902		Sunday Record	(m)	13,085	.05 .05
60,203		1898	Holyoke	Telegraph	(r)	9,250	.03 .03
		1882		Transcript	(r)	12,970	.05 .04
7,907		1902	Hudson	Sun	(r)	1,479	.018 .018
94,270	123,314	1884	Lawrence	Telegram	(r)	7,786	.035 .03
		1855		Times	(r)		.085 .065
		1890		Sunday Sun	(m)		.085 .085
		1868		Eagle	(b)	1,842	
				Combined daily	(e)	18,286	.06 .06
19,475		1873	Leominster	Enterprise	(r)	3,595	.02 .016
112,759	175,000	1845	Lowell	Courier-Citizen	(b)	16,640	
				Leader	(r)	4,708	
				Combined daily	(e)	21,348	.06 .06
		1878		Sun	(r)		.055 .05
		1898		Sunday Telegram	(m)	17,910	.05 .05
99,148	275,000	1877	Lynn	Item	(r)	16,643*	.05 .04
		1898		Telegram-News	(s)	17,072*	.03 .03
				Sunday edition	(m)	15,904*	.03 .03
				News	(r)	9,019	.05 .03
49,103		1892	Malden	Enterprise	(r)	3,294	.021 .021
15,028	40,000	1889	Marlboro	News	(r)		.029 .018
18,204		1906	Melrose	News	(r)		.016 .014
13,471		1887	Milford	News	(r)		
121,217	160,000	1897	New Bedford	Mercury	(b)	8,838	
		1850		Standard	(s)	25,511	
				Combined daily	(e)	32,349	.08 .08
		1907		Sunday Standard	(m)	26,087	.08 .08
		1907		Times	(s)	7,083	.021 .018
				Sunday edition	(m)	7,083	.021 .018
15,618	40,000	1888	Newburyport	News	(r)	5,869	.02 .02
22,282	48,500	1893	North Adams	Herald	(r)	3,176	.025 .017
		1843		Transcript	(r)	9,135	.0325 .03
21,951	40,000	1786	Northampton	Hampshire Gazette	(r)	6,526*	.03 .0225
9,238	20,000	1870	North Attleboro	Chronicle	(r)	1,940	.012 .01
41,763	75,000	1892	Pittsfield	Eagle	(r)	15,956	.038 .035
47,876	65,000	1837	Quincy	Patriot-Ledger	(r)	6,509	.029 .029
		1907		Telegram	(r)	2,358	.025 .018
42,529	150,000	1880	Salem	News	(r)	20,221	.05 .07
129,583	425,000	1880	Springfield	News	(r)	48,255*	
		1824		Republican	(a)	22,385*	
				Combined daily	(e)	70,590*	.15 .15
				Sunday edition	(m)	24,594*	.075 .075
		1894		Union	(e)	40,567	
				Evening edition	(r)	35,221	
				Combined daily	(e)	75,788	.15 .15
				Sunday edition	(m)	34,039	.10 .10
7,873		1907	Stoneham	Enterprise	(r)	400	.018 .018
37,137	60,000	1848	Taunton	Gazette	(r)	4,490	.035 .03
13,023	28,735	1894	Wakefield	Item	(r)	2,604	.02 .015
30,915		1892	Waltham	Free Press-Tribune	(e)	4,100	.036 .018
		1892		News	(r)	4,405	.021 .018
16,574	42,000	1901	Woburn	Times	(r)	3,450	.025 .018
179,754	328,924	1891	Worcester	Post	(r)	26,148	.085 .08
		1801		Gazette	(r)	39,560	
		1886		Telegram	(s)	35,508	
				Combined daily	(e)	78,064	.22 .21
				Sunday edition	(m)	44,496	.16 .15

MICHIGAN

11,878	60,000	1892	Adrian	Telegram	(r)	9,680	.035 .035
8,354	15,000	1868	Albion	Recorder	(r)	2,328	.018 .018
11,101	25,000	1899	Alpena	News	(r)	3,074	.025 .025
19,516		1835	Ann Arbor	Times-News	(r)	8,161	.035 .035
36,164	75,000	1894	Battle Creek	Enquirer & News	(r)	11,413*	.04 .04
				Saturday edition	(y)	8,681*	.045 .045
				Sunday edition	(m)	11,099*	.045 .045
		1872		Moon-Journal	(r)	6,970	.025 .025
47,154	130,000	1879	Bay City	Times-Tribune	(r)	17,842*	.05 .05
				Sunday edition	(m)		.05 .05
12,213		1886	Benton Harbor	News-Palladium	(r)	7,014	.025 .025
5,000		1892	Big Rapids	Pioneer	(r)	2,211	.015 .015
10,370		1881	Cadillac	News	(r)	3,523	.025 .025
22,379	60,000	1880	Calumet	News	(r)	2,512	.025 .017
5,642	27,000	1875	Cbeboygan	Tribune	(r)	3,061	.02 .02
8,765	20,000	1885	Coldwater	Reporter	(r)	3,175	.02 .02
993,739	1,288,893	1831	Detroit	Free Press	(s)	138,528	.28 .28
				Sunday edition	(m)	188,133	.35 .35
		1873		News	(s)	282,951	.40 .40
				Sunday edition	(m)	248,545	.40 .40
		1907		Saturday Night	(s)	27,842	.20 .20
		1900		Times	(s)	156,125	.33 .33
				Evening edition	(m)	160,765	.35 .35
5,440		1896	Dowagiac	News	(r)	2,179	.018 .018
14,552	27,500	1894	Escanaba	Mirror	(r)		.014 .014
		1909		Press	(e)	5,310	.025 .025
				Sunday edition	(m)	5,310	.025 .025
91,599	140,000	1882	Flint	Journal	(s)	39,235	.08 .08
				Sunday edition	(m)		.08 .08
7,205		1885	Grand Haven	Tribune	(r)		.015 .015
137,634	335,000	1884	Grand Rapids	Herald	(e)	32,967	.08 .08
				Sunday edition	(m)	27,869	.08 .08
		1890		Press	(r)	82,584	.16 .16
4,204		1879	Greenville	Call	(r)	1,160	.077 .077
7,327	100,000	1884	Hancock	Copper Journal	(r)	3,249	.025 .025
5,476	30,000	1909	Hillsdale	News	(r)	4,874	.025 .025
12,166		1896	Holland	Sentinel	(r)	2,134	.014 .014
4,456	100,000	1898	Houghton	Mining Gazette	(c)	6,258	.029 .02
				Sunday edition	(m)	6,258	.029 .02
6,935		1879	Ionia	Sentinel-Standard	(r)	2,800	.02 .02
8,251	30,000	1921	Iron Mountain	News	(r)	2,549	.02 .02
15,739	45,000	1919	Ironwood	Globe	(r)	3,662	.021 .021
48,374	141,162	1837	Jackson	Citizen-Patriot	(t)	21,721	.06 .06
				Saturday edition	(y)	17,140	.06 .06
				Sunday edition	(m)	20,679	.06 .06
		1918		News	(a)	10,800	.04 .04
				Sunday edition	(m)	10,800	.04 .04
48,487	143,000	1833	Kalamazoo	Gazette	(t)	25,247	.07 .07
				Saturday edition	(y)	21,602	.07 .07
				Sunday edition	(m)	24,713	.07 .07
		1923		Star	(r)	9,914	.035 .035
57,327	150,000	1921	LaSalle	Capital News	(r)	30,043	.08 .08
		1855	Ludington	News	(t)	3,481*	.02 .02
8,810	19,831	1869		News	(t)	8,821*	.02 .02
9,697	32,000	1894	Manistee	News-Advocate	(r)	3,294	.02 .02
4,270	12,000	1879	Marshall	Chronicle	(r)	2,472	.02 .02
12,718		1884	Marquette	Mining Journal	(b)	6,626	.035 .035
8,907		1861	Menominee	Herald-Leader	(r)	3,576	.022 .02
11,573	35,000	1880	Monroe	News	(r)	4,408	.025 .025
9,488		1899	Mount Clemens	Leader	(m)	3,521*	.02 .02
46,714	75,000	1856	Muskegon	Chronicle	(r)	14,834*	.045 .045
7,311		1885	Niles	Star-Sun	(r)	2,800	.025 .025
12,575	40,000	1892	Owosso	Argus-Press	(r)	6,099	.03 .025
5,064	35,000	1833	Petoskey	News	(r)	1,564	.013 .013
34,273	85,000	1900	Pontiac	Press	(r)	15,006*	.04 .04
25,844	110,000	1870	Port Huron	Star-Herald	(r)	13,939	.06 .06
65,848	150,000	1883	Saginaw	News-Courier	(o)	24,640*	.07 .07
				Monday edition	(m)	19,193*	.07 .07
				Sunday edition	(m)	23,305	.07 .07
				Star	(r)		.04 .035

The ONLY Opportunity Of Its Kind

HERE is only one Detroit. It is the wonder city of the world. Its rapid growth from a comparatively small city to the fourth city in America in less than a decade has astounded the world.

Equally astonishing is this fact—that America's fourth city has one newspaper by the use of which, alone, advertisers can cover the whole Detroit field.

The circulation of The Detroit News today and as shown by the official records on this page is the greatest in the history of Michigan journalism. A copy of The Detroit News reaches every 4.9 units of population in Detroit and suburban territory, a more thorough coverage than is available through any other metropolitan newspaper in the United States. A personal house-to-house survey indicates that The Detroit News reaches 90% of the homes of Detroit. Obviously no other medium can do much more than duplicate parts of The News circulation.

Add to this thoroughness of coverage the fact that the milline rate of The Detroit News is among the lowest in the United States and also that there is an actual scarcity of labor in Detroit and you have the ideal advertising situation—thoroughness of coverage, economy in coverage, and responsiveness to sales appeal. Can you beat it?

The Detroit News

Greatest Circulation Daily and Sunday in Michigan
1873—50 YEARS OF PUBLIC SERVICE—1923

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

MICHIGAN—Continued

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for St. Joseph, Sault Ste. Marie, South Haven, Sturgis, Three Rivers, Traverse City, Ypsilanti.

MINNESOTA

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Albert Lea, Austin, Bemidji, Brainerd, Crookston, Duluth, Fairmont, Hibbing, International Falls, Little Falls, Mankato, Minneapolis, Montevideo, Moorhead, Ottertail, Red Wing, Rochester, St. Cloud, St. Paul, South St. Paul, Virginia, Winona.

MISSISSIPPI

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Biloxi-Gulfport, Clarksdale, Corinth, Greenville, Greenwood, Hattiesburg, Jackson, Laurel, Meridian, Natchez, Vicksburg, West Point.

MISSOURI

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Aurora, Booneville, Brookfield, Butler, Cameron, Cape Girardeau, Carrollton, Carthage, Charleston, Chillicothe, Clinton, Columbia, Excelsior Springs, Fulton, Hannibal, Independence, Jefferson City, Joplin, Kansas City, Kirksville, Lamar.

MISSOURI—Continued

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Lexington, Louisiana, Macon, Marshall, Maryville, Mexico, Moberly, Monett, Neosho, Nevada, Poplar Bluff, Rich Hill, St. Charles, St. Joseph, St. Louis, Sedalia, Springfield, Trenton, Warrensburg, Webb City, West Plains.

MONTANA

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Anaconda, Billings, Bozeman, Butte, Great Falls, Havre, Helena, Kalispell, Lewistown, Livingston, Miles City, Missoula.

NEBRASKA

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Beatrice, Columbus, Falls City, Fremont, Grand Island, Hastings, Kearney, Lincoln, Nebraska City, Norfolk, North Platte, Omaha, Plattsmouth, Scottsbluff, Wymore, York.

NEVADA

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Includes entries for Carson City, Ely, Goldfield, Reno, Tonopah.

(Continued on page 32)

The Possibilities of Future Industrial Expansion in the South

The development of the South has reached a point which insures stability to the national manufacturer and advertiser, yet the known natural resources of the section are so abundant that a much greater development is in prospect.

The Southern States possess 23 per cent of the country's total standing timber. Last year one half of the lumber production of the country came from the South.

About 55 per cent of the nation's oil resources is in Southern States. In 1920 the South produced 254,000,000 barrels of petroleum, more than half of the production of the entire country.

Developed water power in the South last year amounted to 2,249,600 horse power compared with a maximum undeveloped horse power of 8,208,000.

The South mines, with the exception of platinum and borax, every mineral mined in the United States. The South produces all the bauxite, barytes, fullers earth, sulphur and phosphate rock of the entire country.

The situation is unusual.

**Right Now the Opportunities
Encourage Heavy Newspaper
Advertising**

		Circulation	2,500 lines	10,000 lines
ALABAMA				
*Birmingham News	(E)	68,936	.15	.15
*Birmingham News	(S)	75,791	.15	.15
Mobile News-Item	(E)	10,392	.05	.05
Mobile Register	(M)	21,264	.07	.07
Mobile Register	(S)	32,715	.085	.086
FLORIDA				
†Jacksonville Journal	(E)	18,632	.07	.07
*Florida Times-Union, Jacksonville	(M&S)	32,762	.09 (.10S)	.09 (.10S)
Pensacola News	(E)	4,795	.03	.03
Pensacola News	(S)	5,291	.03	.03
†St. Petersburg Independent	(E)	5,420	.03	.03
GEORGIA				
†Augusta Chronicle	(M)	10,352	.045	.045
†Augusta Chronicle	(S)	10,352	.045	.045
*Augusta Herald	(E)	13,466	.05	.05
*Augusta Herald	(S)	13,563	.05	.05
*Columbus Ledger	(E&S)	9,768	.04	.04
Macon Telegraph	(M)	23,017	.06	.06
Macon Telegraph	(S)	24,395	.06	.06
†Savannah Morning News	(M&S)	21,227	.055	.05
KENTUCKY				
*Lexington Leader	(E)	13,094	.05	.05
*Lexington Leader	(S)	17,900	.05	.05
Louisville Herald	(M)	44,303	.09	.09
Louisville Herald	(S)	54,159	.09	.09
NORTH CAROLINA				
Asheville Times	(E)	7,785	.04	.04
†Asheville Citizen	(M)	12,978	.045	.045
†Asheville Citizen	(S)	11,720	.045	.045
*Durham Herald	(M)	7,903	.04	.04
†Greensboro Daily News	(M)	21,851	.07	.06
†Greensboro Daily News	(S)	29,364	.07	.07
†Raleigh News and Observer	(M)	26,330	.06	.06
†Raleigh News and Observer	(S)	31,303	.06	.06
†Raleigh Times	(E)	3,483	.04	.03
SOUTH CAROLINA				
*Columbia State	(M)	23,709	.06	.06
*Columbia State	(S)	23,704	.06	.06
*Greenville News	(M)	14,646	.06	.05
Greenwood Index Journal	(E&S)	4,135	.025	.025
Spartanburg Journal	(E)	4,165	.04	.04
Spartanburg Herald	(M&S)	5,311	.04	.04
TENNESSEE				
*Chattanooga News	(E)	23,985	.06	.06
Chattanooga Times	(M)	23,067	.07	.07
Chattanooga Times	(S)	23,596	.07	.07
†Memphis Commercial Appeal	(M)	98,042	.16	.15
†Memphis Commercial Appeal	(S)	122,375	.19	.18
†Nashville Banner	(E)	50,152	.10	.10
†Nashville Banner	(S)	50,782	.11	.11
VIRGINIA				
†Bristol Herald Courier	(M&S)	8,954	.04	.04
†Danville Register and Bee	(M&E)	12,577	.05	.05
Newport News Times-Herald	(E)	9,041	.05	.05
Newport News Daily Press	(S&M)	6,051	.05	.05
*Roanoke Times & World-News	(M&E)	21,917	.07	.06
*Roanoke Times	(S)	15,013	.07	.06

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

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

NEW HAMPSHIRE

Table for New Hampshire with columns: Population, City, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, Rate. Includes entries for Eagle, Monitor-Patriot, Foster's Democrat, Sentinel, Mirror, Leader, Union, Combined daily, Sunday Union-Leader, Telegraph, Herald, Times.

NEW JERSEY

Table for New Jersey with columns: Population, City, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, Rate. Includes entries for Press, Sunday Shore Press, Gazette Review, Times, News-Review, Pioneer, Enterprise, Courier, Post-Telegram, Journal, Times, Record, Hudson Observer, Jersey Journal, Record, Jerseyman, Record, Call, Ledger, News, Star-Eagle, Home News, Herald, News, Call, News, Press-Guardian, Times, News, Courier-News, State Gazette, Times, Advertiser, Hindson Dispatch, Journal, Times.

NEW MEXICO

Table for New Mexico with columns: Population, City, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, Rate. Includes entries for Herald, Journal, East Las Vegas, News, Record, New Mexican.

NEW YORK

Table for New York with columns: Population, City, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, Rate. Includes entries for Albany, Knickerbocker Press, News, Sunday Knickerbocker, Press, Telegram, Times-Union, Recorder & Democrat, Advertiser-Journal, Citizen, Combined daily, Journal, News, Journal, Press & Leader, Sun, Citizen, Eagle, Standard Union, Times, Commercial, Courier, Sunday edition, Enquirer, Express, Messenger, American, Glimmerglass, Standard, Breeze, Observer, Star-Gazette, Telegram, Journal, Times, Review, Times, Post-Star, Times, Goversville and

NEW YORK—Continued

Table for New York (Continued) with columns: Population, City, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, Rate. Includes entries for Johnstown, Herald, Leader-Republican, Herkimer, Tribune-Times, Register, Republican, Journal-News, L. I. Press, Journal, Post, Freeman, Leader, Lackawanna, Little Falls, Union Sun & Journal, Star, Telegram, Times, Herald, Times-Press, Argus, News and Journal, Standard-Star, American, Sunday edition, Bond Buyer, Bronx Home News, Sunday edition, Call, Sunday edition, Commercial, Financial America, Financial News, Herald, Sunday edition, Journal, Journal of Commerce, Mail, News, Sunday edition, North Side News, Sunday edition, Post, Saturday edition, Sun and The Globe, Saturday edition, Telegram, Sunday evg. edit., Telegraph, Sunday edition, Times, Sunday edition, Tribune, Sunday edition, Wall St. Journal, Daily News Record, Women's Wear, World, Sunday edition, World, Niagara Falls, No. Tonawanda, Norwich, Nyack, Ogdensburg, News, Sunday edition, Republican-Journal, Herald, Times, Oneonta, Oswego, Peekskill, Plattsburg, Port Chester, Fort Jervis, Poughkeepsie, Star & Enterprise, Sunday Courier, Democrat & Chronicle, Herald, Sunday edition, Journal, Sunday American, Post-Express, Times-Union, Sentinel, Republican-Press, Saratoga Springs, Saugerties, Schenectady, Union-Star, Staten Island, Advance, Syracuse, Herald, Sunday edition, Journal, Post-Standard, Sunday edition, Telegram, Sunday American, Tarrytown, News, Troy, Evening edition, Combined daily, Times, Sunday Budget, Sunday Observer, Observer-Dispatch, Sunday edition, Press, Standard, Times, Wellsville, Reporter, White Plains, Yonkers, Herald, Statesman & News.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

NORTH CAROLINA

Table listing newspaper data for North Carolina, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate, and Line Rate.

NORTH DAKOTA

Table listing newspaper data for North Dakota, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate, and Line Rate.

(Courier-News changed name to Tribune April 17, 1923)

OHIO

Table listing newspaper data for Ohio, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate, and Line Rate.

(Telegraph and Forum merged May 30, 1923.)

(Circulation includes Covington Kentucky Post)

OHIO—Continued

Table listing newspaper data for Ohio (Continued), including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Rate, and Line Rate.

(News and Tribune merged March 29, 1923—News circulation was 1,445; Tribune, 2,984; now claimed over 3,000.)

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

Table with columns for State (OKLAHOMA, PENNSYLVANIA), City, Population, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, and Rate. Includes sub-sections for OKLAHOMA and PENNSYLVANIA-Continued.

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES (KEY LETTERS EXPLAINED ON PAGE 40)

PENNSYLVANIA—Continued

Table listing newspaper circulations and rates for Pennsylvania. Columns include City, Population, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, and Agate Rate. Includes entries for Pottstown, Pottsville, Punxsutawney, Reading, Renovo, Ridgway, St. Mary's, Sayre, Scranton, Shamokin, Sharon, Shenandoah, Stroudsburg, Susquehanna, Sunbury, Tamaqua, Tarentum, Titusville, Towanda, Tyrone, Uniontown, Warren, Washington, Waynesboro, West Chester, Wilkes-Barre, Williamsport, and York.

RHODE ISLAND

Table listing newspaper circulations and rates for Rhode Island. Columns include City, Population, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, and Agate Rate. Includes entries for Pawtucket Valley, Newport, Pawtucket, Providence, Westerly, and Woonsocket.

SOUTH CAROLINA

Table listing newspaper circulations and rates for South Carolina. Columns include City, Population, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, and Agate Rate. Includes entries for Anderson, Charleston, Columbia, Florence, Greenville, Greenwood, Rock Hill, Spartanburg, Sumter, and Union.

SOUTH DAKOTA

Table listing newspaper circulations and rates for South Dakota. Columns include City, Population, Trade Area, Date Estab., Paper, Net Paid Circulation, 5,000 Min. Line, and Agate Rate. Includes entries for Aberdeen, Deadwood, Huron, Lead, Madison, Mitchell, and Pierre.

Because Erie, Pa. is a city well over 100,000 — is easily covered by salesmen traveling Buffalo, Cleveland or Pittsburgh and is blanketed by one evening newspaper, Erie offers an exceptional marketing opportunity.

Erie in itself is a good market, large enough to be profitable. Population 112,571 (U. S. Census Bureau estimate 1923). It is a stable market of assured future because it is a city of widely diversified manufactures. It is not a "one crop" town; there are no industrial peaks of prosperity or valleys of depression.

The fact that Erie is just a short ride from three such strategic points as Buffalo, Cleveland or Pittsburgh, cuts down traveling expense. State lines should not bar a big city within the normal merchandising zone of another state.

When one evening home newspaper, established 35 years, such as the Erie Daily Times, completely saturates the market, that cuts advertising expense. Net profits are likely to be greater in Erie than in some other cities even larger but requiring several newspapers for adequate coverage.

Erie Daily Times

A. B. C. Member Evenings except Sunday

Representatives:

E. Katz Special Advertising Agency New York Chicago Atlanta Kansas City San Francisco

The Providence Sunday Journal

Artgravure Section

The Providence Sunday Journal contains a high grade, well printed Artgravure section, carefully edited to include pictures of strong local interest as well as those depicting national and international events.

This section offers great advantages to advertisers because it assures one hundred per cent. reader attention and makes possible attractive and sales compelling copy.

The amount of local copy carried testifies to the advertising value which Rhode Island merchants attach to the section.

For the first five months of 1923, our gravure advertising has shown a gain of 30% over the corresponding period of last year—evidence that more firms are realizing the pulling power of the gravure section of this newspaper.

Flat Rate—25c a Line

The Providence Sunday Journal is one of the most complete Sunday newspapers in America and is read in most of the better homes in Rhode Island.

Providence Journal Co.

Providence, R. I.

CHAS. H. EDDY CO.

National Advertising Representative

BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.

Pacific Coast Representative

San Francisco Los Angeles

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES
(KEY LETTERS EXPLAINED ON PAGE 40)

SOUTH DAKOTA—Continued				TENNESSEE				TEXAS						
Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Mts. Agate Line Rate	Population	Trade Area	Date Estab.	City	Paper	Net Paid Circulation	5,000 Mts. Agate Line Rate	Population
5,777		1922	Rapid City	Guide03								
		1878		Journal025								
25,176	150,000	1885	Sioux Falls	Sunday edition.....(m)025								
		1883		Argus-Leader(r)	23,308								
				Press(a)	16,232								
9,400	71,000	1882	Watertown	Sunday edition.....(m)	16,232								
5,024		1861	Yankton	Public Opinion.....(r)	6,476								
				Press & Dakotan.....(r)	3,102								
57,895	250,000	1888	Chattanooga	News(r)	23,975								
		1869		Times(a)	22,689								
				Sunday edition.....(m)	23,264								
8,110	45,000	1808	Clarksville	Leaf-Chronicle(r)	2,150								
5,526		1898	Columbia	Herald(r)	2,069								
3,775	32,840	1918	Greenville	Democrat-Sun(r)	4,792								
18,860		1878	Jackson	Sun(t)	5,574								
				Sunday edition.....(m)	5,574								
12,442	52,000	1922	Johnson City	Chronicle(c)	5,719								
		1891		Sunday edition.....(m)	6,624								
				Staff(r)	5,814								
77,818	425,000	1898	Knoxville	Sunday edition.....(m)	5,814								
		1921		Journal & Tribune.....(a)	30,372								
		1885		Sunday edition.....(m)	25,219								
				News(r)	10,869								
				Sentinel(s)	25,294								
162,351	676,626	1840	Memphis	Sunday edition.....(m)	24,925								
		1880		Commercial Appeal.....(a)	91,474								
				Sunday edition.....(m)	114,769								
		1906		News-Schmitt(s)	65,081								
5,881		1916	Morristown	Sunday edition.....(m)	52,834								
118,342	650,000	1876	Nashville	Press(r)	35,476								
				Gazette & Mail.....(r)	2,407								
		1812		Banner(s)	47,082								
				Sunday edition.....(m)	47,916								
				Tennessean(a)	35,558								
				Evening edition.....(r)	21,324								
				Combined daily.....(e)	56,882								
				Sunday edition.....(m)	34,922								
10,274	60,000	1898	Ahlene	Reporter(t)	4,808								
				Sunday edition.....(m)	5,418								
15,494	89,374	1909	Amarillo	News(c)	5,336*								
				Sunday edition.....(m)	7,142*								
				(Amarillo News absorbed Tribune March 1, 1923.)										
3,176		1901	Athens	Review(r)								
34,876	85,000	1914	Austin	American(a)	9,748								
		1871		Sunday edition.....(m)	12,442								
				Statesman(s)	4,724								
				Sunday edition.....(m)	5,675								
2,767		1905	Ballinger	Ledger(r)	732								
3,434		1904	Bay City	Tribune(r)								
40,422	80,000	1878	Beaumont	Enterprise(a)	21,977**								
		1898		Journal(t)	6,640**								
				Combined daily.....(e)	28,627**								
				Sunday Enterprise.....(m)	30,587**								
				Saturday Journal and Sunday Enterprise.....								
5,098		1884	Belton	News(r)								
6,008		1898	Bonham	Favorite(r)								
1,846		1920	Breckenridge	American(r)								
5,096		1875	Brenham	Banner-Press(r)	1,085								
11,791		1893	Brownsville	Herald(s)	2,100								
				Sunday edition.....(m)	2,100								
8,233		1901	Brownwood	Bulletin(r)	1,808								
6,307		1876	Bryan	Eagle(r)	1,280								
7,422	35,000	1879	Cisco	News(t)	2,500								
				Sunday edition.....(m)	2,500								
12,820	35,000	1904	Cleburne	Review(c)	2,762								
				Sunday edition.....(m)	2,762								
				(Cleburne Enterprise suspended March 1, 1923.)										
3,842		1914	Commerce	Journal(r)								
10,522	40,000	1914	Corpus Christi	Callie(a)	3,650								
				Sunday edition.....(m)	3,650								
		1910		Times(r)								
11,356	50,000	1897	Corsicana	Sun(r)	3,004								
3,671	25,000	1894	Cuero	Record(t)								
				Sunday edition.....(m)								
158,976	325,000	1906	Dallas	Dispatch(r)	27,103								
		1914		Journal(r)	41,482								
		1885		News(a)	38,404								
				Sunday edition.....(m)	97,053								
		1879		Times-Herald(s)	50,273								
				Sunday edition.....(m)	49,209								
17,065	23,000	1880	Denison	Herald(t)	5,013								
				Sunday edition.....(m)	5,013								
7,626	35,355	1903	Denton	Record-Chronicle(r)	1,794								
5,765		1915	Eagle Pass	Guide(r)								
9,368		1920	Eastland	Oil Belt News(t)	1,175								
				Sunday edition.....(m)	1,175								
83,836	399,429	1881	El Paso	Herald(s)	21,126								
		1922		Sat.-Sun. edition.....(m)	32,703								
		1870		Post(r)	1,514								
				Times(a)	14,828								
				Sunday edition.....(m)	19,537								
7,224		1892	Ennis	News(r)	1,007								
120,000	185,000	1921	Fort Worth	Press(r)	8,722								
		1903		Record(a)	23,000								
				Sunday edition.....(m)	26,141								
		1906		Star-Telegram(s)	31,987								
				Sunday edition.....(m)	111,948								
8,648		1884	Gainesville	Register(r)	1,650								
44,255	70,000	1842	Galveston	News(a)	10,636								
				Sunday edition.....(m)	15,420								
		1880		Tribune(r)	7,949								
2,268		1887	Gilmer	Mirror(r)								
3,128		1807	Gonzales	Inquirer(r)	505								
12,384		1894	Greenville	Banner(r)								
		1890		Herald(c)								
				Sunday edition.....(m)								
6,952	20,000	1896	Hillsboro	Mirror(r)	1,192								

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

TEXAS—Continued

Table listing newspaper data for Texas, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

UTAH

Table listing newspaper data for Utah, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

VERMONT

Table listing newspaper data for Vermont, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

VIRGINIA

Table listing newspaper data for Virginia, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

VIRGINIA—Continued

Table listing newspaper data for Virginia (continued), including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

WASHINGTON

Table listing newspaper data for Washington, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

WEST VIRGINIA

Table listing newspaper data for West Virginia, including columns for Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Line, and Rate.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

(KEY LETTERS EXPLAINED ON PAGE 40)

WISCONSIN

Table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Lists newspapers like Antigo Journal, Appleton Post-Crescent, Ashland Press, etc.

WISCONSIN—Continued

Continuation of Wisconsin table with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Lists newspapers like Monroe Journal, Neenah News & Times, Oshkosh Northwestern, etc.

WYOMING

Table for Wyoming with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Lists newspapers like Casper Herald, Cheyenne State Tribune, Lander Post, etc.

(Post and Enterprise will be merged July 1)

TERRITORY OF HAWAII

Table for Territory of Hawaii with columns: Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, 5,000 Min. Agate Line Rate. Lists Honolulu Advertiser, Star-Bulletin, etc.

CIRCULATIONS AND RATES ANALYZED

(Continued from page 20)

ing shop and beating down labor's wages, so that the rate card might again look like the remnant counter. And a few switched to billboards and magazines, chiefly because their 10,000-line contract couldn't earn the same rate that the local department store merited with its use of 100,000 or 500,000 lines.

But most of them and a lot of others are back. May lineage for the United States reached a new mark and a very large proportion of it was foreign advertising. The total lineage for the principal cities of the country during the first six months of 1923 will reach figures never before approached. This is solid advertising, bought to secure sales, for no large advertiser now needs to learn that you can't beat the income tax by advertising. Evidently it is getting the desired results, for retail business is on new high levels and dividend increased by large national advertisers are daily items in the financial news.

The lesson is plain for publishers. Costs are not going down. Increased volume of advertising after a certain point in every shop means higher cost of making the newspaper and it is this additional cost that will devour the profits unless it is overcome by more efficient methods of production or a higher charge. Both means are open in many offices, and if the latter is found necessary, it should be made effective without delay. Newspapers found it possible to increase rates during the 1920-1921 depression, sometimes with temporary loss of business, but almost unflinchingly with difficulty and debate. Those which had taken advantage of the previous rise to put their rates on a basis that would pay expenses and a profit, in some instances found it possible to reduce their tariffs slightly when advertisers were making heavy weather, with satisfaction on all sides.

Present conditions are somewhat similar to those of 1919; they are resting on a firmer foundation and will probably enjoy a longer span, but they are certain to change for the worse eventually. The present is therefore the time for the newspaper which is thinking about a new rate card to publish it. Advertisers will pay a justifiable increase now with little argument when their sales are easy and

profits robust. They won't do so when they count their appropriations in pennies instead of thousands, no matter how good a ease the publisher makes.

There is no reason for publishers to follow dictum of a well known dry goods advertising man that selling price has nothing to do with production cost. Too often has that been true of newspaperpapers to the publisher's disaster. His immediate outlook is to make his selling price cover production cost, plus a reasonable profit, and to do it now.

Richmond Move Delayed

Although the handsome new home of the Richmond (Va.) News Leader on North Fourth street near Grace is practically completed, it will probably not be occupied until the latter part of the summer, owing to delay in getting new presses.

Circulation Man Changes Cities

Herbert Peters, for the last four years circulation manager of the Wichita (Tex.) Daily Times has resigned to become circulation manager of the Galveston News. He is succeeded by R. R. Russell, latterly assistant circulation manager of the Times. S. Y. Seward becomes assistant to Mr. Russell.

Contract for New Plant

A. H. Hammond and H. A. Hammond, owners and publishers of the Daily Messenger, Caldwell, Kan., have let the contract for a new newspaper plant. The Messenger was recently consolidated with the Sumner County Mirror and Hunnewell Herald under their present name.

Canada Opens London Bureau

A press bureau has been opened in London, England, by the Canadian government, with W. T. Cranfield as director. The bureau head is well known under the nom de plume of Dennis Crane.

Missouri Paper Launched

The Coffey (Mo.) American was recently launched by Hasset Pugh, former editor and publisher of the Coffey Chronicle.

Evening and Sunday in Lima

The Lima (O.) Republican-Gazette is now being published week-day evenings and Sunday mornings.

COUNTRY PAPERS NOW ON BUSINESS BASIS

Small Town Publisher Has Learned His Product Is Worth Fair Price and He Can Get It Just as Easy as a Cut Rate

By CAREY J. WILLIAMS

EDITORIAL NOTE—Mr. Williams is business manager of the Greensboro (Ga.) Herald Journal.

The country editor and publisher was once regarded as an object of charity by the people of his community. In placing an advertisement in his paper, the merchant would say: "I am giving you this to help you along." The merchant thought he would never realize any real benefit from the advertisement, but the newspaper was a local institution and it was his duty to help support it.

The country editor and publisher was placed in this position on his own accord—he alone was responsible for it. He never secured a fair price for his work. In fact, he didn't demand it.

But that day has gone. The recent war revolutionized country journalism. It weeded out all the weaklings. The good managers of country newspapers are still in the business. When prices were inflated, the publisher was forced to increase his subscription rate. Most of them doubled their rate, and practically all of the weeklies in the United States are still charging and getting the same price for their paper as in "good times."

When all material increased, job work went up. The publisher learned then and there, if he charged a fair price for his work, he could secure it. Advertising rates were increased, and still concerns advertised.

Every country weekly should adopt the cash-in-advance policy for their paper. It eliminates lots of bookkeeping, it's more satisfactory. It's better to print 1200 papers when your subscription list is paid-in-advance than to print 1800 when you charge for it. In the long run, you will make more money.

Of course, you must print a better paper. You must carry more news and local happenings. The most popular department in the country weeklies today are the county correspondents' news letters. A paper that covers every section

of the county with a good, live news letter will have subscribers in every part of the county. It's human nature for people to like to see their names in print. News letters and personals do the work. When you start to printing lots of names, people will subscribe.

If your publication is selling for \$2.00 a year, never lower the price during dull seasons, to secure more subscribers. If you once cut the price, the subscriber will want to know why you can't sell it to him at the same price one month as you could another.

In dealing with foreign advertisers always secure your rate card price. Where you demand it, you will receive it.

Never accept an attractive proposition below your rate card standard. An advertiser might say that he deserves a reduction in rate because his ad is an electro and you do not have to change it. He has the privilege of changing his advertisements if he desires, and it's no fault of the publisher if he doesn't.

Never run a dead advertisement to fill the space. If your forms need three or four columns to make out the page, use interesting plate matter or run an advertisement for your own business. If you insert an advertisement one time after the limit expires, the advertiser will want to know why you can't do it again. Every weekly shop should have about thirty gallons of miscellaneous matter standing, ready to be used in case of an emergency. You never know when something might happen that will delay you in publishing your paper.

Suppose we compare a newspaper to a moving picture theater. If there are any vacant seats, the show goes on. The manager doesn't go out and issue free passes to fill up the seats. It costs you to gain admission to the theatre. Make your advertisers pay to gain admission to your paper.

Sometimes a subscriber will come in and kick about the subscription rate. If your paper is \$2.00 a year, ask him what could he buy for four cents that would benefit his family as much as your paper. A five-cent cigar is only a few minutes' enjoyment for one person; a five-cent paper is entertainment for an entire family.

The country publisher can get a good price for everything he has to sell. Demand a fair price. A lifted chin and a determined grin will solve the problem.

No State Can Offer More or Better Opportunities for Successful Advertising than can this GREAT KEYSTONE STATE

Pennsylvania leads all states in mineral and industrial production. Its mineral riches are very great. The last census reported anthracite coal output at 86,200,000 tons, bituminous 145,300,000 tons, worth together about \$900,000,000. The coke output alone was \$160,357,000. The natural wealth in iron ore, oil and quarries is very large.

Industries of State Built on These Basic Elements

Pennsylvania produced nearly half the steel of the country, shipping it to all parts of the world. In 1920 its production in pig iron was 13,983-134 gross tons. Pittsburgh is the center of the greatest metal production ever attained in one locality.

Production Varied in all Parts of The State

The State leads all Midwest States in cotton goods, is second in silk and wool goods, ranks first in leather output, glazed kid is the most important. There are more than 20,000 industrial plants paying \$1,864,000,000 in wages to 1,523,000 employees.

Prosperity Is Permanently Planted in Pennsylvania

This great commonwealth offers an excellent territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind: and the initial expense in thus entering one of the richest markets in the world is, as shown by the line rates quoted, moderate indeed.

CULTIVATE THIS MARKET WITH THESE NEWSPAPERS

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
†Allentown Call(M)	29,273	.09	.09	†Scranton Times(E)	37,748	.12	.10
†Allentown Call(S)	16,749	.09	.09	*Sharon Herald(E)	5,391	.021	.021
†Bloomsburg Press(M)	6,750	.029	.029	†Sunbury Daily Item.....(E)	4,216	.021	.018
*Chester Times & Republican..(M&E)	14,824	.05	.05	*Warren Times-Mirror(E&M)	8,115	.036	.036
†Coatesville Record(E)	5,369	.0214	.0214	*Washington Observer and Reporter(M&E)	16,378	.06	.05
†Connellsville Courier(E)	6,247	.0179	.0179	†West Chester Local News.....(E)	11,297	.03	.03
†Easton Express(E)	20,017	.07	.07	*Wilkes-Barre Times-Leader.....(E)	22,577	.08	.05
*Easton Free Press(E)	13,293	.05	.05	†York Dispatch(E)	17,364	.045	.045
*Erie Times(E)	27,499	.08	.08	†York Gazette and Daily.....(M)	17,006	.045	.045
†Harrisburg Telegraph(E)	39,685	.095	.095				
†Johnstown Ledger(M)	13,234	.05	.05				
*Oil City Derrick..(M)	6,296	.035	.035				
†Pottsville Republican and Morning Paper(E&M)	14,114	.07	.06				
Scranton Republican(M)	32,180	.12	.10				

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

†Government Statement, April 1, 1923.

CIRCULATIONS AND RATES OF CANADIAN DAILY NEWSPAPERS

Circulations Are Latest Sworn Publishers' Statement on Reports to the Audit Bureau of Circulations for Six Months Ending March 31, 1923.

Table with columns for Province (ALBERTA, BRITISH COLUMBIA, MANITOBA, NEW BRUNSWICK, NOVA SCOTIA, ONTARIO), Population, Trade Area, Date Estab., City, Paper, Net Paid Circulation, and 5,000 Min. Agate Line Rate. Includes sub-sections for ONTARIO-Continued, PRINCE EDWARD ISLAND, QUEBEC, and SASKATCHEWAN.

EXPLANATION OF KEY LETTERS IN FOREGOING TABLE

THE small letters in parentheses which follow the name of each paper indicate the time of day and the days of the week on which it is published. The characters which are attached to some of the circulation figures indicate the period for which the statement is made. Bold face type in the name of a newspaper indicates that it is published evenings. Light face type is used for morning and for Sunday papers. Bold face circulation figures are reports for those taken from statements and reports of the Audit Bureau of Circulations. Light face figures are used for statements made to the Post Office and for publishers' sworn statements.

cards. A. B. C. documents, or from the 1923 Newspaper Annual of N. W. Ayer & Son. Advertising rates have been corrected up to the hour of going to press, June 29. The characters designating circulation indicate the following: (*) Publishers' Statement to the A. B. C. for three months ending March 31, 1923. (***) Publishers' Statement to the A. B. C. for six months ending Sept. 30, 1922. (†) Audit by the A. B. C. for six months ending Dec. 31, 1922. (††) Audit by the A. B. C. for six months ending March 31, 1923. (x) Audit by the A. B. C. for year ending March 31, 1923. (‡) Audit by the A. B. C. for three months ending March 31, 1923. Letters denoting hours and days of publication follow:

- (a) Every morning. (b) Morning except Sunday. (c) Morning except Monday. (d) Morning except Sunday and Monday. (e) Morning and evening weekdays. (f) Morning and evening weekdays and Sunday morning. (g) Morning except Monday and Evening except Sunday. (h) Morning except Sunday and evening except Saturday and Sunday. (i) Morning except Sunday and Monday and evening except Sunday. (j) Morning, except Saturday and Monday, and Sunday. (k) Evening, except Monday, and Sunday. (l) Evening except Thursday and except Sunday. (m) Sunday only. (n) Monday evening only. (o) Evening except Monday. (p) Evening except Sunday and except Wednesday. (q) Every evening. (r) Evening except Sunday. (s) Evening, except Sunday, and Sunday morning. (t) Evening, except Saturday, and Sunday morning. (u) Evening, except Saturday and Sunday, and Sunday morning. (v) Sunday evening only. (w) Evening, except Thursday, and Sunday. (y) Saturday only. (z) Friday only.

ROCK PLE... New Yo... ager... Rochest... York Sta... ing Man... Wood... Rochest... the State... Among... Crom, d... Informa... "How to... ing"; R... "Talking... Advertis... promotion... News; S... ter Ad C... Robbins... M. Berk... York... The Ro... arrangem... Beach, F... crat & C... Conway... Beachner... Wood, T... Stating... ing Clubs... of hard... wholehear... of the U... the Presi... who is s... lance Cor... organization... Rochester... with the... Frederi... within five... staple con... in the dai... rimes. H... absolutely... advertisin... more atte... ing "and... flowery la...

ROCHESTER CLUB GETS PLEA TO JOIN A.A.C.W.

New York State Newspapers Ad Managers Hear Trend Is Decidedly from Magazines to Daily Merchandising

More than 100 gathered at Hotel Rochester, Rochester, N. Y., for the annual two-day convention of the New York State Daily Newspaper Advertising Managers' Association. Frank A. Wood, advertising manager of the Rochester Times-Union, and president of the State body, presided.

Among the speakers were Frederick Crone, director of the New York State Information Bureau of Public Utilities, "How to Secure Public Utility Advertising"; Robert M. Searle, president Rochester Gas & Electric Corporation, "Talking to the Public Through Paid Advertising Space"; Leo E. McGiven, promotion manager New York Daily News; Samuel Parry, president Rochester Ad Club; Harry D. Robbins, H. D. Robbins & Co., New York; Frederick M. Berkley, advertising agent, New York.

The Rochester committee in charge of arrangements was composed of Fred Beach, Fred Hussey, Harry Buck, Democrat & Chronicle; William Pfaff, W. E. Conway, Lyman Hart, Herald; Harold Beachner, Irving Fitch and Frank A. Wood, Times-Union.

Stating that the Associated Advertising Clubs of the World had after years of hard efforts secured the interest and wholehearted co-operation of the officials of the United States Government from the President down, Harry D. Robbins, who is chairman of the National Vigilance Committee of the international organization, deplored the fact that the Rochester Ad Club was not affiliated with the international body.

Frederick M. Berkley predicted that within five years all nationally advertised staple commodities would be advertised in the daily papers in preference to magazines. He declared that the trend was absolutely toward newspapers, and that advertising agencies would have to pay more attention hereafter to merchandising "and less to pretty pictures and flowery language in copy."

MEMORIAL DAY CHANGE

Ash Starts Move to Make It Last Sunday in May

Theodore E. Ash, of the advertising agency of Philadelphia bearing his name, proposes that the observance of Memorial Day be changed from May 30 to the last Sunday in May. His reasons are that Memorial Day has resolved itself into a day of picnics, sports and outings, with very little thought for the original purpose of the day. A resolution, will be presented by him at the next encampment of the Veterans of Foreign Wars.

Mr. Ash is a veteran of the Spanish-American and World Wars, is a son of a veteran of the Civil War, and a great-grandson of General Ash, who was aide-camp of General Washington.

Brokers Win Public Ledger Cup

The annual contest for the Philadelphia Public Ledger golf cup was played off at the Stenton Golf Club, June 13, before 400 members of the Association of Manufacturers' Representatives. The cup was won by the brokers' division of the organization from the manufacturers' agents.

PRESS CLUB ELECTS

Falls City Man Heads Southeastern Nebraska Association

The Southeastern Nebraska Press Club, meeting at Auburn June 18, elected the following officers: President, W. H. Orr, business manager Falls City Journal; vice-president, S. W. Thurber, editor Tecumseh Chieftain (re-elect-

ed); secretary, Miss Eunice Haskins, editor Stella Press (re-elected). The next meeting will be held at Falls City next winter.

Among the speakers were: State Senator J. S. Kroh, Ogallala, president Nebraska State Press Association, "The Press and the Legislature"; J. C. Voline, Auburn Herald, "What Shall We Do With the Space Grafters"; G. E. Hungerford, Shubert Citizen, "Price Cutting."

Solicitors and Foreman Debate

Members of the advertising department of the San Antonio Express and Evening News met with the ad foreman and circulation manager of these papers at a dinner in the Gunter Hotel. The solicitors spoke on the necessity of co-operation from the mechanical departments in giving service to advertisers. The foremen replied, stressing the importance of getting copy in early and in good shape to insure good typography. The meeting was terminated with talks by F. G. Huntress, general manager, and Ed. H. Everett, director of advertising of the two papers.

Cool Gets D.C., B.B.B. Post

Howard C. Cool of Cleveland was named director of the Washington Better Business Bureau at a meeting of the board of trustees June 15. Mr. Cool, for several years head of the Cleveland Better Business Commission, succeeds Frank R. Black, acting director for six weeks. Mr. Black will return to New York as director of clothing and fabric investigations for the National Vigilance Committee. Louis Rothschild will continue as assistant director.

Chief Sued in Newsy's Arrest

Suits alleging false arrest were filed at Geneva, Ill., this week against the Chief of Police and other city officials as a result of the arrest there a few days ago of George Chase, a crippled newsboy, and Horace Kennel, a member of the firm of Kennel Bros., newspaper distributors. Chase was arrested on complaint of a Greek fruit dealer who wanted his stand removed so he might take over the news agency. Kennel was arrested when he objected to removal of the stand by the police.

Sole Owner of Bangor Daily News

J. Norman Towle, for some time managing editor and owner of 244 out of 500 shares of stock in the Bangor (Me.) Daily News, becomes sole owner of the paper through the purchase of the balance of the stock from Frederick W. Adams. Mr. Towle also bought from Mr. Adams the four-story building housing the News plant and the Bijou Theater, which is under lease.

Sells Paper to Opposition

J. N. Stonebraker, former owner of the Carrollton (Mo.) Republican-Record and former president of the Missouri Press Association, has sold the Boone County (Ia.) Pioneer to his opposition, the Boone County News-Republican, and is contemplating returning to Missouri.

Ex-Journalist Heads Motorists

Thomas P. Henry, of Detroit, who recently was elected president of the American Automobile Association, is a former newspaper man. He is at present president and owner of the Henry Linotyping Company, Detroit.

Trade Oklahoma Papers

Grady L. Webster, former editor and publisher of the Madill (Okla.) Record, has traded with Walter Smith of the Wewoka (Okla.) Capital-Democrat and is now in charge.

Paper Company Builds Homes

The International Paper Company is engaged in a \$500,000 home building project at LaSalle to provide residences for its Niagara Falls employees.

HERE IS A REAL MARKET SERVED BY

9161 Grocery and Delicatessen Stores

1369 Hardware Stores

870 Dry Goods Stores

1803 Drug Stores

This **INDIANA** market

has everything for business success; people, money, stores, transportation. It can be successfully advertised to, for trade marked package goods, confections, medicines, toilet requisites, hardware, and hundreds of other necessary articles as well as luxuries.

If you have a national distribution you cannot cover this great territory effectively with a scattering of outside national media. You must use Indiana daily newspapers for they go into the homes, are read and believed by all loyal Hoosiers.

Indiana with three million population—with the highest native born population of all States—over 92%—with prosperous cities and wideawake, well edited daily newspapers, makes it a state worthy of the consideration of any National Advertiser.

	Circulation	Rate for 5,000 lines
*Crawfordsville Review (M)	5,200	.025
†Decatur Democrat (E)	3,144	.025
*Evansville Courier (M)	26,325	.06
*Evansville Courier (S)	23,504	.06
*Fort Wayne Journal-Gazette (M)	26,279	.07
*Fort Wayne Journal-Gazette (S)	31,008	.07
*Fort Wayne News-Sentinel (E)	38,328	.09
*Gary Evening Post and Tribune (E)	10,409	.05
*Indianapolis News (E)	127,361	.23
*Lafayette Journal & Courier (M)	7,076	19,284 .05
(E)	12,208	
†La Porte Herald (E)	4,106	.025
†South Bend News-Times (M)	10,342	21,605 .06
(E)	11,263	
*South Bend News-Times (S)	20,174	.06
†South Bend Tribune (S)	18,909	(E) 19,368 .055
*Terre Haute Tribune (E&S)	24,442	.06

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

†Government Statement, April 1, 1923.

ABSENCE OF NATIONAL NEWSPAPERS IN U. S. IMPRESSES IMBER

Managing Director of Group Formerly Known as Northcliffe Press Tells How Daily Mail Is Put on Breakfast Tables of All England

By ROSALIE ARMISTEAD HIGGINS

ONE of the dominating figures in the British delegation attending the Associated Advertising Clubs convention at Atlantic City was Horace S. Imber, managing director of The Association Newspapers of Great Britain, known in America heretofore as the Northcliffe Press.

Standing six feet two, broad shouldered, erect and with white hair, one instinctively turned to look at him as he passed, with the thought that "here is a man who does things." More noticeable than his towering height is his kindly smile, and his eager interest in everything American.

On the spacious porch of the Ambassador Hotel, where Mr. Imber and his wife stayed during the convention, I had an interesting chat with the big Britisher. So many questions came to my mind, and Mr. Imber was in such great demand at the convention and was being rushed hither and thither by his friends, that I had little time to debate but took a running start and asked:

"Mr. Imber, what do you notice as the greatest contrast between our great daily papers and the big dailies in London?"

His reply came promptly:

"The thing which impresses me most is the lack of any single newspaper in your country having what I call a national influence. This is easily explained when we look at the great distances between your big industrial centers and large cities. In the United Kingdom again we have a close network of railways operating in a territory no part of which is much more than 400 miles from the center. In this way, the Daily Mail, the greatest of our national newspapers, can be bought before breakfast time in three-fourths of the whole of the territory comprising the United Kingdom. Its influence permeates the whole of Great Britain from John o' Groat's to Land's End, linking up in its sphere Ireland and all the outlying islands.

"In order to secure this unique distribution, the Daily Mail is printed simultaneously in London and Manchester. Manchester is distant from London about 200 miles. The advertisement part of the paper is prepared early on the morning previous to publication and is dispatched by rail to Manchester in the form of matrices, the news being telegraphed word by word, stipulating the denomination of type to be used, in order that the two editions may be exactly alike.

"The advertiser in America has to use a very large number of media in order to make a national appeal. We claim in the United Kingdom that a national appeal can be made by the use of two or three national newspapers. In fact the Daily Mail itself is considered by many Americans when commencing advertising operations in our country as being more than enough for the first few years of their development.

"In America you have not only to use a large number of influential daily papers, but also a large number of weekly journals before you can get a real national audience. England's greatest newspaper, in itself, gives the opportunity of testing the market and developing business throughout the length and breadth of the United Kingdom."

"What do you expect to gain in an advertising way from this trip?" I asked Mr. Imber. He replied:

"We have come here more than anything else to learn salesmanship. We believe that our factories, our warehouses and our offices are as well equipped as anything you have on this side, but we do think you can give us points in salesmanship. We have got elaborate works. We have weekly meetings of directors, we have conferences on price and production, but we have not,

in the general sense of the term, a director of salesmanship.

"Here, I learn, salesmanship almost takes precedence of manufacture—before a new development takes place in a factory, the sales director, first of all, makes a report as to the prospects of the article and its possible future if manufactured. I am afraid that in the United Kingdom more attention is paid to the making of the article than to the merchandising of it. I hope, however, that the interchange of ideas which will take place between the advertising men and sales managers who have come over now will result in placing the marketing departments of firms in the United Kingdom on a much better basis than they have ever been before.

"You ask what I consider are the prospects for an American advertising agency in London. Well, that is a question which I have been asked many times, during my brief visit here, and I am glad to answer it. While we have had several American agencies who have opened offices in Great Britain, it is my candid opinion that an American agency can do much better if it conducts its British business through a first class agency on our side.

"That is to say, an American agency having business to place should arrange with an agency in England to look after its business on a split commission basis. From the English agency, he should ascertain everything that is to be known with regard to prices, positions, copy, net

sales, influence, etc., before even submitting to his clients an estimate in connection with British advertising. The British agent, on the other hand, should do the same when he is negotiating for an English advertiser desirous of reaching the American public.

"In this connection, I have noticed one peculiarity—that while the Americans coming over to England can produce better designs, better art work and more arresting layouts than are produced on our side, the copywriter seems incapable of gauging with any degree of accuracy the peculiar psychology and mentality of the British newspaper public.

"He is often too snappy, sometimes too slangy, and unconsciously he leaves a sense of irritation which negatives the value of the advertisement. That is why I am an advocate of the combination of English and American agencies in any attempt on the part of either side seeking a place in the markets of the other.

"In this way also, you will be doing something towards attaining what is the desire of every honest English speaking person—the forging of a link of commerce that will play its part in binding closer our two great nations.

"You ask me to tell you something about the big advertising contracts we have obtained, and the business we have done. The total revenue the past year from advertising alone in the Associated Newspapers, a group comprising the Daily Mail, the Evening News, the Weekly Dispatch, and the Overseas Daily Mail, amounted to over \$15,000,000. Just before I left London we closed a contract with a London department store amounting to \$550,000, and the Evening News will be used exclusively. The Congoleux Company had just signed a contract also, for 12 full pages in the London Daily Mail, at the rate of 1,250 pounds per page, so you see that we do have some very large contracts.

"And finally, what do I think of America and of New York? Frankly, I am

bewildered. I think it is all very wonderful, but you do everything in such a hurry that I marvel at you. One thing impresses me. Where are all the old people? Have they all gone to the country? I have not seen an old person scarcely since I reached America.

"We are happy that the convention will be held in London next year, and we shall try and return some of the wonderful hospitality which you have accorded us. I am sorry that I have not more time to talk with you, but you must come to London next year to the convention."

Jewish Daily Buys Monthly

The Jewish Woman's Home Journal, monthly publication printed in the Yiddish and English languages, has been bought by Jacob Ginsburg and Norman J. Ginsburg, publishers of the Philadelphia Jewish World, daily. Victor Mirsky remains as editor of the Woman's Home Journal, as does Paul Hoffman, advertising manager, while the publication will be under the direction and general management of Nathan Fleisher, advertising manager of the Jewish World.

Pittsburgh Yiddish Paper Moves

The Jewish Volksfreund, Pittsburgh's only Yiddish newspaper, of which Louis Borkon is publisher and editor, is now located in the central part of the city, at 508 Grant street. The Eastern representative is Nathan Fleisher, of the Jewish World, Philadelphia. On July 6 the Jewish Volksfreund celebrates its first anniversary with a special issue.

Advertising Club Page

An On-to-London Club has been organized in Worcester, Mass., according to the Advertising Club Page of the Worcester Daily Telegram. This page is now a regular Thursday feature of the Telegram, solicitation for the advertising carried thereon having the approval of the Advertising Club.

Trib Building Under Way

Work on the Chicago Tribune's new building in North Michigan avenue is under way with workmen laying the first of the eissons. The million dollar structure was recently the center of an international architectural contest in which hundreds of architects competed for the prizes offered for the best designs. First prize was \$100,000.

Somerville Herald Chartered

The Somerville (Mass.) Herald, Inc. has just been granted a certificate for publishing newspapers and general printing. The concern has a capitalization of \$10,000. The incorporators are Albert E. Hughes and Clara L. Hughes, both of Somerville, and George S. Drew of Arlington.

Paper Sends Out Mirror Favors

A. W. Peterson of the Waterloo Evening Courier has a unique method of reminding subscribers that "time is up." He uses a handy combination paper weight and mirror, which on the other side advertises the Courier.

Mankato (Minn.) Telegram Sold

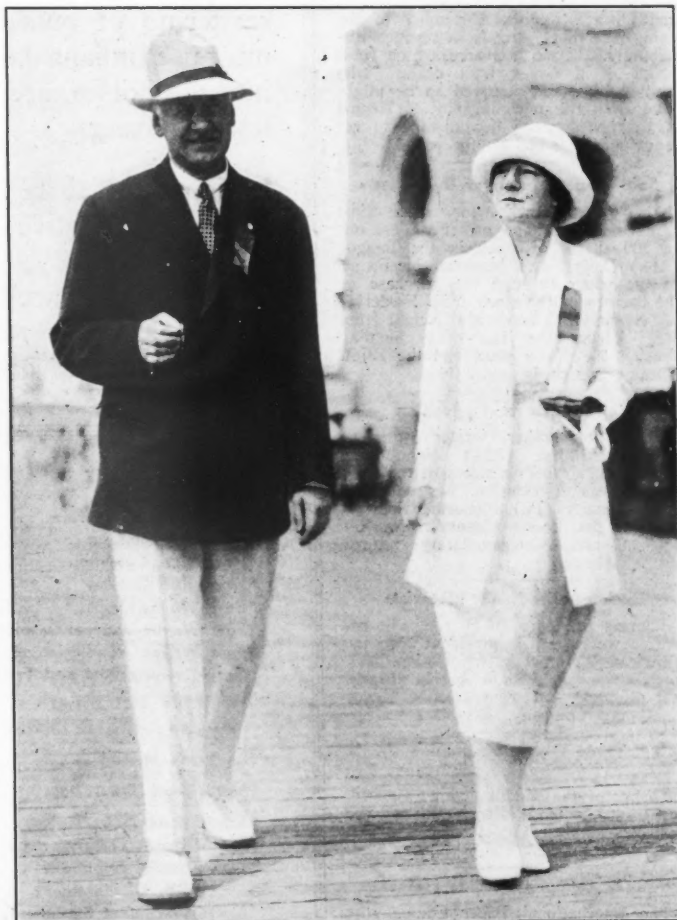
McDonnell Bros. have sold the Mankato (Minn.) Telegram to John J. Sullivan of Graettinger, Iowa. James P. McDonnell will return to Waverly and resume personal charge of his paper, the Star and Tribune.

Shaw Manages Advertiser

Edgar D. Shaw, recently with the Chicago Herald-Examiner as personal representative of William Randolph Hearst, has been appointed publisher of the Boston Advertiser.

New Monotype in Minneapolis

The Minneapolis Tribune is increasing its equipment with a new Monotype material making machine.



"Good morning, folks," and that's the way Mr. and Mrs. Horace Imber acted throughout their visit to the United States. The Boardwalk will always be the Boardwalk, but we liked it better when they were there.

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HOW A PAPER UTILIZED FORD WEEKLY PLAN

Miami News-Metropolis Secured Four Pages of Advertising, Got 2,200 Car Prospects, and Aided Merchants

By C. S. HALL, JR.

Advertising Manager, Miami News-Metropolis

Four pages of advertising for the Miami News-Metropolis, 2,200 Ford prospects, many enrollments for the Ford weekly purchase plan, and stimulation of business for 10 merchants were the results of a campaign conducted by this newspaper for one week which brought more than 4,000 persons to the Ford building at Miami on the last night of the seven-day period.

The plan is this: A three-page lay-out was prepared announcing that each of the merchants listed in the advertisement would issue during "Ford Week" a certificate of enrollment in the Ford Weekly Purchase Plan, valued at \$5, with each \$5 purchase. Each advertiser was given a space of approximately 10 inches in the double-page spread, in which he was permitted to quote special inducements to shoppers during the week, the rest of this space being devoted to an explanation of the plan and the week's program. The first page was merely to arrest attention, warning readers not to overlook the message which followed.

The merchants were charged a pro-rata of the entire three-page feature, which was followed the latter part of the week by another full page advertisement, expense of which was handled in the same manner. While the Ford people paid for none of the actual advertising, their part was in furnishing the certificates and other articles used in the campaign.

Certificates prepared in the News-Metropolis office were printed individually for each merchant, the printers supplying the name of the issuing merchant on his share of the printed matter. They

were bound in pads with stubs, in order that the name of each assignee, his address and telephone number, could be retained.

Large display signs, including a copy of the advertisement, were placed in each merchant's window, together with a Ford window display of miniature cars and tractors.

The event did not entail cutting the price of Ford cars so far as the dealer was concerned, since each salesman, closing a deal with one of the members enrolled in this manner, forfeited \$5 from his commissions in return for the lead given him. This was of course broached to the salesmen before the plan was executed, receiving their hearty approval.

As an additional trade stimulant for the merchants, the S. A. Ryan Motor Company, Miami's authorized Ford dealer, gave away a car on the last night of the sale. Suffice it to say that capacity crowds swarmed the Ford building during the evening to enjoy the refreshments served, the good music, and the free motion picture show of the Ford factory in action.

The various merchants who co-operated in the plan were on hand to make short talks to the crowd.

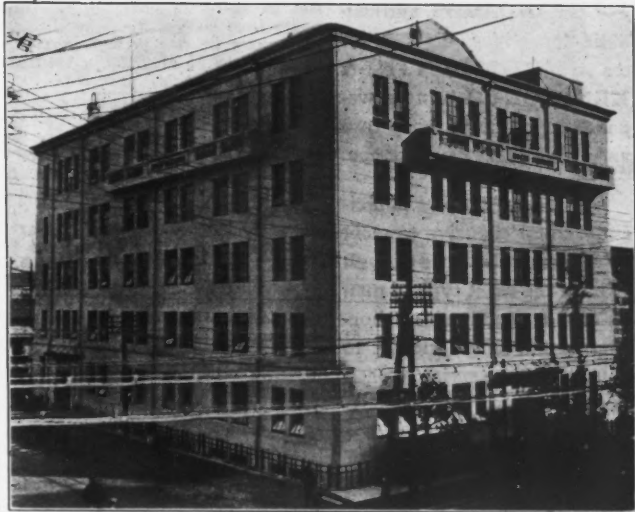
Every merchant who had a share in the week's activities reported new accounts and increased business.

Five hundred actual enrollments in the Ford weekly purchase plan have already been traced to this advertising campaign, and an unprecedented era of sales has been in progress throughout the local Ford organization ever since.

Bank Teller Buys Share in Paper

Myron K. Myers has given up his job as teller in the Northwestern National Bank of Portland, Ore., and has bought N. R. Moore's one-third interest in the Corvallis Daily Gazette-Times. Mr. Moore, who is now serving his second term as Mayor of Corvallis and who has been a regent of the Oregon Agricultural College for eight years, sells his interest in the Gazette-Times and leaves as city editor because of failing health.

報知新聞



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

THE HOCHI SHIMBUN

Japan's Oldest Evening Newspaper
With Large Morning Edition

TOTAL PAID CIRCULATION LARGEST IN TOKYO

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

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

Advertising Rates

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

The Hochi Shimbun
TOKYO, JAPAN

HAVE YOU RECEIVED YOUR FREE \$5.00 CERTIFICATE FROM THESE MIAMI FIRMS?

Miami Electric Light & Power Co. Hickson-Hawkins Furniture Co. Railey-Milam Hardware Company

J. H. Cheatham Miami Laundry Miami Drug Co.

Duval Jewelry Company S. Ernest Phlipitt & Son Miami Daily Metropolis

Tip Top Grocery Company Each of These Houses Will Give You With Every \$5 Purchase, a Certificate Valued at \$5.00 as the First \$5 Payment on Any Type of Ford Car, Truck or Tractor in the

Ford Weekly Purchase Plan

EVERY CERTIFICATE IS A CHANCE AT THE FREE FORD

Which Will Be Given Away at the Ford Building SATURDAY NIGHT, West Flagler St. at 2nd Ave.

EVERY MERCHANT WILL HELP YOU GET A FORD

How the Merchants Help You

Each purchase of \$5 or more during the remainder of the week entitles you to an enrollment certificate for which you would ordinarily pay \$5—when presented as the first payment and followed by \$5 weekly installments the certificate entitles you to participate in the advantages and benefits of the Ford Weekly Purchase Plan on any type of Ford car, truck or tractor.



SEE FREE MOVIE

of the Ford Plant Turning Out 6,500 Ford a Day

FREE DANCING and REFRESHMENTS SATURDAY NIGHT

Saturday night (tomorrow) is the most enjoyable event of the season, when all holders of certificates, and all others who wish to come are asked to be present at the Ford Building, West Flagler street at Second Avenue, to enjoy the free dancing, refreshments, and a free morning picture show during the Ford Factory turning out 6,500 machines a day. In addition, as will be given the drawing for the Ford Car for which every certificate holder has an equal chance.

ASK YOUR DEALER FOR A FORD WEEKLY PURCHASE PLAN CERTIFICATE. IT WILL MEAN A GREAT DEAL TO YOU!



DONT Overlook This Opportunity — You May Never Have Another Like It

1893 **SERVICE** 1923
as visualized by
BENJAMIN & KENTNOR CO.



STANDING FOR STANDARDS, enthusiastic for ethics, diggers for data, **BENJAMIN & KENTNOR CO.** bring newspaper representation up to a very high level of efficiency.

An organization sufficiently comprehensive to meet every demand—large enough to have the right type of men to cover territories thoroughly and small enough to give intensive service to each newspaper they represent.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
225 Fifth Ave. 900 Mallers Bldg.
New York Chicago
401 Van Nuys Bldg.
Los Angeles

140,000
Circulation

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

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

Sunday Times-Herald

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

FOLKS, meet Will Aiken, the latest addition to The Gazette staff. Will—or Bill as we're all going to call him—comes from Helena, where, until the first of January he was private secretary to the governor of Montana, a position he held under various governors for 17 years straight.

Prior to that time Bill was at all times in the newspaper game. He was for a number of years house reporter for the Helena Independent. During the time he held down that run he worked in opposition to, among others, Leon Shaw, the general manager of The Gazette, who was at that time getting the firm toe hold in the newspaper game which led to his later unusual success. The writer of this "obituary" also had the honor of working against Bill during those halycon days when George Hays maintained a life saving station on the first floor of the state capitol at Helena and when Dave Marks officiated as first assistant life saver in the office of the secretary of the state.

Those were what the few remaining old-timers in the newspaper game in Montana are wont to allude to as the "good old days." Al Hawkins, now an editorial writer on the Portland Oregonian, was at the helm of the old Montana Daily Record. He was assisted by Johnny Derks, now city editor of the Salt Lake Tribune, and "Frankie" Farrar, now the managing editor of the Seattle Post Intelligencer.

Both Butte and Helena were popular stopping places for newspaper men in those days. One of Will Aiken's colleagues on the Independent about that time—maybe it was a little later—was Tom Dillon, now managing editor of the Minneapolis Tribune, and when the legislature met, Ashmun N. Brown, now Washington correspondent for the Providence (R. I.) Journal, used to come dragging his typewriter over from Butte or Anaconda to represent the Anaconda Standard or the Butte Intermountain.

At that time Joe Gilbert, now chief editorial writer on the Seattle Times, was a reporter on the old Intermountain; Seth Maxwell, until recently city editor of the New York Evening Post, was chasing police news in Helena; A. L. Stone, now dean of the department of journalism at the state university, was chief of the Standard's Missoula bureau, and Charley Shearer, managing editor of the Butte Post, was editor of the old Helena Herald, with the able assistance of Maj. J. S. Alling, Jr., present northwestern editor of the Duluth Herald. C. H. Reifenrath, general manager of the Montana Record-Herald, was business manager of the old Herald.

One noticeable thing when one looks back over those old days is the number of successful newspaper men who were turned out under the tutelage of Maj. J. S. Durston, then editor of the Anaconda Standard, now editor and publisher of the Butte Evening Post. Among those mentioned, Ashmun Brown, John Derks, A. L. Stone and Joe Gilbert, all were for a considerable period working under his direction.

It was about that time that Dick Kilroy, present editor of the Anaconda Standard, was breaking into the game as a reporter on the old Intermountain from where he jumped to editor of the old Butte Evening News. And it was soon after that Eddie Leipheimer, the present managing editor of the Standard, came to the News as a reporter from Denver, where he thought he had enough after serving a jail sentence for refusing to tell a judge where he got his "story" when

said story resulted in a libel suit against the Denver Post. Give it to Eddie, he never did tell, either.

"Lincy" Linebarger, the editor of the Havre Promoter, blew into Montana about that time from one of the Pueblo papers, or Denver, and went to work chasing advertising contracts for the Anaconda Standard. "Jim" Scott, present editor of the Montana Record-Herald, was trying to dodge being promoted to a desk job by running back and forth between San Francisco, Denver and Butte, in all of which places he was widely known as a reporter.

Charles D. Greenfield, Sr., who came to Montana in 1884 from the Baltimore Sun, was city editor of the Helena Independent, and Harry Sultzer, now of the Bozeman Chronicle, with whom he served his apprenticeship on the old Sun, had graduated from eastern offices with several years on the New York World and was managing editor of the Butte Miner, of which Larry Dobell, now editor of the Miner, was at that time city editor.

Charley Cohn, now associate editor of the Miner, was at that time an unlicked cub on the Anaconda staff of the Standard (there's another one for Major Durston), and Martin Hutchens, now editor of The Missoulian, had worked several years in Montana and gone east to work for more than 20 years on such newspapers as the New York Sun, the New York World and the Chicago Journal before returning to Montana to settle down for good.

Harry Mock, one of the oldest of the old-timers, had decided to pass up the Helena Independent for the east and went to Washington, D. C., where he was for many years one of the staff of the Associated Press. He came back to Montana later, but finally chucked the whole game and is now raising chickens on an Illinois farm.

Two other former Montana newspaper men well worth while were in the state about that time. One of them was Frank Moore, who preceded Al Hawkins as managing editor of the Montana Daily Record, and left there to become night editor of the New York Commercial, and Fred Becholdt, now one of the most noted magazine writers of the country.

"Beck," as the boys called him, blew into Helena one November day from Spokane. He wore a straw hat and had fringe on his pants and it was Johnny Derks and Al Hawkins and Frank Farrar who helped him rustle habiliments more suitable to the month and weather. It wasn't long after he left Montana that he broke into the Saturday Evening Post and he has been writing in the big league ever since. When he got fired in Helena—yes, he got fired—Bill Cheeley, now head of the Montana Newspaper Association, then manager of the old Butte Intermountain, gave him a job in Butte and he managed to hold that for six or seven months.

It was just about that time that Wallace Hoffman quit being a reporter on the Great Falls Tribune and went to Denver, where he later became city editor of the Denver Times and after that of the Denver Post. The newspaper game lost one of its most brilliant players when he died several years ago.

It was several years later that Percy Raban, who was a cub on the Tribune when Hoffman was there, foreswore the small towns and went to Denver to become in a remarkably short time head of the copy desk of the Rocky Mountain

News, when Frank Farrar was city editor of that paper. Percy is now syndicating Charley Russell's stuff to the newspapers of the United States and maintains headquarters in Great Falls.

There are a lot more of the old gang with whom Bill Aiken used to train in Montana and whom memory no longer brings to mind. There was Hank Burmeister, once of Butte, last seen in Calgary, last heard from in Long Beach, but variously reported between times at Chicago, Denver, St. Louis and New York. There was Glen Forster, of Helena, Butte, Edmonton, Portland, etc. There was Jerry Murphy, former private secretary to Bob LaFollette when he was governor of Wisconsin, editor of the Butte Intermountain, editor of the Montana Lookout, now in business in San Diego, Cal. Jack Lincke, who once ran a little paper at Belfry, later sporting editor of the Butte Intermountain, then with the Spokane Herald, the Vancouver Sun and a dozen other papers, and who when last heard from was seeking the golden fleece in the vicinity of Great Slave Lake in northern Canada. Gray Richardson, Helena, Denver, Salt Lake, San Francisco, Mexico. He died several years ago in Salt Lake. Harry McMullan, Anaconda, Butte, Helena, who made a fortune in the gold fields of Nevada and lost it somewhere else. He spent a lot of it in Denver, New York and Paris trying to beat Nat Goodwin's time with Edna Goodrich.

When all this was taking place Warren Moses, now Helena correspondent of the Great Falls Tribune was working a few months at a time as a reporter in Great Falls trying to get enough money to make good in the real estate business. He got the stake several times but he couldn't make it last and he finally gave it up, the idea of trying to sell town lots. It was just about that time that J. A. Gillyly was establishing the old Billings Journal.

We have sort of wandered, as Bill himself would say, from the introduction of Will Aiken, but the idea is that Bill worked with, for, over and around all of these fellows we have mentioned. He and a lot of other newspaper men are in Montana, not because they couldn't get jobs equally as good in some other place where the opportunities perhaps would be much greater, but because they like Montana and Montana people and want to live in Montana.

There have been more big city general assignment men who have fallen down on the job in Montana's smaller towns than there have been Montana small town men who have fallen down on big city jobs. All of which, again, as Bill would say, merely proves that you can't look at a frog and lay a safe bet on how far he will jump.

And Montana continues to turn out newspaper men competent to take their places with the workers on the metropolitan sheets, as witness the two sons of A. L. Stone, George, assistant city editor of the Chicago Daily News, and Percy, now doing "high brow" stuff on the New York Times; "Jimmy" Bales, rewrite on the San Francisco Bulletin, and a host of others if a fellow could only keep track of them.

But here's Bill. Bill? You've been properly introduced. Hang your coat there and hop to it—Pete Snelson, editor of the Billings (Mont.) Gazette in the "More Scraps" column of that newspaper.

More Electric Light Ads Urged

More continuous and systematic use of newspaper advertising space by electric light and power companies was urged in reports presented at the public relations section of the National Electric Light Association in New York. It was pointed out that the amount thus spent in the last 12 months, \$3,000,000, was less than one-third of one per cent of the total business done.

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"LEVIATHAN" ALSO TOPS RADIO RECORDS

Average of 15,000 Words Handled Daily, Mostly for Papers—List of Correspondents on the Trial Trip

All records for press dispatches transmitted from a single radio sending station were smashed during the trial trip of the U. S. Liner "Leviathan" off the Atlantic Coast last week. In the course of the five-day voyage, the radio operators aboard the vessel, under direction of David Sarnoff, vice-president of the Radio Corporation of America, and G. Harold Porter, general superintendent, sent and received 750,000 words, or an average of 15,000 words daily. One day's file ran as high as 20,000 words, the vast bulk of which was "press."

Early indications that the newspaper men aboard the "Leviathan" were going to tax the capacity of the apparatus caused Mr. Sarnoff to provide for the allocation of the company's Rocky Point station solely to the ship, and throughout the five days the messages, commercial and press, transmitted from ship to shore and shore to ship, exceeded the record business between the United States and any single foreign country.

According to Mr. Sarnoff, who was forced to sit in himself several hours a day to relieve his operators, the lineup on Saturday, June 23, called for everything known in radio science. The transmission from the ship was expedited by the use of duplex simultaneous sending and receiving apparatus so that four operators worked at the same time.

The diversion of the big Cape Cod station from European business to the ship was made necessary not only because of the heavy file from aboard but of static conditions in the Southern waters. The power and wave length was increased from two kilowatts and 1,600 meters to 20 kilowatts and 16,000 meters. The press of business made it impossible to try to give the radio telephone equipment on the "Leviathan" a tryout.

Newspaper men mainly from New York and Washington predominated on the trip, and Friday a dinner arranged by the New York men was given to A. D. Baker and W. F. Gibbs, the latter designer of the reconditioned vessel. Saturday night a program in the Social hall, staged under direction of William E. Brigham, Washington correspondent of the Boston Transcript, and carried out by C. A. Briggs, Ring Lardner, Rube Goldberg, Bugs Baer, George McManus, Frank Ward O'Malley and Kin Hubbard, played an important part in the raising of the \$6,000 fund for the engine room crew responsible for the speed record. The publishers and newspaper men aboard the "Leviathan" were:

H. Acton, New York Mail; K. L. Ames, Jr., Chicago Journal of Commerce; E. H. Baker, publisher, Cleveland Plain Dealer; Arthur Baer, New York American; George M. Battey, Jr., Universal Service; Edward Price Bell, Chicago Daily News; E. C. Boehringer, Daily Iron Trade Review; W. E. Brigham, Boston Transcript; Harry J. Brown, Boise Statesman; C. A. Briggs, New York Tribune; J. Butcher, New York Times; Michael Casey, New York American; W. J. Conners, publisher, Buffalo Courier; W. J. Conners, Jr., Buffalo Courier; John Coakley, Newark Star-Eagle; T. E. Cropper, New York Sun; W. L. Daley, American Publishers' Conference; E. C. Dougherty, New York Tribune; C. W. Danziger, Pittsburgh Courier-Times; P. Dorland, Christian Science Monitor; George Doran, Arthur W. Dunn, Jackson S. Elliot, Associated Press; Lee Ellinger, Chicago Journal of Commerce; J. C. Goffie, New York Herald; Rube Goldberg, Pittsburg Courier; Henry Hall, Pittsburgh Chronicle-Telegraph; C. A. Hamilton, Buffalo Times; A. Hachten, Christian Science Monitor; E. Hennessey, Boston Globe; C. H. Heustis, Philadelphia Inquirer; G. S. Hudson, Boston Herald; Kin Hubbard, Indianapolis News; Dudley Harmon, Frank Carpenter Syndicate; Wallace Irwin, New York World; Maurice Judd, New York Sun; Fred C. Kelley, David Kennedy, New York Tribune; E. A. Knorr, Central News; Ring Lardner, Harold Lane, Railway Age; J. O. La Gorce, National Geographic Magazine; Frank R. Lamb, Washington Times; Harry Marks, Washington Times; F. P. Metz, Buffalo Times; C. E. Morris, Dayton News; E. Murray, New York World; H. B. Murk-

land, Boston Traveller; W. S. Mitchell, Commercial Information Service; P. J. McGahan, Philadelphia Inquirer; W. L. Mellwain, New York Herald; M. H. McIntyre, C. F. McSorley, Boston Globe; Frank Ward O'Malley, M. Petrie, New York Tribune; P. S. Risdale, Nature Magazine; Norbourne Robinson, Shipping Board publicity; Marc A. Rose, Buffalo News; Leo Sacks, Cleveland Press; H. L. Stoddard, publisher, New York Evening Mail; E. C. Snyder, Omaha Bee; Stanley Smith, Traffic World; George Summers, Buffalo Courier; Theodore Tiller, Atlanta Journal; N. B. Updike, Omaha Bee; Everett Watkins, Indianapolis Star; R. Witman, New York Commercial.

Paper Wins With a Vengeance

Attorney Irving G. Zazove was sentenced to serve one year in jail and two witnesses were sentenced to six months in jail, while a third was given a thirty-day jail sentence in connection with an attempt to collect heavy damages from the Chicago Evening American. Zazove was counsel for Mrs. Susie Kryza, who claimed \$10,000 damages for injuries sustained in a collision with one of the newspaper's delivery trucks. The witnesses confessed before Judge Harry A. Lewis they had perjured themselves for \$10 offered them by Zazove.

California Name Changes

There have been several changes in the names of newspapers in California. The Redondo South Beach Daily Breeze has been changed to the Redondo Daily Breeze. The Anaheim Orange County News Herald has been changed to the Anaheim Daily Herald. The Santa Ana Orange County News Herald has been changed to the Santa Ana Daily News. The Venice Vanguard & Herald has been changed to the Venice Vanguard & Ocean Park Herald.

New Paper for Topeka

A "strictly independent" newspaper will begin publication in Topeka within the next year, according to its incorporators. A charter was granted to the Merritt Printing Company, with capitalization of \$100,000. The incorporators are W. E. Freeman and William Howe, president and secretary of the State Federation of Labor; Frank B. Brown, publisher of Trade Unionist, a Topeka organ; Robert H. Chilson, deputy State fire marshal; and Milton Taber, connected with the Democrat News, a Topeka paper published by Carl J. Peterson, secretary of the Democratic State Central Committee.

New A. P. Members

The following newspapers have been elected to membership in the Associated Press: San Fernando (Cal.) Valley News; Sawtelle West Los Angeles Tribune; Torrance Daily Breeze, and Wilmington Daily News; Burbana Daily Press; Culver City Daily News; Eagle Rock Daily Press, and Hermosa Beach Daily Breeze.

Buffalo Commercial Remodels

Work of remodeling the building recently purchased by the Buffalo Commercial has been begun. The newspaper will spend upwards of \$30,000 in altering the property and converting a portion of the building into stores.

Keeley's Daughter a Sub-Deb

Miss Ruth Keeley, youngest of the three daughters of Mr. and Mrs. James Keeley, of Chicago, is to be introduced formally to society at a young people's dance Dec. 1. Ruth, who returned recently after passing the winter abroad, is now in the East visiting friends.

Detroit Ad Men Hear Women

For the first time in its history the Detroit Adcraft Club was addressed by a woman, when Miss Julia C. Coburn, of Toledo, advertising manager for Le Salle & Koch Co., department store of Toledo, spoke.

Services for Newspaper Man

Memorial services for J. St. Joyce, Philadelphia newspaper man, author and historian, who died a year ago, were conducted at the Church of the Transfiguration, Philadelphia, June 2.

HOYT Faultless Linotype Metal—the choice of discriminating users of the Linotype, Linograph, Intertype and Ludlow Casting Machines.



HOYT TYPE METAL

The effect of nearly fifty years constant effort to supply the printing trades with better type metal is easily seen in HOYT Faultless Linotype Metal—its constituent metals are right—its process of manufacture is right—and results in leading composing rooms fully justify our claims of superior merit. Test it in your own plant—note the clean, shape faces and solid slugs. We also make

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

Write us if you have type metal troubles—Our Service Department can help you.

Address Dept. E

HOYT METAL COMPANY

ST. LOUIS - CHICAGO - DETROIT - NEW YORK

THE LEDGER SYNDICATE'S SHORT STORY PAGE

Will carry complete stories by the best authors, including the following:—

- Mary Roberts Rinehart
Louis Joseph Vance
Ben Hecht
Clarence Buddington
Don Byrne
Fannie Hurst
Kelland
Konrad Bercovici
Montague Glass
Albert Payson Terhune
Juliet Wilbor Tompkins
Dorothy Canfield
Thomas L. Masson
John Fleming Wilson
George Randolph
Eleanor H. Porter
Myrtle Reed
Chester
Temple Bailey
Virgie E. Roe
Frank L. Packard
Bannister Merwin
George Weston
Edgar Saltus
Ben Ames Williams

For Terms and Samples Wire or Write

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

Increase Your Circulation

A Dignified, Efficient and Economical Plan for Building and Holding the Maximum Coverage of Logical Territory

RECORDED SUCCESSES TO RECOMMEND IT

We are specialists in building Circulation. Being Insurance Men we studied circulation problems and have met every test successfully with Insurance Protection. Our Plan will build maximum circulation at minimum cost—and the circulation will "stick."

America's Best Insurance Service Plan

Its simplicity of operation—its universal record of success have resulted in newspapers electing to use our plan and handle their own circulation campaigns.

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

HICKEY-MITCHELL CO.

Pierce Bldg.

(Builds and Holds Circulation)

St. Louis, Mo.

TRADE MARK
FLEXIDEAL
DRY MATS
REG. U.S. PAT. OFF.

—Writes the San Antonio Light,
San Antonio, Texas

NOTE THE DATE!

"March 27, 1923.

We have been using Flexideal mats for nearly two years and find them superior to any dry mat that we know of in the market. Only a few days ago our stereotype department got out 47 plates from Flexideal mats in one and one-half hours—all double cast. We have been using dry mats exclusively for about six years.

Yours very truly,
(Signed) C. L. Buchanan,
Business Manager."

You can do as well—Samples are yours for the asking

THE FLEXIDEAL CO., INC.

Sole U. S. and Canadian Distributors

15 William Street New York, N. Y.

TRADE MARK
MAXITYPE
DRY MATS
REG. U.S. PAT. OFF.

200,000 Good Words!

We have released fifteen hundred pieces of Classified Advertising promotion publicity—aggregating more than 200,000 words—to each one of our client newspapers during the past year.

These releases included: 312 pieces of Daily Reader-Educational Copy, 312 "Classified Adages," 200 pieces of Special Campaign Publicity, 312 Good Will Talks, 312 Result Stories, 700 Streamers and 1500 Fillers.

In addition, we furnished 300,000 copies of mail enclosures and booklets to our newspapers for distribution to their classified advertising prospects.

Our principal reason for calling the 200,000 words of our publicity good words is that they were an important factor in enabling our newspapers to make an average increase of 62 per cent in revenue per newspaper over the year before our service was adopted.

Like to have us speak some good words for your Classified Advertising?

We will be glad to send any newspaper executive a specimen copy of our latest Automobile Campaign, as well as a regular week's release of our Daily Promotion Publicity. Write for them.

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

WHAT OUR READERS SAY

Mr. Rogers Replies

EDITORIAL NOTE.—The letter which follows has been sent to Samuel Gompers by Mr. Rogers in reply to an editorial attack appearing in the July issue of the American Federationist. The editorial of Mr. Gompers was based upon a statement which appeared in EDITOR & PUBLISHER in the issue of June 9.

NEW YORK, June 26, 1923.

Mr. Samuel Gompers, President,
American Federation of Labor,
Washington, D. C.

My dear Mr. Gompers:

My attention has been called to an editorial in the July issue of the American Federationist which, based on an erroneous impression regarding facts, I feel does me a great injustice.

I did not sell the Globe to Mr. Munsey, was not a stockholder except for the nominal possession of a single share for technical purposes, and was not party to any agreement for delivery of its franchises, equipment or features.

In his purchase of the Globe Mr. Munsey did not buy me or any other employe of the Globe. I told Mr. Munsey that his methods were so diametrically different from mine that I could not go to the Sun.

As soon as I heard of the sale (through Mr. Munsey and not through the old owners) I worked incessantly trying to secure positions for our old employes in every department, in which effort I was very successful.

My criticism in the EDITOR & PUBLISHER article, to which you take exception, was regarding highly paid special writers who, notwithstanding contracts and definite agreements developed by me for their continued employment, broke faith and accepted offers from other newspapers.

The slightest effort to investigate regarding conditions in the Globe office would reveal the fact that we enjoyed the most pleasurable relations between management and workers, and conclusively prove that I have no such antiquated notions as your editorial implies, and that I was as greatly injured by the sale as any other worker.

The Globe was a liberal newspaper, conducted by men who believed in the broadest principles of fair play and always willing to concede that there were two sides in most controversies, and willing to give them opportunity for expression.

When men working under a contract agree to accept a transfer to another corporation or to make a new contract, there is no uncertainty in employment involved, and no justification for failure to go through.

One of the feature writers had a contract which ran for 18 months beyond July 1 at \$300 a week. I secured authority from Mr. Munsey to make a new contract at \$350 a week, offered it to the individual who accepted, only to find that he, within a day or so, had closed a contract with another newspaper.

This individual will of course be dealt with through legal processes.

Another individual engaged by us some years ago to conduct a department of many years' standing in the Globe, was assured by me of Mr. Munsey's desire to continue the department in the Sun, agreed to go there, but without notice to us signed a contract with another paper.

Please don't misunderstand my position in all of these various negotiations. As the men knew, I was working solely in the interest of the men, to secure permanent positions for them on the Sun and other newspapers.

According to the laws of ordinary decency a newspaper creating a feature had a right to it, so long as it will pay the producer a fair price for his work. Thus a man creating a new specialty, through offers from competitors, is able to secure year to year increases in compensation.

Incident to the sale of the Globe, competitors sought to induce men to ignore contracts and property rights so clearly defined that I feel my protest was amply justified.

I may add that it was Mr. Munsey who paid the two weeks' salary in the case of the unfortunates who were thrown out through the merger, not the old management. I may further state that Mr. Munsey took on many more men than he needed, in the hope that through the merger he would find work for them all.

In the circumstances I feel that your criticism places me in a false light with organized labor, whose good opinion I have always sought to possess. Through long years of patient endeavor to work out the thousand and one problems I was proud in reaching the highly effective relationship we enjoyed before the sale.

Yours very truly,

JASON ROGERS.

More Ads Than News

OAKLAND, Cal., June 20, 1923.
TO EDITOR & PUBLISHER: In your issue of June 2, 1923, you carried a table showing the percentage of news and advertising carried by 144 listed evening newspapers on Friday, March 23, 1923.

Believing that EDITOR & PUBLISHER desires to be accurate in its statements we desire to call your attention to the fact that you have the Oakland Tribune reversed. Your table shows that the Tribune carried 56 per cent news and 44 per cent advertising, while the correct percentage should be 44 per cent news and 56 per cent advertising.

R. J. BREEZE,
Advertising Manager, Oakland Tribune.

The London Convention

HOTEL PENNSYLVANIA, New York, June 22.
TO EDITOR & PUBLISHER: You must know, although all men may not have expressed it to you, how much your great services are appreciated by the British delegation.

A number of elements went to our winning the convention, and one of the chief factors of this side was your support and enthusiasm for the London convention.

I cannot leave your city without expressing on behalf of Mr. Cheshire, Mr. Vernon and myself, with the rest of the British delegation, our high regard and admiration for you.

W. H. CRAWFORD,
Vice-President, The Thirty Club.

From a Dublin Advertiser

DUBLIN, June 12, 1923.
TO EDITOR & PUBLISHER: Just a line to thank you and your Mr. Fitch for the excellent position given to our announcement in your special convention issue.

We have also to congratulate you on the happy result of the very special efforts your paper put forth to secure the convention for London next year. We will probably see some of your staff at this convention, and should any of your people care to visit this city, they may be assured of a hearty welcome and can make full and free use of this office while in Dublin.

T. A. GREHAN,
Advertising Manager, Independent Newspapers, Ltd.

The Smith Articles

TO EDITOR & PUBLISHER: I have been intensely interested in H. Frank Smith's series of articles on "Newspaper Typography and Make-up," and think Mr. Smith has done the craft a great deal of good by handling and dissecting the newspapers offered him in such a frank way. It is very valuable to get an unbiased slant on one's own product, and I am looking forward eagerly for some word from you regarding our papers.

WALTER M. HARRISON,
Managing Editor Oklahoma Publishing Co.

GIRL WRITER WINS PRIZES

Carries Off Honors in Texas Inter-Collegiate Association

The Texas Intercollegiate Press Association, which held its annual conference at Baylor College, Belton, recently, will meet at Southern Methodist University for the 1924 conference. George Bond, S. M. U., was elected president.

Other officers are: vice-president, Mildred Beavers, Baylor College; recording secretary, Helen Stafford, College of Industrial Arts; corresponding secretary, Bruce Knickerbocker, S. M. U.; treasurer, Roma Clift, Baylor College; publicity secretary, John Dunlap, S. M. U.

Daisy Neyes of Baylor College won the prize for the best written news story, as well as for the best editorial. Hilton Ross Greer, editor Dallas Journal, and president of the Texas Poetry Society, was the chief speaker at a banquet.

Copper Gets Commoner Readers

TOPEKA, June 18.—Purchase of the subscription list of the Commoner, formerly published by William Jennings Bryan and his brother, Charles W. Bryan, now Governor of Nebraska, was announced today by the Copper publications. Rural subscribers of the Commoner will receive Copper's Farmer and city subscribers the Household.

Paper Installs Radio Set

The Ortonville (Minn.) Independent has installed a radio receiving set, with an amplifier to entertain subscribers with lectures and concerts.

TIPS

Brand A Chicago. Corset Co. (Corsets); Made "m Products Nelson street, St. schedule. Duke Ad San Fran for Hill H D'Arcy Life Bldg. tracts for line centra Dauchy York. U. Mills. Donahue New York Snyder's. Erwin, street, Ch for Goody. Albert I New York way of N. Charles zemie, C for Steph Charles lash avenue Frontier J. Gimbel 100,000 li M. P. New York Daggert "cold" Charles street, Ne for the (Mint). Guardia avenue, 3 ertationale Guenthe building, generally J. R. F. street. C issued to E. T. I New York man Con K. W. Jackson tracts iss Railroad. Klau-V end street J. L. Cas Philip New York Mig. Co Long-G avenue, C using fo land, wh Lord Making Compan for Fre where st local de Mace Peoria, Compan dis. MacM Detroit. General United Tank & Detroit Corp., I Ind.; J ova, W Detroit. Byron Building loving association Underw York. Morse ne, N for Bo manufa Power bldg. D ter Con Compar Compas Manuf

TIPS TO THE AD MANAGER

Brandt Advertising Company, Tribune bldg., Chicago. Placing account for International Corset Company, Aurora, Ill. (La Camille Corsets); planning campaign for "Handy Made" mops; placing account for Western Products Company.

Nelson Chesman & Company, 1127 Pine street, St. Louis. Sending out four months' schedules for Marmola Company, Detroit.

Duke Advertising Agency, 121 Second street, San Francisco. Making 9,000-line contracts for Hill Brothers office.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 3,189-line contracts for Coca Cola Company; making 5,000-line contracts for Anheuser-Busch Company.

Dauchy Company, 9 Murray street, New York. Using five lines, 52 times, for Madison Mills.

Donahue Advertising Agency, 233 Broadway, New York. Making 5,600-line contracts for Snyder's, Inc. (hats).

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 10,000-line contracts for Goodyear Tire & Rubber Company.

Albert Frank & Company, 14 Stone street, New York. Making contracts for Central Railway of New Jersey.

Charles Daniel Frey, 104 South Michigan avenue, Chicago. Making 5,000-line contracts for Stephens Motor Car Company.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Sending out orders for Frutier Asthma Company.

Gimbel Brothers, New York City. Making 100,000-line contracts direct.

M. P. Gould Company, 454 Fourth avenue, New York. Will make up lists in July for Duggett & Ramsdell, manufacturers of "Perfect" cold cream.

Charles C. Green Agency, 15 West 37th street, New York. Making 1,000-line contracts for the United Sales & Mfg. Company (Ice Mint).

Guardian Advertising Corporation, 511 Fifth avenue, New York. Making contracts for International Consolidated Chemical Corporation.

Guenther-Bradford Company, 829 Tribune building, Chicago. Issuing contracts and orders generally on George H. Mayr Company.

J. R. Hamilton Company, 326 West Madison street, Chicago. Orders and contracts being issued to Iowa papers on Hydrex Company.

E. T. Howard Agency, 117 West 46th street, New York. Mailing contracts for L. E. Waterman Company (Waterman pens).

K. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Orders and contracts issuing to Oklahoma papers on Wabash Railroad.

Klau-Van Pietersom-Dunlap, Inc., 131 Second street, Milwaukee. Placing account for J. I. Case Plow Works, Racine, Wis.

Philip Kobbe Company, 208 Fifth avenue, New York. Making up lists for Little Falls Mfg. Company, Little Falls, N. Y.

Long-Costello, Inc., 153 North Michigan avenue, Chicago. Adding towns on their advertising for National Refining Company, Cleveland, where they have service stations.

Lord & Thomas, Wrigley bldg., Chicago. Making 10,000-line contracts for Palmolive Company; adding towns on their advertising for Freeman Perfume Company, Cincinnati, where salesmen have made arrangements with local dealers.

Mace Advertising Agency, Lehmann Bldg., Peoria, Ill. Placing account for Empire Mfg. Company, 24th and Yandes streets, Indianapolis.

MacManus, Inc., 82 Hancock avenue East, Detroit. Has added the following accounts: General Gas Light Company, Kalamazoo, Mich.; United States Radiator Corp., Detroit; Wayne Tank & Pump Company, Fort Wayne, Ind.; Detroit Savings Bank, Detroit; Kelvinator Corp., Detroit; Hydraulic Brake Company, Detroit; Honeywell Specialties Company, Wabash, Ind.; Jeffery-Dewitt Insulator Company, Kenova, W. Va.; E. S. Evans & Company, Inc., Detroit.

Byron G. Moon Company, Inc., Proctor Building, Troy, N. Y. Now handling the following accounts: National Leather Glove Association, Glversville, and the Associated Knit Underwear Manufacturers of America, New York.

Morse International Agency, 449 Fourth avenue, New York. Will make up lists in July for Booth's Hyomei Company, Ithaca, N. Y., manufacturers of "Hyomei" and "Miona."

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Placing account for Parrott-Hester Company; handling accounts for Apartments Company, Detroit, and Toledo Metal Wheel Company, Toledo; placing account for the Weis Manufacturing Company, Monroe, Mich., manu-

facturers of office specialties; placing account for Eugene Mack Company, distributors of "Superite" pencils.

Frank Presbrey Company, 456 Fourth avenue, New York. Making yearly contracts for the B. C. Corporation.

William H. Rankin & Company, 180 North Wabash avenue, Chicago. Issuing orders and contracts on Haynes Motor Car Company, Kokomo, Ind.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Making 5,000-line contracts for the Potter Drug & Chemical Company.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 2,800-line contracts for the Resinol Chemical Company.

Frank Seaman Company, 470 Fourth avenue, New York. Using 224 lines, 7 times, for Amory, Browne & Company (Buster Brown Hosiery).

Russel M. Seeds Company, 330 University square, Indianapolis. Making 2,800-line contracts for the Pinex Company.

Franklin P. Shumway Company, 453 Washington street, Boston. Placing account of the Glastenbury Knitting Company, Addison, Connecticut, manufacturers men's knit wool and cotton mixed underwear, also wool in two-piece and union suits.

Stack Advertising Company, 29 East Madison street, Chicago. Using about a dozen eastern newspapers for Swift & Company on "Sun Brite Cleaner."

J. Walter Thompson, 14 East Jackson boulevard, Chicago. Adding some towns in the Southwest on their advertising for Richardson Roofing Company, Lockland; have placed orders and contracts on Odorcno Company, Cincinnati, some Eastern papers, Ohio papers, and some others being used.

Tracy-Parry Company, 412 LaFayette bldg., Philadelphia. Placing account for Morrison & Company, Baltimore, manufacturers, "Paul Jones" middie suits.

Tuttle Better Advertising, Greensboro, N. C. Planning an advertising campaign for the Greensboro Chamber of Commerce.

Williams & Cunyngnam, 111 Fifth avenue, New York. Using 80 inches, twice, for Bull Durham tobacco.

A. Pratt, Boston.

FAVORED DOUBLING AD RATES

John Wanamaker Thus Expressed Himself Just Before His Death

Gordon H. Cilley, advertising manager of the Philadelphia Wanamaker store, said in the course of a talk before the Poor Richard Club of Philadelphia that in a conversation with John Wanamaker shortly before his death the merchant had said he favored smaller advertising space and double rates.

"Mr. Wanamaker was by no means a prophet," Cilley said, "but just a man with an extraordinary amount of wisdom and judgment. 'If the newspapers are going to save themselves and be useful to the world,' Mr. Wanamaker said, 'they will have to double their advertising rates. Thus they will be able to reduce honest advertising to its proper proportions. Continuing, Mr. Cilley said:

"Newspapers thus will come to a new dignity and usefulness. There will be a saving of white paper and that means a saving of forests. The double-truck advertisement will become a thing of the past and possibly the full-page advertisement, too. Certainly the full-page advertisement will be reserved for the announcement of unusual importance. Big, flaring type, poster layouts, extravagant pictures and false advertising generally will have to go. People are getting tired and beginning to resent the extraordinary volume of advertising that appears in the daily newspapers. They resent the extravagance of the copy; they resent the voluminous, unhandy bundle that the average newspaper has become. The newspapers will be able to make enough out of their increased rates so that they can refuse all advertising that is not good and serviceable and true. I believe that the newspapers charge too little to maintain themselves in a useful sphere."

Magers on Penn Committee

J. W. Magers of the Norristown Times Herald was elected a member of the executive committee of the Pennsylvania State Editorial Association at the recent convention in Atlantic City. The name was previously given in EDITOR & PUBLISHER as D. L. Meyers.

Radio Station in Fall River

The Fall River (Mass.) Evening Herald took a page ad in its June 20 issue to announce an early opening of its new broadcasting station, the first in the city.

6,000

Newspaper consolidation is the trend of the times and Boone, Iowa, is now a one-newspaper city.

The Boone News-Republican and the Boone County Pioneer have been merged into the

BOONE NEWS - REPUBLICAN and PIONEER

The consolidation resulted in a daily net circulation of 6,000, a coverage of the city of Boone and adjacent territory within a twenty-mile radius.

There is no richer or more prosperous territory in the world than Boone County, Iowa. This medium will tell your story to everyone in this territory.

IT COVERS COMPLETELY

MAKE EACH MINUTE ONE OF MAXIMUM PRODUCTION

The speed of the printing press is controlled by the Rollers. Pressroom delays are both aggravating and expensive. To maintain maximum production the entire day and minimize pressroom delays, a non-meltable Roller is a necessity. Duplex Rollers meet this demand. They are non-meltable and can be used equally well on a cool, dry day or a hot, humid day, without changing from soft to hard Rollers, thereby effecting a great saving in time, particularly during the summer months.

Duplex Rollers are manufactured only at the five addresses below:

BINGHAM BROTHERS COMPANY
(Founded 1849) Roller Makers

406 Pearl St., New York.
89 Mortimer St., Rochester.
521 Cherry St., Philadelphia.
131 Colvin St., Baltimore.
Allied with BINGHAM & RUNGE CO.
E. 12th St. & Power Ave., Cleveland, O.



IOWA

IS BUILDING PERMANENT ROADS

Iowa's Primary Road System connects county seat towns and is an important net work of over 6,600 miles. Rapid progress has been made in the development of this modern road system under the direction of the Highway Commission. Iowa now has

- 256 Miles Paved
- 290 Miles Gravelled
- 2,418 Permanently Graded

Permanent roads will make Iowa farms much "nearer to market"—increase the transportation facilities—increase the value of farm property—make possible the marketing of products at the most favorable time regardless of weather conditions.

Iowa's road building means prosperity for the farmer—the basis of prosperity for Iowa towns and cities.

Iowa farmers almost without exception are readers of a daily newspaper. How to reach them, and their use for your products will be gladly explained to you by these newspapers.

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

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

†Government Statement, April 1, 1923.

FEAR CANADA SEIZURE OF PAPER INDUSTRY

Three Speakers at Watertown Pulp Mill Chiefs' Convention Sound Warning on Danger of Embargo

A warning note was sounded by three speakers at the dinner held June 21 in Watertown, N. Y., by the Northern New York Division of the Paper and Pulp Mill Superintendents' Association. It was in effect: "Stick to your guns and fight hard, or you will find the paper industry of this country transferred to Canada."

J. H. O'Connell, former president of the National Association of Superintendents, and toastmaster, said: "Canada is almost ready now to place an embargo on the exportation of pulpwood to America. If that should happen, it would mean the extermination of the paper industry in Watertown and all northern New York."

Charles E. Nicely, president of the LaSalle Paper Company of South Bend, Ind., declared that Canada was well situated to take the entire paper industry of the continent within her borders, and that the domestic industry, as well as every other American industry, was in need of protection.

George W. Sisson, president of the Racquette River Paper Company of Potsdam, N. Y., went a step farther and said: "If Canada wishes to conserve her pulpwood supply in the interests of timber conservation only, I cannot blame her, but if she wants to keep it selfishly to herself alone, then she is acting in bad faith internationally. There have been grave sentiments expressed in the papers emanating from the Canadian capital."

At the afternoon session, held after the superintendents had visited the Bagley and Sewall plant, Homer E. Stafford of Knowlton Brothers was re-elected chairman; W. H. Bridges of the Defiance Paper Company, Niagara Falls,

was made vice-chairman, and W. J. Argy of the St. Regis Company was re-elected secretary and treasurer.

Those present at the meeting included: Leonard Mann, National Anilin Chemical Company, New York City; J. McLean, Sherman Paper Company; S. H. Slack, Sherman Paper Company; Fred Norwood, International Paper Company; Levi A. Fralick, Algonquin Paper Corporation, Ogdensburg; H. L. Ropes, Sherman Paper Company; N. Rigabari, National Paper Products Company of Carthage; E. L. Outerson, Carthage Sulphite Pulp & Paper Company; R. S. Martin, St. Regis Paper Company; E. J. Nolon, Diana Paper Company of Harrisville; H. E. Rockwood, Champion Paper Company of Carthage; Thomas Holt, Racquette River Paper Company of Potsdam; W. G. Davis, Albany Felt Company; G. H. Spencer, SKF Industries, Inc., New York City; H. E. Stafford, Knowlton Bros. Paper Co.; W. J. Argy, St. Regis Paper Company; Mayor Robert E. Cahill, Watertown; George W. Sisson, president Racquette River Paper Company, Potsdam; W. J. Livingston, Dexter Sulphite Pulp & Paper Co.; James Quinn, Hinde & Dauche Paper Co.; C. T. Wright, Champion Paper Company; C. H. Bishop, United States Rubber Company; F. A. Cornell, Foundations Company, New York City; F. E. Cuddeback, General Electric Company.

Blain Heads Tulane School

Tulane School of Journalism will reopen at the next session under direction of Dr. Hugh Mercer Blain, who established the School of Journalism at Louisiana State University when he was managing editor of the Baton Rouge State-Times. Since 1920 he has been manager of the Associated Rice Millers of America and editor of the Bull's-Eye.

96-Page Issue in Pueblo

The recreational edition published June 3 by the Pueblo (Col.) Chieftain contained 96 pages, instead of 60, as previously stated.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Page

AUNT DEE DAILY CHILDREN'S STORY
The children love them.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 East 42d St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week.
Philadelphia Sunday Item, Philadelphia, Pa.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Strips

"DO YOU THINK HE DID?"
Two-Column Comic
Fall River Independent publishes it.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY
Mrs. Contrary Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

FAMOUS FANS—In 3 col., great stuff.
KIDDIE KAPERS—In 2 col., real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

PERCY AND FERDIE
6 column strips—19 years old.
There's a Reason.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Fiction

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

BIG WRITERS—BIG STORIES
Love, Mystery, Adventure, Romance
Metropolitan Newspaper Service, N. Y.

Full Page Mats

EXPLOIT AND ADVENTURE ARTICLES
Thrills—Action—Suspense
Metropolitan Newspaper Service, N. Y.

Home Decorations

HOME BEAUTIFUL, by Dorothy Ethel Walsh.
Practical, Artistic, Fascinating.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Newspaper Halftones

HALF COLUMN HALF TONE,
1½ in. deep, for \$1.10; ten for \$9.00.
Independent Engraver, 256 W. 28th St., N. Y.

Photo News Service

SEND US YOUR NEWS AND FEATURES
pictures. We pay \$3 and \$5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

WE BUY NEWS AND FEATURE PHOTOS
The Photonevs Company,
142 West 32d St., New York City.

Percentage of Savings Bank Depositors GREATEST IN NEW ENGLAND

New England is recognized as the thriftiest section of the entire United States. Massachusetts with a population of 3,852,356 has 2,593,287 savings bank depositors or 67 per cent of the population. New Hampshire ranks next with 58 per cent, followed by Connecticut, Vermont, Maine and Rhode Island with 54, 33, 31 and 27 per cent respectively.

Forty per cent of America's savings is concentrated in New England which contains only seven and a half per cent of America's population.

The number of telephones in use, in proportion to the population, gives a very good idea of the class of people living within a state or territory. In this respect New England makes a remarkable showing, over 15 per cent of its population being telephone subscribers.

These newspapers in these cities have no equal, as a group anywhere in the United States. The cities are leaders in prosperity in these New England States and the papers are leaders in service.

Use These Daily New England Newspapers

MASSACHUSETTS—Population, 3,852,356

	Circulation	% of Pop.	% of Pop.
**Attleboro Sun(E)	4,805	.0275	.0175
†Boston Sunday Advertiser... (S)	481,029	.70	.70
*Boston Globe(M&E)	380,608	.45	.45
*Boston Globe(S)	323,511	.55	.55
Boston Telegram(E)	145,113	.20	.20
†Boston Transcript(E)	88,238	.20	.20
*Fall River Herald.....(E)	14,206	.045	.045
*Fitchburg Sentinel(E)	10,739	.05	.035
†Greenfield Recorder(E)	3,350	.0175	.0175
*Haverhill Gazette(E)	15,916	.055	.04
*Lynn Item(E)	14,843	.06	.04
Lynn Telegram News.....(E&S)	14,636	.08	.05
Lowell Courier-Citizen and Evening Leader(M&E)	21,848	.06	.06
*New Bedford Standard-Mercury (M&E)	32,349	.08	.08
*New Bedford Sunday Standard (S)	33,037	.08	.08
†North Adams Transcript....(E)	3,334	.0375	.03
*Salem News(E)	30,346	.09	.07
Taunton Gazette(E)	3,268	.04	.03
*Worcester Telegram-Gazette (M&E)	73,053	.24	.21
*Worcester Sunday Telegram. (S)	44,470	.13	.15

MAINE—Population, 768,014

†Bangor Daily Commercial... (E)	15,080	.05	.04
*Portland Press Herald... (M&S)	27,993	.07	.07
*Portland Express(E)	27,839	.10	.07
*Portland Telegram(S)	33,050	.10	.07
†Waterville Sentinel(M)	3,921	.035	.025

NEW HAMPSHIRE—Population, 443,683

†Keene Sentinel(E)	3,384	.03	.024
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RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,123	.0386	.03
†Pawtucket Times(E)	24,413	.07	.06
†Providence Bulletin(E)	61,333	.15	.13
†Providence Journal(M)	33,083	.09	.09
†Providence Journal(S)	37,433	.14	.14
†Providence Tribune(E)	23,313	.10	.09
*Westerly Sun(E&S)	4,305	.023	.023
*Woonsocket Call(E)	13,306	.04	.04

VERMONT—Population, 332,423

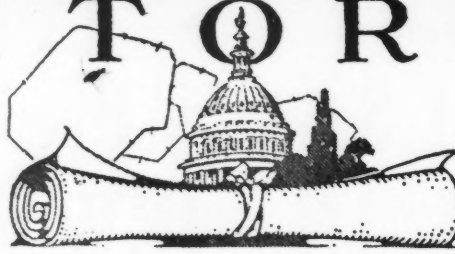
*Barre Times(E)	6,319	.03	.025
†Bennington Banner(E)	3,037	.0123	.0123
Burlington Daily News.....(E)	7,183	.04	.04
*Burlington Free Press... (M)	11,970	.05	.05
*Rutland Herald(M)	10,131	.04	.04
†St. Johnsbury Caledonian-Record (E)	3,573	.0214	.015

CONNECTICUT—Population, 1,330,681

†Bridgeport Post-Telegram (E&M)	45,201	.14	.14
†Bridgeport Post(S)	13,686	.09	.09
Hartford Courant(D)	29,730	.08	.07
Hartford Courant(S)	48,000	.10	.09
†Hartford Times(E)	45,533	.13	.12
*Meriden Record(M)	7,130	.045	.023
†Middletown Press(E)	7,737	.03	.023
†New Haven Register....(E&S)	35,514	.10	.09
*New London Day(E)	10,725	.06	.045
†Norwich Bulletin(M)	11,333	.07	.03
Norwalk Hour(E)	4,953	.03	.03
*Stamford Advocate(E)	3,503	.0375	.03

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

EDITORIAL



A GAME OF MILLIONS

NEWSPAPER men should have read with pride in their hearts the news items this week that told of the appraisal of a 10 per cent interest in the New York Times at \$1,157,000, and of the annual report of the London Daily Mail, Evening News and Weekly Dispatch, revealing a total advertising income of \$15,000,000 and net profits of \$4,300,000 in the fiscal year just ended. New York Times stock earned a 1922 dividend of 50 percent; the London papers paid 40 percent.

Concerning varieties of journalism that are almost as different as kinds of journalism can be, both events give proof that the rewards of newspaper work are for the men who give to it their lives, with a solid idea as their foundation and unflinching purpose as their driving power. The fortune that the New York Times today represents—an appraised official valuation of over \$11,500,000, based, it is believed, on factors that did not include its enormous goodwill—stands high above all previous marks, but the Times balanced its books in red ink only 25 years ago.

The Northcliffe press was the creation of a young man, without money capital, but with an uncommon sense of what large numbers of people liked to read and the ability to select men who could produce that reading matter.

Both of these great newspaper fortunes were founded on the originality that takes old fundamental ideas and develops them simply to their approximate perfection. Money was a small factor in either case. The Times was saved not by the \$75,000 that Adolph S. Ochs scraped and borrowed in 1896, nor by the bonds that were sold. It was saved by the idea that there were enough people in New York who would buy a paper whose primary, secondary and sole appeal was NEWS, and interpretation of that news, to make such a paper a business possibility.

News, as such, was also the main stock in trade of the great Northcliffe dailies, although it was not their sole appeal. The New York Times is exhaustive in its news treatment, the London Daily Mail is intensive, the "much in little" idea developed to a point that is reached by few American journals. The New York Times injected sanity into a New York journalism that sometimes savored of a vaudeville show. The Northcliffe papers introduced sparkle and spirit into a Fleet Street that seemed to be writing for inmates of exclusive clubs and other homes for the aged.

Neither imitated anybody or anything. They found a wholly unoccupied field. They filled it. The management of both knew long ago that their judgment was right and profitable—how profitable all the world knows now.

It is usual nowadays to refer to newspaper ownership as a millionaire's game. It was just as much a millionaire's game 30 years ago, when Northcliffe was matching his brains against old entrenched capital in London. It was certainly a game of millions in New York in 1896, with the New York Herald Company sending \$10,000 a week to the "Commodore" in Paris and putting as much to his deposit in New York, and with other newspapers earning substantial, if less sensational, profits. Yet Northcliffe and Ochs found brains and tenacity more than adequate as substitutes for capital in seven figures.

Today the returns of success are larger and more widespread than they were 30 years ago. A number of newspapers are now valued at more than a million dollars, few at more than \$10,000,000, but there are hundreds today worth over \$100,000 which would have brought little more than junk prices a few years ago. Much of their value is in the goodwill that is created by day-to-day service to the public and which cannot be built on dollars or bought with dollars with any guarantee of permanence. Triflers cannot win, except by staying out of the newspaper business and leaving it to the millionaires they prate about so glibly.

But between brains and millions there can be no debate because brains as always will continue to be the victor.

TRADITION SUPERSEDED BY CHRIST'S LAW

Section 4.—Matthew 5:21-26.

21 Ye have heard that it was said by them of old time, Thou shalt not kill; and whosoever shall kill shall be in danger of hell fire's judgment:

22 But I say unto you, That whosoever is angry with his brother without a cause shall be in danger of the judgment; and whosoever shall say to his brother, Raca, shall be in danger of the council; but whosoever shall say, Thou fool, shall be in danger of hell fire.

23 Therefore if thou bring thy gift to the altar, and there rememberest that thy brother hath aught against thee;

24 Leave there thy gift before the altar, and go thy way; first be reconciled to thy brother, and then come and offer thy gift.

25 Agree with thine adversary quickly, while thou art in the way with him; lest at any time the adversary deliver thee to the judge, and the judge deliver thee to the officer, and thou be cast into prison.

26 Verily I say unto thee, Thou shalt by no means come out thence, till thou hast paid the uttermost farthing.

INEXCUSABLE LAW-BREAKING

WITHOUT sense or reason, disaster is becoming a common part of Presidential tours. This is a matter of deep concern to the newspaper world, because newspaper men have been the principal sufferers.

There is no more reason for the members of a Presidential party to ignore the written laws of municipalities and the unwritten law of the road than there is for the common citizen.

Local committees seem to think that one of the highest tributes they can pay distinguished guests is to ignore every natural law of safety. The danger of a foolhardy driver does not fall upon the distinguished visitor whose right of way is over-zealously guarded, but upon the men whose everyday duty it is to follow him and chronicle for the country his doings.

Ben F. Allen, of the Cleveland Plain Dealer, forfeited his life in the performance of his duty while campaigning with President Wilson in 1919, under circumstances that warranted bitter censure. At the same time Stanley Reynolds, of the Baltimore Sun, and Robert T. Small were seriously injured. That accident should have been sufficient to have brought a halt to this reckless practice, but in the early part of the administration of President Harding, Frank Sartwell, of the Washington Post, was injured when his car turned turtle at Frederick, Md., when he was trying to keep up with the pace being set by the Presidential car. The accident in which Thomas F. Dawson and Sumner Curtis, two former newspaper men, lost their lives, and Donald Craig, of the New York Herald, was seriously injured at Bear Creek Canyon, Colorado, last Sunday, is no more excusable.

Just why there should be law-breaking every time a President or member of his traveling party gets into an automobile has never been explained, but newspaper men seem to be the ones whose lives are in danger, and they should demand a reform and refuse to be a party to a continuance of the practice.

WHEN the auctioneer raises his hammer and shouts "gone" his audience is naturally limited. But why have prospective customers waste their time. The Detroit News has a press to sell but instead of advertising an auction sale is announcing its offering in the columns of EDITOR & PUBLISHER this week to the highest bidder by mail or telegraph. Why not apply the same principle to real estate?

CHEAP ADVERTISING

HANDBILLS are the cheapest form of advertising and they bring returns in proportion to their costs. It adds nothing to their dignity but the name of the newspaper appearing on it is, however, a reflection upon a newspaper when it stoops to that form of advertising.

Handbills are a form of advertising that have repeatedly proved a failure when used on a large scale and at great expense. A recent example was in Pittsburgh where a Shopping News, a glorified reproduction of its single sheet brother, suspended in the bulk handbills are harmless—they have never changed any of the established channels of trade. The most serious charge that can be made against them is that they immediately become litter and create an unnecessary fire and health risk.

Within recent weeks New York newspapers have been making much ado about the ignorant and the unthinking who litter up the city's public parks and have even demanded arrest and punishment of the thousands of offenders. This would seem to be a very poor taste so long as those same newspapers persist in placarding lampposts, trees and elevated structures with handbills of their own that within a few hours become a part of the litter of the streets and the small breathing spots in the congested sections of the city. Within a week four policemen were kept busy one entire afternoon removing handbills tied to posts in the downtown section to prevent their being blown free to disfigure City Hall Park.

It seems strange that newspapers will persist in this form of advertising, when they live by selling the greatest producing medium of the world. The first purpose of the advertising department of a newspaper is to sell newspaper advertising space; the second duty is to sell their particular paper. Hence, when newspapers wish to reach the readers of other newspapers why don't they show faith enough in the thing they live by to buy space in that or other competitors.

John Wanamaker once told EDITOR & PUBLISHER that the reason he had dropped all forms of advertising for his Philadelphia store, except the daily newspaper was because he found them to be the only place in which the advertisement was a welcome guest to the prospective customer. At the same time he said that advertising, such as the billboard, which disfigures and robs the landscape of much of its beauty was offensive to many prospective customers. What applies to the Philadelphia store of Wanamaker's applies alike to the advertising of the daily newspaper and particularly the throw-away. When it litters up a public park or thoroughfare it is just as offensive to the decent citizen as the wooden plates remaining on the ground after a picnic lunch.

There are a great many newspapers throughout this country that would profit greatly by taking stock of their own forms of advertising; there is no question about their strengthening their own arguments when they go out to sell newspaper advertising space.

KNOW YOUR CITY

THIS week EDITOR & PUBLISHER presents a survey of the merchandising possibilities of New York City. There is nothing unusual about this from the standpoint of service. This is the second analysis of New York, but it is only one of more than fifty that have been issued for the trading areas of the nation.

Nothing more clearly indicates the great advance that has been made in the advertising world in recent years. The advertising space-buyer of today demands facts about the community before placing business with the individual newspaper.

The wise newspaper man will give first consideration to selling his city—selling his newspaper will come easy after that has been accomplished. The market surveys issued from time to time by EDITOR & PUBLISHER are designed first of all to help you sell your city.

PERSONAL

J. L. STURTEVANT, publisher of the J. Wausau (Wis.) Record-Herald, has been elected president of the Wisconsin Valley Church Club, an Episcopal organization which takes in ten parishes in the diocese of Fond-du-lac.

K. L. Ames, publisher of the Chicago Journal of Commerce, has returned home after making the trip on the Leviathan.

A daughter was born June 20 to Mr. and Mrs. John H. Kelly, of Sioux City, Ia. The father is editor of the Sioux City Tribune.

A. D. Lasker, former chairman of the United States Shipping Board, returns to take active part in the Lord & Thomas advertising agency, Chicago, the latter part of July.

Charles B. Hollinger, former editor of the Lancaster (Pa.) New Era, was appointed editor of the division of publications, Department of Property and Supplies, by A. Nevin Detrick, Director of Publications of the State of Pennsylvania.

Senator Arthur Capper, owner and publisher of the Topeka Capital and the Capper publications, will give his fifteenth annual birthday party to the boys and girls of Kansas July 14.

Arnold Mulder, for 15 years connected with the Holland (Mich.) Sentinel and for several years its editor, was given the degree of Doctor of Letters by the council of Hope College in consideration of his work. Dr. Mulder has written for many magazines and is the author of several books.

Wesley W. Stout, formerly of the Kansas City Star and now a feature writer for the Saturday Evening Post, will accompany his father, F. W. Stout, and Clarence Smith on a trip over the cliff dwelling section of the Southwest. The elder Stout will write a book on the cliff dwellers.

Robert Glass, managing editor of the Lynchburg (Va.) News, was recently discharged from a Baltimore hospital after being under treatment there nearly two months following a serious surgical operation, spent a few days in Richmond preliminary to resuming his duties in Lynchburg.

Maj. Henry A. Shorey, dean of Maine journalists, is retiring at the age of 83 from the active management of the Bridgton News, founded by him in 1870. He has been totally deaf for several years. He was the first G. A. R. charter member in Maine.

A. L. Fish, former business manager of the Portland (Ore.) Journal, now connected with the Salt Lake Telegram, has put out a booklet on "Salt Lake City—Center of Scenic America."

W. D. Smail, veteran Palestine, Tex., newspaper man, on June 19 observed his 74th birthday anniversary. He was in the newspaper business at Palestine before the Civil War and is today the oldest native-born resident of that city.

IN THE EDITORIAL ROOMS

GEORGE L. COOPER, formerly of Lincoln, Neb., has joined the reportorial staff of the San Antonio Evening News.

Hugh Steele, veteran newspaper man of Denver, who has been critically ill many weeks, was recently removed from St. Anthony's Hospital to his home, where he is reported improving slightly. Steele has been blind for several years but up to the time of his illness continued to write special articles.

John Standish, just graduated from the Halsey, Ore., High School, has gone to work for the Wenatchee (Wash.) Sun.

J. E. Wilson, for several years on the San Antonio Evening News staff, has resigned.

Horace C. Smith, feature writer for the Fort Wayne (Ind.) Journal-Gazette, has gone to the Chicago Journal to do general reporting.

E. Hassler, formerly editor of the

North Clackamas (Ore.) Reporter, has joined the staff of the Gold Beach (Ore.) Reporter.

C. Farrington Greene, who has been writing for the magazine pages of the Chicago Herald & Examiner as "dream editor," gave a talk on "Editing a Resort Magazine," at the Casa Maria Club, June 12, before leaving for Bethlehem, N. H., where he will edit White Mountain Topics. The club's program also included talks on "Newspaper Cartooning," by Peter Llanuza, and "The Artless Girl Reporter," by Josephine Huddleston, both of the Herald & Examiner.

Earle D. Wilson, a reporter on the New Bedford (Mass.) Standard, was given a farewell dinner by his fellows on the occasion of his resignation to become assistant manager of the Olympia Theater.

Burton T. Bliss, a recent graduate of Alfred University, has joined the staff of the New Bedford (Mass.) Standard.

F. W. Kirk of the Anadarko (Okla.) Tribune, is suffering from a paralytic stroke. His son, Fred, has charge of the paper in his illness.

John E. Ford, Jr., formerly with the Wichita (Kan.) Eagle, has found a berth in the editorial department of the Hutchinson (Kan.) Gazette.

Miss Dorothy Inou is now assistant society editor of the Hutchinson Gazette.

Maurice Almy Aldrich, the "Hornet's Nest" man of the St. Paul Daily News, has resigned to join the staff of the Providence (R. I.) Journal, of which his father, the late Col. Moses A. Aldrich, was city editor in the long ago.

Miss Doris Sykes of Eugene, Ore., at one time a reporter for the Salem Statesman and for the past year engaged in editorial work on the Cottage Grove Sentinel, has announced her engagement to Georg Bjorsen of Cottage Grove, a railroad man. The wedding will take place in November, and the couple will leave immediately thereafter for a stay of several years in Norway.

Homer Fiebett, reporter of the Buffalo Courier, has resigned to edit a new house organ to be published by the Dunlop Tire & Rubber Corporation of America.

Thomas G. Michelmore has resigned as assistant city editor of the St. Paul Daily News to cast his fortunes with the Chicago American.

Meredith Thomas of the Wall Street Journal staff is engaged to marry Miss Augusta Wales of Englewood, N. J.

Henry W. Loesch, sports editor of the Arkansas Gazette, was a prize winner in a "Save the Surface" campaign for 1924, according to an announcement by the Paint and Varnish Trade News Bureau, Philadelphia.

M. L. (Bert) Fahey, for 12 years on the editorial staff of the New Haven Union, and long its city editor, has joined the staff of the New York World.

Philip Newill of Portland, Ore., has been elected editor-in-chief of the Daily Palo Alto, student publication of Stanford University. He has been managing editor.

Earl Lutz, city editor of the Richmond (Va.) Times-Dispatch, has been promoted to Sunday editor, a newly-created position. He is succeeded on the city desk by T. D. Eaton, hitherto assistant city editor.

Frank West, formerly on the reportorial staff of the Richmond (Va.) News Leader, is an addition to the copy desk of the Times-Dispatch.

H. T. Smith, chief of the New York World's news art department, is spending his vacation on his Montclair, N. J., farm.

Charles R. Adams, formerly with the Minneapolis Journal, has resigned as secretary to Governor J. A. O. Preus to conduct the Governor's campaign as candidate for United States Senator.

Henry B. Crozier and George N. Briggs are "doing politics" for the St. Paul Dispatch-Pioneer Press.

Henry Tyrrell, art critic of the New York World, has returned from Europe.

Stephen Speier, associate editor of the

FOLKS WORTH KNOWING

CHARLES C. YOUNGGREEN, who has been director of Advertising and Publicity of the J. I. Case Plow Works Company, of Racine, Wisconsin, has resigned to become vice-president of the Klau-Van-Pietersom - Dunlap Advertising Agency of Milwaukee. As a mark of appreciation for his work, the plow works has placed its account in his hands.



CHARLES C. YOUNGGREEN

Mr. Younggreen has been prominent in the agricultural field for years. He was advertising manager of the Kansas Farmer, and successively general manager, and vice-president and publisher of that publication. He was prominent in Kansas State and county fair work, and was twice appointed by the governor as a delegate to the International Dry Farming Congress. He retired from the Kansas Farmer to enter the World War, serving in the Aviation Branch of the Royal Flying Corps and the United States Army. After the war he was Publicity Counsel to oil companies at Fort Worth, Texas, and later as sales and advertising manager of the Southern Beverage Company of Galveston. He left the South to re-enter the agricultural field as director of advertising of the Wisconsin Agriculturist.

Mr. Younggreen is a director of the Audit Bureau of Circulations, and prominent in the Associated Advertising Clubs of the World, and the Association of National Advertisers. He has been president of the Racine Advertising Club for two terms, and in this capacity created and directed "Made-in-Racine Week." He is also President of the Lions Club of Racine, and a director of the reorganized Association of Commerce, and a member of the City Planning Commission of that body, and also a Director of the Community Chest Fund.

Fairmont (Minn.) Daily Martin County Independent, has been appointed game warden.

Miss Theresa Archer has become city editor of the Kirkhoven (Minn.) Banner.

Nate E. Reece, editor of the Pratt (Kan.) Daily Tribune, was one of the representatives of the Pratt Rotary Club to the International Rotary in St. Louis.

W. E. Babb, associate editor of the Rock Island Magazine, has been made editor, succeeding H. E. Remington.

Oliver E. Carruth, formerly with dailies in New York, Rochester and Newburgh, N. Y., and more recently on the editorial staff of Music Trades, New York, is now connected with the publicity department of the American Federation of Labor, Washington, D. C.

Miss Phyllis Proebstle, formerly of Cincinnati, has been named photoplay editor of the Atlantic City Gazette-Review and the Sunday Gazette.

Albert J. L. Ford, attached to the staff of the Boston Traveler, has been promoted to lieutenant colonel, Reserve Corps. He also becomes assistant chief of staff of the 94th Division. He served overseas as captain of the headquarters troop of the Yankee Division.

Arthur S. Grossman, formerly sports editor of the Atlantic City Gazette-Review, is now on the editorial staff of the Philadelphia Evening Bulletin.

William D. Sullivan, 40 years on the Boston Globe and 35 years city editor, was the guest of honor at a Globe family party in Young's Hotel. He was presented with a silver pitcher. The dinner was a surprise. George Dimond was chairman of the arrangements committee and read letters from Charles H. Taylor and William O. Taylor accompanied by a substantial purse. A. A. Fowle, managing editor, closed the festivities with reminiscences of the city room.

Mrs. Louise Landis Bahmer, newspaper woman of Pittsburgh, and her son, John Bahmer, aged 4, were seriously injured when an automobile in which they were riding overturned in a collision. George L. McCoy of the Chronicle-Telegraph reportorial staff was driving the car when the accident occurred. He escaped injuries, but his wife was badly bruised. A son of Mr. and Mrs. McCoy escaped injury.

Leslie Gould, former Syracuse newspaper man, has been named assistant city editor of the Atlantic City Daily Press, succeeding Russell Morris, who resigned several weeks ago.

Joseph D. Hale, formerly reporter for the Sioux City Tribune and now employed by the United States Bureau of Markets at Omaha, has been transferred to the Chicago Stockyards.

Conger Reynolds, former staff writer for the Des Moines Register and Tribune and later a Washington, D. C., newspaper man, now vice-consul at Halifax, has returned to his post after a leave of absence.

Edward Moore, music critic of the Chicago Tribune, and his wife were in an auto accident recently. Both have recovered from their injuries.

The newspaper that provides its readers with the Haskin Service gains in public good will.

Anard W. Littman is the latest addition to the sports staff of the Atlantic City Gazette-Review.

Miss Effie Alley, reporter for the Chicago Journal, surprised her friends by getting married and leaving on her honeymoon.

J. T. Williams, formerly associated in diplomatic circles in the Orient, has returned to the reportorial staff of the Chicago Journal.

Frank J. Stillman, editorial writer on the Waterloo Courier, has resigned and gone to California.

Patrick Maloney, formerly county building reporter for the Chicago Tribune, is the day editor in place of Harvey Duell, transferred to another department.

Joe David, golf editor of the Chicago Tribune, went East to cover the annual meeting of the Public Links Association in Washington, D. C.

J. H. Lowry, news editor of the Sioux City Tribune, is improving after an illness.

Harry Camfield, formerly of the copy desk of the Chicago Evening American, has resigned to take up publicity work.

Two of the Chicago Tribune's pretty switchboard operators are leaving July 14 to be married. They are Anna McLaughlin, who has been with the newspaper more than ten years, and Margaret Newton, employed there three years.

William B. McCormick, political editor of the Chicago Herald & Examiner, Victor Harris and Henry Paynter are on the rewrite desk during the vacation season.

IN THE BUSINESS OFFICE

IRA REBMAN, former circulation manager of the Eugene (Ore.) Morning Register, has taken a similar post on the Salem (Ore.) Morning Statesman.

George D. Cunningham, after 20 years service with Texas newspapers, recently resigned from the advertising staff of the San Antonio Express and Evening News to go to work for the Kuhn Oil Company of San Antonio.

E. J. Gillis of Kansas City has joined the business office force of the Longview (Wash.) News.

O. C. Hammons of the San Antonio Express city room has transferred to the advertising department of the same paper.

Fred E. Lovell, advertising salesman for the St. Paul Daily News, is the first president of the Ramsey County branch of the Izaak Walton league, just organized.

Phil M. Knox, circulation manager of the St. Paul Daily News, who has done perhaps more than any other man in that city in the matter of training carriers and newsboys, has resigned to manage the circulation of the Sacramento (Cal.) Bee.

Robert A. Sellers, general manager of the Chambersburg (Pa.) Valley Spirit, has resigned to become assistant manager of the Du Bois Press, catalogue builders and process color printers, Rochester, N. Y.

Beatrice Jeanette, 12-year-old daughter of T. O. Huckle, business manager of the Ypsilanti (Mich.) Daily Press, was taken suddenly ill with acute appendicitis and was rushed to Beyer Memorial Hospital, Ypsilanti, where she was operated upon. Her condition is favorable.

Marvin Bogle, connected with many Kansas newspapers in the advertising and printing end, has been selected as salesman and service manager of the Grit Printery, Wichita. He served his apprenticeship under the late Elbert Hubbard of East Aurora, N. Y.

H. B. Baker has been appointed manager of Pacific & Atlantic Photos at Chicago. He succeeds Charles L. Mathieu. Mr. Baker was Mr. Mathieu's assistant.

LeRoy Berglund, classified advertising manager of the Atlantic City Daily Press and Evening Union for the past three and a half years, has resigned to

take a similar job with the Cincinnati Evening Post.

James Cleary, manager of the business survey department of the Chicago Tribune, leaves in July for a trip to Europe.

Walter Lightbody, who returned to Chicago a short time ago from Paris where he was auditor of the European edition of the Chicago Tribune, was married recently.

Gladys Rockmore has left the advertising art staff of the Chicago Tribune and is now free lancing. In the June number of Fashions, she has a full page of illustrations on sports apparel. Edith Lawson has joined the advertising art staff and has taken over the work formerly done by Miss Rockmore.

Capt. H. I. Nelson has succeeded Louis Hudson as purchasing agent for the Chicago Tribune boats and timber properties on the St. Lawrence River. His new position takes him to Montreal from Ottawa, where he had been active in the sports of his regiment.

WITH THE AD FOLKS

E. R. TEWKSBURY, for the past eight years proprietor of a Scranton advertising agency, has become advertising manager of Stoehr & Fister, home furnishings.

The Governor Fastener Company, New York, announces appointment of Hyman Blumberg as advertising manager. A general campaign is being planned. Mr. Blumberg was employed as solicitor and copy writer in 1918 for the foreign language display department of the Rite-service Advertising Company. Since then he has done reportorial work for the New York Globe and the Bronx Home News, as well as free-lance newspaper and magazine writing and advertising.

P. W. Lampertine, treasurer of the Advertising Club of Sioux City and advertising manager of Pelletier's department store there, has resigned to take a similar post with Lebeck Bros. at Nashville.

MARRIED

MISS CONCHA LOZANO, sister of Ignacio E. Lozano, publisher of La Prensa, San Antonio Spanish daily, has become the bride of Jose G. Gonzales. Mr. Gonzales is manager of La Prensa office at Laredo, Tex.

J. I. Phillips, advertising manager of an Ottawa department store and formerly with the Toronto Globe and the Ottawa Free Press and Journal, recently married Miss Oleida Grondin of Ottawa.

George M. Brazer and Miss Ethel Berlin, delegates from the San Francisco Ad Club to the Spokane convention, were married in Vancouver, Wash., June 16.

William Francis Killine, of the San Francisco Call, married Miss Genevieve Durnford in San Mateo, Cal., June 16.

Louis Bernhardt, a playwright, formerly with the New York World, and Miss Lillian Kemble Cooper, actress, were married at Greenwich, Conn., June 19. They will spend their honeymoon abroad. The bride is a member of the famous Kemble stage family and recently played in "The Mountebank" in New York.

Harry Hammond, Jr., son of the editor of the Byron (Cal.) Times, married Miss Fay Corbin at Rio Vista May 27.

Henning Edward Stallings, bookkeeper for the Newport News (Va.) Daily Press, and Miss Bessie Brightwell McDaniel of Richmond were married in the latter city June 23.

Robert French, of the reporting staff of the Columbus (O.) Dispatch, married Miss Dorothy Owen in Urbana, O., June 23.

Miss Sylvia Hall of Des Moines recently became the bride of Carl H. Frees of Chicago. She was formerly employed in the plant of Successful Farming.

J. Huston McCollough, police reporter on the Lancaster (Pa.) Intelligencer, son of Managing Editor Austin E. McCollough, and Miss Edythe L. Johns, until June 1 in charge of rural circulation for the Intelligencer and News-Journal, were married June 21.

Herrick Brown of the New York Sun staff and Miss Avalite E. Howe, daughter of the late ex-Mayor and Mrs. George A. Howe of Marlboro, Mass., were married recently.

Kent Perkins, night editor of the Boston Herald, and Mrs. Josephine G. Hills, widow of Dr. F. L. Hills, who was superintendent of the Bangor, Me., State Hospital, were married recently.

Charles F. Weddle, managing editor of the Bristow (Okla.) Daily Record, and Miss Daisy Wilcox, of Topeka, were married recently. Mr. Weddle was formerly on the Topeka Daily Capital.

The engagement has been announced of Albert S. Baker of Concord, N. H., managing editor of the Concord Monitor-Patriot, and Miss Gladys E. Peabody, of Lawrence, a graduate of the Lowell Normal School and for the past two years a teacher at the Barker school.

Edwin D. Foster, former editor of the Cape May County Times, of Sea Isle City, N. J., married Miss Edith May Frescolom of Philadelphia June 21. The romance began when Miss Frescolom nursed the newspaper man through a serious illness in the Hahnemann Hospital, Philadelphia.

William Schwobel, one of the editors of the Glassboro (N. J.) Enterprise, a weekly paper, married June 24 Miss Helen Roberta Mead, daughter of former Sheriff and Mrs. Robert Mead. Schwobel and two brothers own the Enterprise.

James W. Morris, newspaper man, and Miss Juliet Privet were married at Texarkana, Tex., June 11.

NEWS SERVICE AND SYNDICATE NOTES

S. P. RICHARDSON, of the Chicago office of the Associated Press, has been transferred to the Oklahoma City bureau. Charles M. Cummings has been appointed early morning editor at Chicago to succeed him.

T. R. Keniston, now covering the Legislature at Springfield, Ill., for the Associated Press, will be transferred to Chicago on adjournment of the Legislature as outside local man, succeeding L. Pollard, resigned.

Frederick Roy Martin, general manager of the Associated Press, has been spending the last week at Cambridge, Mass., attending the 30th anniversary reunion of his class at Harvard.

W. E. Chilton, Jr., has become a member of the Associated Press representing the Charleston (W. Va.) Gazette, succeeding T. S. Clark.

C. C. Rosewater has succeeded Lester J. Clarke as a member of the Associated Press, representing the Seattle Post-Intelligencer.

L. H. Selz has been employed at the Chicago office of the Associated Press as vacation relief editor.

J. D. Gortatowsky, of the general management of the King Feature Syndicate, sailed June 16 on the Rotterdam for Europe to spend two months.

Did you hear Fred B. Smith Say It?

It is the opinion of convention hounds that no man in recent years has aroused more enthusiasm in an A. A. C. W. convention than did Fred B. Smith on the opening afternoon.

He showed the necessity of world peace and stressed the place which the Christian church must play in this program.

And the advertising men applauded him to the echo.

The Christian church will be ready to assume its large responsibility in world affairs when each individual unit of the universal church is functioning at its best.

You, Mr. Advertising Manager, can help the churches in your town to be a more potent force for good by helping stimulate attendance at regular services. The use of display space can fill churches just as easily as it can crowd the basement of the most popular department store.

The Church Advertising Department has copy for this purpose which dozens of newspapers have used in space which they have donated or have sold to local advertisers.

Proofs may be obtained from Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price for use is less than thirty cents a week.

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

Editor and Publisher has had a large part in selling this copy to publishers. This weekly space is donated to the Church Advertising Department.

Half-A-Million Dollars
in our first four 1923 campaigns

Another record which shows Hollister supremacy in circulation building. The campaigns were for:

- The Washington Post
- The Atlanta Journal
- The Memphis Commercial Appeal
- The Dallas Morning News

We are now conducting campaigns for:

- The Chattanooga Times
- The Duluth News Tribune

Fall campaigns are now being booked. Wire or write us care of either paper.

HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.



BY EDITH HOLLICK OLIVER.

Unique and Inimitable
Write to the
HOL-NORD FEATURE SERVICE
500 Fifth Avenue New York City

In New Orleans it's
THE ITEM

"The African World"
AND
"Cape-to-Cairo Express"
Published every Saturday in London.

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

Rudolph Block, of King Features Syndicate, sailed June 16, on the Rotterdam, to spend a few weeks abroad.

Pearce Davis, night editor of the Associated Press at Spokane, has been transferred to the San Francisco office. He is succeeded in Spokane by Harold Turnblad, who has been day editor. Norman Collins succeeds Turnblad. All three are graduates of the University of Washington School of Journalism.

R. J. Dnstman, Associated Press correspondent at Columbus, Ind., has been sent to the Chicago office as vacation relief editor.

R. J. Jeffreys of the Jeffreys Syndicate, Columbiana, O., who set out a year ago to make a tour of the world, found it impossible to complete the journey and has returned home, after visiting 14 countries. He will drive a car to San Francisco and later make his way through Asia Minor to Europe.

George B. Morris is the Hagerstown, Md., representative of the International News, and telegraph operator for the Daily Mail. He succeeds Fred S. Rigsdill.

THE AGENCY FIELD

THE PITLUK ADVERTISING COMPANY of San Antonio has made annual presentation of medals to students of the advertising class at the University of Texas for preparation of the two best advertising campaigns. The gold medal was awarded to Coy Williams, silver one to Miss Anne Dennis.

The Press Discount Service, New York, is now known as the Bromberg-Chanin Company. Frank Bromberg was formerly in the merchandising department of the New York American. More recently, he has been Brooklyn manager of the Long Island Daily Press. Leo Chanin was formerly sales and advertising manager of C. Nestle Company, New York. At one time he was with the Standard Rate & Data Service, Chicago, and advertising manager of the Greensboro (N. C.) Daily Record.

C. E. Williams has resigned from the advertising department of the Hartford Fire Insurance Company to join the staff of the Manternach Company, advertising agency and merchandising counsellors of Hartford.

A. C. Hamilton, of the National Advertising Company, Cleveland, has been elected president of the Lions Club of that city.

Walter R. Howell, formerly with Brooke, Smith & French, Inc., Detroit, and later with the Martin V. Kelley Company of Toledo, has joined the staff of the Standard Motor Truck Company of Detroit as sales promotion manager and assistant to the general sales manager.

G. W. Brogan, advertising manager of the Black & Decker Mfg. Company, Baltimore, manufacturers of portable electric tools, has announced that January 1 he will conduct an agency under the name of G. W. Brogan, Inc., specializing in the automotive field. He will have the Black & Decker account.

Stanley P. Seward has been appointed advertising manager of the White Company, Cleveland, motor truck manufacturers, succeeding M. H. Newton.

P. C. Handerson has resigned as advertising manager of the Cleveland Twist Drill Company, Cleveland, to join the service department of Fuller & Smith, Cleveland agency.

Frank H. Lord, of the advertising department of the Cadillac Motor Car Company, Detroit, has joined the copy department of the Campbell-Ewald Company, Detroit.

J. A. Stuart, formerly advertising manager of the Herpicide Company, Detroit, has become manager of the Los Angeles office of Fralick & Bates.

The corporation name of Hoyt's Service, Inc., has been changed to Charles W. Hoyt Company, Inc. The personnel remains the same.

LeRoy A. Clark, formerly advertising manager of Hineloch Bros. & Co. and

proprietor of the Advertising Art Service, has joined the staff of Whipple & Black, taking charge of the direct mail division. He formerly held a similar position with the Caslon Press.

L. D. Brewer, proofreader for the Globe-Democrat, has joined the Gardner-Globen Buck company as a layout man.

The Wylie B. Jones Agency, Inc., of Binghamton, is increasing its capital stock from \$50,000 to \$200,000.

Albert M. Sterling, for three years art director with Procter & Collier, Cincinnati, has joined Thresher Service, New York, in the same capacity.

CIRCULATION NEWS AND NOTES

THE annual newsboys' night of the Chicago Evening American was held June 18 at White City. Every newsboy in the city was eligible for admittance. Thousands of boys accepted the invitation.

Walter G. Andrews, formerly circulation manager of the Johnstown (Pa.) Ledger, has been appointed circulation manager of the Norristown Times-Herald.

Frank S. Hay, circulation manager of the Lewiston (Me.) Sun, is resting for a few weeks in Canada following his attendance at the I. C. M. A. convention.

Norman B. Wamsher, circulation manager of the Norristown (Pa.) Times-Herald, has resigned to enter a new business engagement.

NEWS OF THE CLUBS AND ASSOCIATIONS

MRS. HARRIET HAWLEY LOCHER has succeeded Mrs. Theodore Tiller as president of the District of Columbia League of American Penwomen. Other new officers are: Mrs. Dorothy DeMuth Watson, first vice-president; Mrs. Larz Anderson, second vice-president; Dr. Loy McAfee, recording secretary; Mrs. Blanche Ray, corresponding secretary; Mrs. William H. Hoses, assistant corresponding secretary; Mrs. Francis Steele, auditor; Mrs. H. S. Nillken, librarian, and Mrs. Aaron D. Newman, historian.

The Advertising Division of the Chamber of Commerce of Portland, Ore., has been formed, with the following officers: President, R. E. Morrison, business manager of the Western Farmer; vice-president, Joseph A. Davidson, of the Oregonian; secretary, John W. Kennedy, Commercial Advertising Company; directors, P. J. Macauley, Joseph R. Gerber, W. D. McWaters and H. P. Deuber.

Newspaper editors of King and Kitsap Counties, Washington, have formed an association with Harrison W. Mason of the Rainier Valley Times as president and B. P. Kunkler of the Bainbridge Island Beacon, secretary.

Officers have been elected by the Advertising Club of Honolulu as follows: President, G. Stanley McKenzie; first vice-president, Prof. K. C. Leebriek; second vice-president, Dr. Charles Barton; secretary-treasurer, Henry Bredhoff.

Ralph Hinman, former secretary of the Hutchinson, Kan., Ad Club, was chosen president at the annual election. He succeeded Ray Streeter. Other officers chosen were: Jim Davis, vice-president; Floyd Abbot, secretary; Phil Baddeley, treasurer; Steven Johnson, Howard Waller, Minot English, Lloyd Lewis, Ernest Wolesslagel, directors.

Six Kansas newspapermen, headed by United States Senator Arthur Capper, have been initiated as associate members of the K. S. A. C. chapter of Sigma Delta Chi, professional journalism fraternity. The initiation culminated the activities of the Kansas Agricultural College organization for the past year. Besides Senator Capper, O. W. Little of the Alma Enterprise, Marco Morrow of the Capper Press, Carl F. White, managing editor of the Kansas City Kansan; Dan Casement, contributing editor of the Breeders Gazette, and Floyd C. Nichols

MORE!

THE JOURNAL is read by more Milwaukee and Wisconsin people than any other publication in the world. 120,000 families, nearly a half million readers.

"Try It Out in Representative Milwaukee"

The Milwaukee JOURNAL
FIRST - by Merit

WE RENDER A SERVICE

specializing solely in newspaper, publishing and printing buildings. What this service has accomplished will be outlined on request.

S. P. WESTON
Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

The
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America.

The
Pittsburgh Press
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH MEMBER A. B. C.
Foreign Advertising Representatives:
I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. MORRIS HILL, Hearst Bldg., San Francisco

EVENING HERALD
Los Angeles, Calif.
Gained 29,347 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 186,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.
IT COVERS THE FIELD COMPLETELY.
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

First for Food!

-THE EVENING MAIL*
With Alfred W. McCann

With Alfred W. McCann, the country's leading food expert, this newspaper is the strongest food products medium in the Greater New York merchandizing territory.

THE EVENING MAIL

New York, N. Y.

*Net Paid Circulation Now 200,000 Daily.

"In Boston It's the Post"

Circulation Averages
for 1922

BOSTON DAILY POST
396,902

Copies Per Day

BOSTON SUNDAY POST
401,643

Copies Per Sunday

First in Local, General and
Total Display Advertising

THE
KNICKERBOCKER PRESS
(Morning and Sunday)

and

ALBANY EVENING NEWS

COVERS

ONE BIG MARKET

Albany, Troy, Schenectady

AND

The Capitol District

NATIONAL REPRESENTATIVE

John M. Branham Co.

**Million
Dollar
Hearst
Features**

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

of the Capper Farm Press received their work.

George W. Marble, editor of the Fort Scott (Kan.) Register, was re-elected chairman of the Association of Kansas and Western Missouri Associated Press Editors at the annual meeting at Kansas City, Mo. Ralph Hoppe, correspondent at Kansas City, was chosen secretary.

At the annual election of the Philadelphia Club of Advertising Women, Katharine Flanagan, advertising manager of La France Manufacturing Company, was elected president. The following directors were also elected: Blanche F. Clair, of the Holmes Press; M. Helen Campbell, of H. D. Dougherty & Co., Inc., manufacturers of "Faultless Bedding;" Anna K. Johnson, Elsa Raetzer, Martha T. Shade, Empire Advertising Agency; Minnie M. Sweeting, of Raymond & McNutt, papers; Ida E. Thomas, and Gertrude H. Shearer, of the Philadelphia Electric Company.

The Pittsburgh Press Club re-elected John E. McKirdy, president. Other new officers are: honorary president, A. E. Braun; first vice-president, L. C. Carson; second vice-president, T. W. Morris; directors, J. M. Costin, Daniel E. Davis, L. B. Sisson, J. V. Long.

New officers of the Hartford Advertising Club are: president, John W. Longnecker, manager of the service department of the Hartford Fire Insurance Company; first vice-president, Clarence T. Hubbard; second vice-president, Lloyd M. Church; secretary, Dan Frazier; treasurer, J. Herbert Hinlay; directors, L. A. Soper, C. F. Olin, G. M. Butler.

Mrs. E. J. Archibald, was elected president of the Montreal Women's Press Club at the annual meeting May 31. Other officers elected were: vice-president, Miss Esther Botting; recording secretary, Miss Madeleine de Soyres; corresponding secretary, Miss Marguerite de Lisle; treasurer, Miss Mabel Britain; historian, Miss Mary Brooks; in charge of visitors' book, Miss Doris Hemming.

Miss Ferol Tyler succeeds Mrs. C. M. Bodin, nee Luhmann, as secretary to H. C. Hotelling of the National Editorial Association in St. Paul.

The Junior Advertising Club of New York on June 2 elected the following officers: President, Adam Piret, advertising manager J. F. Jelenko & Co.; vice-president, J. W. Linahan, True Story Magazine; secretary, Walter Meinzer, Good Housekeeping; treasurer, J. J. Smith, Texas Oil Company.

The 34th annual convention of the Virginia Press Association will be held at Newport News July 5, 6 and 7. The date was selected so as to enable publishers to attend their State meeting and go from there to White Sulphur Springs to attend the 21st annual convention of the S. N. P. A.

E. F. Fable, of Topeka, was elected president of the Kansas, Mo., Good Fellowship Club of the Associated Press at its annual meeting at the Hotel Baltimore. The club is composed of employees of the Associated Press and their members. J. L. Miller of Kansas City was re-elected secretary treasurer.

United States Senators Watson of Indiana and Fess of Ohio were the speakers at the annual summer meeting of the Indiana Republican Editorial Association at South Bend, Ind., June 7-8. Officers of the association are: president, George D. Lindsay, Marion; vice-president, G. A. Elliott, Newcastle; secretary, W. O. Feudner, Rushville; treasurer, H. C. Willis, Waterloo.

The "Men's ticket" beat the "Juvenile ticket" at the annual election of the Advertising Club of Louisville May 29. Byron W. Orr of the Herald was the candidate of both factions. Others chosen were: president, F. F. Gilmore, Jr.; first vice-president, C. N. Mullican; second vice-president, Harry H. Wagner; treasurer, W. A. Harris; directors, R. H. Lindsey, A. R. Magee.

The Calgary Women's Press Club held its annual meeting for 1923 when the following officers were elected: president, Mrs. Byrtha Stavert; first vice-president, Mrs. Reginald Smith; second vice-presi-

dent, Mrs. R. J. Deachman; secretary, Mrs. J. M. Erickson.

Carl W. Jones has been elected president of the Minneapolis Advertising Club, succeeding Louis Burgess. Other new officers are: H. P. Wickham, first vice-president; E. C. Hillweg, second vice-president; and Truman Brooke, secretary and treasurer. The new directors are Louis Burgess, Henry Hodapp and Perry S. Williams. William F. Jones, advertising manager of the Journal, was the delegate at Atlantic City.

The Daily Newspaper Publishers' Association of Connecticut on June 19 elected the following news officers: President, Frank E. Sands, Meriden Journal; vice-president, E. J. Thomas, Norwalk Hour; secretary, Johnston Vance, New Britain Herald; treasurer, William A. Hendrick, New Haven Times-Leader; directors, John D. Jackson, New Haven Register; George C. Waldo, Bridgeport Post-Telegram.

WITH SCHOOLS OF JOURNALISM

JOURNALISM students who conduct the University Daily Kansan, student publication of the University of Kansas, heard their faults exposed and their foibles magnified at the annual Kansan Board banquet held at Lawrence, Kan., the night of Wednesday, April 18. Besides members of the board, faculty members and their wives, and former students who were members of the board while in school, were present. The Kansan Board is composed of advanced students in the department of journalism, and from its ranks are chosen the editors and business staff. The annual banquet is merely a good-time affair. All seriousness is laid aside, and each member is treated to a generous quantity of the "razzberry" by his fellows. Faculty members are served the same portion.

The University of Iowa announces that \$25,000 worth of equipment has been purchased for its journalism students. A Duplex flat-bed press with a capacity of 6,000 eight-page papers an hour and three linotypes are part of the new equipment. The plant when assembled will probably be one of the most modern in the State with a daily morning paper with leased wire and other features.

WITH THE SPECIALS

DAN A. CARROLL, 150 Nassau street, New York, will move uptown July 1, to 110 East 42nd street and occupy offices in co-operation with John B. Woodward. Mr. Carroll also makes announcement of his resignation as New York representative of the Philadelphia Bulletin effective Aug. 4. The Bulletin will operate its own New York office from that date.

Beginning July 1, Verree & Conklin will represent the Kansas City Post nationally. They now represent it in the West.

Harry J. Wittschen will become manager of the San Francisco office of Verree & Conklin, July 1, succeeding Allen Hoffman who goes to the Portland Oregonian. Mr. Wittschen has been for several years with the New York office of Verree & Conklin.

Announcement is made of the incorporation of Farley & Godvin, with offices at No. 25 Beaver street, New York City. The new organization specializes in financial advertising, and now represents the Boston Herald-Traveler, Philadelphia Record, Cleveland News-Leader and Rochester Times-Union. Robert S. Farley started the business some years ago. He has spent most of the last 15 years representing newspapers in Wall Street. John B. Godvin has had wide experience in selling advertising.

Hamilton-Delisser, Inc., will become national advertising representatives of the Niagara Falls (N. Y.) Gazette July 1.

The S. C. Beckwith Special Agency has been appointed national advertising representative of the El Paso Times.

The St. Louis office of the S. C. Beckwith Agency will move July 1 from the Post-Dispatch building to the Syndicate Trust Building.

Features by

Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver

and others

The McNaught Syndicate, Inc.
Times Building, New York

Westchester County's
Greatest Advertising
Medium

THE
DAILY ARGUS

Mount Vernon, N. Y.

Carried

Over 7,000,000

Lines in 1922

This is the Greatest Amount of
Advertising Carried by Any
Paper in This Important County.

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.
Marlborough Bldg. Lytton Bldg.
New York Chicago

in **WISCONSIN**

The Sunday Telegram has the largest circulation of any Milwaukee newspaper. The latest government report shows 121,053 NET PAID. The Telegram belongs on your list.

April circulation average

131,749
NET PAID

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

**TO REACH
BALTIMOREANS
WHO BUY**

**Make a Test of the
BALTIMORE
AMERICAN
and
BALTIMORE
NEWS**

*They Go Into the Hames
and Stay There*

**PAID
CIRCULATION
SELLING
CAMPAIGNS**

Great increase in your circulation in a few weeks—all paid in advance—nothing under six months. Conservative service—positive results. Sixteen years of substantial success. Service you will like. Ask about us.

THE PULTZ CO., Ltd.

32 Sec. Nat. Bank Bldg.,
READING, PA.
Long Distance 2418-R

**The Buffalo Territory
Offers Big Possibilities
To National Advertisers**

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

**HOTALING'S
News Stand**

IN NEW YORK

At the

North End of the Times Building
Broadway and Forty-third Street

*Sells more out-of-town newspapers than
any other news stand in America*

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway... Here is a mammoth news stand which sells newspapers from every city in the world... Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."—Boston Transcript, Oct. 29, 1921.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

ADVERTISING their own publication and building up the habit of saving money in their community which is a constructive habit, the Birmingham News has deposited in the Bank of Ensley the sum of \$10,000 to be divided among the readers of the News who start a savings account at this bank during the next 12 months. Every reader who starts an account and deposits as much as twelve dollars will get one dollar out of the News fund. The idea is to encourage the saving habit and build up a stronger citizenship. Needless to say it places the News in the minds of the people as a constructive institution worthy of their support and co-operation.—Helen Bethea, Southern News Service, Box 2472, Birmingham, Ala.

There are in every city some filling stations which are on the highways which are most greatly traveled by folks who leave the city on Saturday afternoons and Sundays on week-end trips or on little jaunts. These stations naturally do a big business on Saturday afternoons and Sundays and they would do an even bigger business if they would advertise. So the paper might get up a page of ads from these stations with a heading calling attention to the fact that all motorists leaving on Saturday at the week-end must pass one or more of these stations and urging all the motorists to patronize the stations. Such a page could be easily worked up by the paper.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

It pays to go after local tie-ins for foreign advertisements. The Marion (Ind.) Chronicle has scheduled ten ads for the New Perfection Oil Stoves and Ovens to be inserted within a twelve-week period. Fourteen dealers in New Perfection stoves and supplies were sold space surrounding the mother ad for the entire campaign. This will mean close to 2,000 inches of extra business for the Chronicle.—Robert B. Miller, The Chronicle, Marion, Ind.

The Sioux City Journal is now running a contest with prizes totalling \$300. The page is made up of local firms. A nomination blank is to be filled out which counts 100 votes as a start for the nominee. Each advertiser on the page will give sales slips on each purchase. Goods advertised on this page will bear labels. Sales slips and labels will count one vote for each cent of purchase. Special cans placed in four of the stores advertised are to be used for dropping slips and labels. The contestant having the largest number of votes in 13 weeks is declared winner. A total of six prizes will be awarded. First, \$100; second, \$75; third, \$50, and three prizes of \$25 each.—A. R. Davison, 3624 No. 41st street, Omaha, Neb.

A page in an Ohio paper recently, headed "Purveyors to the Kresge Cafeteria." Among the firms which gave the page their advertising support were an ice cream manufacturer, dairy, bakery, meat market, wholesale grocer, etc. Looks like an easy seller to me. You can always get the co-operation of your big hotel or cafeteria, because of the free publicity they receive. The "purveyors" will fall in line as a matter of course when their big customers say "Yes."—G. C. Marcle, Rep.-Journal, Ogd., N. Y.

An attractive page that both satisfies the readers and at the same time pulls advertisements, is the photography page. A few short articles on amateur photog-

raphy illustrated by several uncommon snapshots, distinguished either by beauty or humor, can draw in a heavy load of advertisements. I have seen a paper run a periodical page on these lines, and it was invariably well stocked with manufacturers' announcements. Incidentally, it was a feature that brought in many congratulatory letters from readers, which praise was worth while in itself.—David Sutherland, 11 Buccleuch street, Glasgow, Scotland.

A variation for the market page consists in working up a page with the salesman for some brand which he wishes to push in your locality. Many wholesale grocery houses are glad to co-operate to the extent of paying for a part of the space used. The page enclosed shows additional space all sold for a year's run. The only requirement being that the brand be featured at the top of the advertisement.—S. M.

Every year for the past few years the Dallas News has carried a "Pets, Poultry and Live Stock" campaign in their paper during the month of February. This annual edition has become widely advertised and through consistent effort has been built up until it runs from one to three pages with advertisers from every part of the country. A live mailing list of poultry and live stock raisers circularized every year, accompanied by testimonials from satisfied users of this special the year before, will enable any newspaper to build up a large volume of business on poultry and supplies in an annual edition similar to this.—J. E. Withers, Fort Worth Star Telegram, Fort Worth, Tex.

Nearly all users of bank checks in quantities desire an individual check printed to order but do not have them because of the expense. A live printer can make arrangements with the banks to allow its customers the same amount on checks printed to order as it would cost the bank to furnish its regular checks, which is about \$2 the thousand. This gives the customer a reduction that will often induce him to give the printer a job, with more money for the printer, no extra expense to the bank and with considerable satisfaction to a customer who likes to deal with a live printer.—Elbert Bede, Cottage Grove, Ore.

When a prominent man visits Hiawatha, Kan., the advertising manager of the Hiawatha World takes advantage of the visit by making it net him a page of small but neat appearing ads. Ed Howe, nationally famous as editor of the Atchison Globe, visited Hiawatha recently. The World man put a picture of Mr. Howe in the center of his layout, surrounding it with 4x4 ads. In each there was one of Mr. How's characteristic philosophical paragraphs, and the working of these gave the key to an advertisement for a particular commodity. The layout was made up and taken around to the merchants, who eagerly bought the space.—Chester L. Shaw, 840 Kentucky, Lawrence, Kan.

We print a letterhead with the following: "Cash in on the ideas sent out every once in a while by your Home Town Paper. Insert changes and firm name and send them back to YOUR paper." Below this heading we paste ad suggestions clipped from exchanges or ad services. Many return the copy for use that week.—H. J. Whitacre, The Lindsay Post, Lindsay, Neb.

THE NEW ORLEANS STATES

In two years has increased
Daily over 17,000
Sunday over 41,000
Present averages are
Daily over 54,000
Sunday over 77,000
Rate 12c flat Daily
15c flat Sunday

Advertising gain for 1922
1,025,432—Greatest in the South
Represented by
**THE S. C. BECKWITH
SPECIAL AGENCY
NEW YORK**
**JOHN M. BRANHAM CO.
CHICAGO**

From nothing—to

200,000

in seven months

**DETROIT
SUNDAY
TIMES**

**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 BOSTON AMERICAN

Is showing two gratifying results of its three-cent price:

It has the Largest Circulation in New England at that price.

It is taking on a Higher Grade of Advertising every month.

QUALITY and QUANTITY
Go Hand in Hand.

BOSTON AMERICAN

MARKET NEWS REPORT TO BE EXTENDED

Appropriation Increase of \$300,000 Available to Department of Agriculture—Several New Offices Projected

Increased appropriations of \$300,000 annually, available to the Department of Agriculture July 1, will permit a long-desired extension of the department's market news service in several sections of the country. The service, which now constitutes one of the largest commercial leased wire and radio telegraph establishments in the world, will be extended from Kansas City to the Pacific Coast with new offices at Denver, Salt Lake City, and Portland. In the Southeast a branch office will be opened at Atlanta in addition to field stations already operating.

With the extensions the leased wire service will cover approximately 7,000 miles. The circuits will reach from Boston south to Washington, thence west to San Francisco or Los Angeles, connecting en route, New York, Philadelphia, Baltimore, Pittsburgh, Cincinnati, Chicago, Fond-du-Lac, Minneapolis, St. Louis, Kansas City, St. Joseph, Omaha, Denver, Salt Lake City. A special line will run from Kansas City to Fort Worth and Austin, and contracts have been made with several State Departments of Agriculture for the operation of offices at Trenton, Lancaster, Pa., Harrisburg, Columbia, Waipaca, Wis.; Jefferson City, Mo., and Sacramento. The Southeastern circuit will reach Richmond, Raleigh, Clemson College, S. C., and Jacksonville.

Operation of the circuits are carried on daily except Sunday from 6 A. M. to 6 P. M. through a highly-developed code system. Official estimates place the amount of the traffic handled on the circuits prior to installation of the extension at approximately \$650,000 annually based upon commercial message rates, with a cost to the Government of \$160,000.

As an example of the kind of information that is sent out over the circuits, livestock markets and receipts are dispatched, showing demand, wholesale prices and conditions. Flashes on cattle, sheep and hogs go out; butter and egg quotations; local quotations and information from big markets on vegetables and fruits. Considerable information also is given to other farm products throughout the day. At the close of the markets summaries of all commodities are sent for release to more than 2,000 news-The wire information at various branch offices are immediately communicated to producers by telephone, telegraph and radio, with the idea of getting daily before most every farmer an accurate picture of the national agricultural market situation.

TWIN SISTERS GRADUATE

Mable and Mildred Parker Get Journalism Degrees at Syracuse

Seven students were graduated from the Department of Journalism, Syracuse University, at the commencement exercises. The department has been functioning only four years, the entire student body now numbering about ninety.

Among the graduates were twin sisters Mable and Mildred Parker of Catskill, N. Y., both of whom were honored with cum laude. They look just alike and their professors have had difficulty to tell them apart during their four years in college. They won many honors, Mabel landing the Syracuse Journal Scholarship and a special \$100 best story prize. She was also editor-in-chief of the staff of students who edited the Geneva Times May 9.

Mabel is to become city editor of the Catskill Daily Mail. Mildred may go with the Kingston Leader.

All graduates have secured jobs. Sidney Cohen is on the editorial staff of

the Watertown (N. Y.) Times; Foster Potter, Norwich, N. Y., with the Syracuse Herald; Jeanette Ross, Syracuse, N. Y., doing free lance writing; Margaret Lancer, Seneca Falls, N. Y., Syracuse Post Standard; Phillip Schwartz, Gloversville, Post Standard. E. Rolf Daniels of Watervliet, Federal board student, is on the Syracuse

Telegram. James Burchard of Cleveland, a junior, is on the Syracuse Journal. Simon Kneller of Newark, N. J., a junior, is on the Newark News.

Farmers Grab Ad Space

The Waseca (Minn.) Journal not long ago put out a Farm Bureau number comprising 32 pages which carried 130 col-

umns of advertising at 50 cents an inch. The most striking thing was the page after page of space sold to farmers.

Sells Stock in Radio Plant

Someone has been obtaining money from unwary Detroiters by selling what purported to be stock in WWJ, the Detroit News radio station.

SUPPLIES and EQUIPMENT

For Newspaper Making

USED NEWSPAPER PRESSES

Scott Three Deck Two Page Wide Press, prints 4 to 24 pages, 8 columns, 12 ems, length of page 21 to 23 1/4 inches.

Scott Four Deck Two Page Wide Press, prints 4 to 32 pages, 7 or 8 columns to page, page length 23-9/16th inches. Can be shipped at once.

R. Hoe & Company Quadruple Press with color printing attachment, prints from 4 to 32 pages, 7 or 8 columns to page, sheet length 22 3/4 inches.

WALTER SCOTT & CO.

Plainfield, New Jersey
NEW YORK CHICAGO
1457 Broadway 1441 Monadnock Block

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

The New York Times has ordered Cline-Westinghouse Double-Motor Drive with full automatic push button control for four of their new presses.



MAIN OFFICE Eastern Office
Fisher Building Marbridge Building
343 S. Dearborn St. Broadway at 34th Street
CHICAGO NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Wanted: To Buy,

twenty-four or thirty-two page Hoe, Goss or Scott newspaper press with dry matrix Stereotype equipment. High Point Enterprise, High Point, N. C.

For Sale,

at half price. Six fonts linotype mats—8 point Old Style No. 1, with Antique No. 1. Double steam table with two gas fired boilers. News, Passaic, N. J.

For Sale—or Lease.

Fully equipped daily newspaper plant, ready to operate. Fifteen linotypes, monotype caster, Hoe and Goss Presses. All equipment in good condition. Located in Boston. J. H. Devlin, 309 Washington street, Boston, Mass.

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

Electric - Welded Steel Stereotype Chases

Made of Special Analysis Cold Drawn Steel, guaranteed accurate in every particular and of thoroughly dependable quality in material and workmanship. Chases repaired and altered. Makeup trucks converted into elevating tables.

Write for Prices.

American Steel Chase Co.
122 Centre St.
New York

Just Out—New Issue of "LISTINGS"

Contains details of nearly 200 newspapers. Thirty-four states are represented. Papers requiring from a few hundred dollars investment up to those needing more than a half-million to handle. We have some big papers in New York, Pennsylvania, Ohio, Indiana and Illinois as well as other states. If you want a newspaper anywhere regardless of the size, send for "LISTINGS." It's free. WE specialize in personal service and if you do not find the paper you want in our publication we can negotiate the purchase of any particular paper you want and at no charge to you. Write us regarding this matter.

MORE PAPERS WANTED

Publishers will find this a good time to sell. List with us. Same will be handled quietly and quickly. When requested, we do not publish details in "LISTINGS," but same are offered only to clients able to handle and who are seeking for such papers. Write us for details of our confidential plan.

PROMOTION WORK

Can take on a few more papers soon wanting advertising or circulation promotion. Experienced men, tried and proven plans and hard work will enable us to secure you results no matter how hard the conditions may be.

PUBLISHERS' SERVICE BUREAU

(Established 1916)
119 N. Bowman Street Mansfield, Ohio.
Owned and Managed by Experienced NEWSPAPER MEN.

Printers' Outfitters

Printing Plants and business bought and sold. American Typelouder's products, printers' and bookbinders' machinery of every description. Corner, Fendler & Co., 96 Beekman St., New York City.

GOSS

"COMET"

To its hundreds of users, the Comet Newspaper Press is more than a clever piece of machinery—it is an almost human helpmeet—a sturdy soldier, fighting their daily battle against time—the common enemy of every newspaper pressroom.

It prints and folds 3,500 four, six or eight-page papers per hour, and makes a wonderfully workmanlike job of it.

Send for circular and list of users.

The GOSS PRINTING PRESS CO.
1535 S. Paulina St. Chicago

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of Press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, check woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY
No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For these unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man. Married, 12 years' experience. An advertising salesman with initiative, has made good in the New York advertising. Wishes connection with publication in or near New York City. An interview will undoubtedly convince you of my ability. Excellent references. B-781, Editor & Publisher.

Advertising Representative. Seeks position with publication of merit in New York City. Age 28. Four years selling experience on National and Local Publications. Moderate salary or drawing account. Address Box B-781, Editor and Publisher.

Circulation Manager. Wishes to change position. 40 years of age. Married. Twenty-two years' experience. Fifteen years in executive positions. Best references from present and past employers. Address B-802, Editor & Publisher.

Classified Manager. Man of ripe experience, now employed, seeks larger field. Is competent and will produce on salary or drawing account for Republican newspaper. Answer today. Build up your classification this year. B-785, Editor & Publisher.

Classified Manager. 2 years' experience in city of twenty thousand desires immediate connection in middle west or west coast. Can furnish references from present employers. My methods have been successful; figures to prove. Salary forty per week until ability is proven. Address Box B-790, Editor & Publisher.

Editor. Copy reader, or special writer available; speedy and accurate; university graduate; eleven years' newspaper experience, including service on some of nation's leading papers; no objection to small city if conditions are right. B-788, Editor & Publisher.

Editor-Manager. Ten years' successful record towns up to 60,000, now employed, seeks change. Fine references. Address B-746, Editor & Publisher.

Editor and Manager. After 20 years' experience on large and small dailies, managing editor of leading paper in town of 120,000 seeks post as editor and manager of small daily. Has record as news and business executive along with a practical working knowledge of costs, mechanical and circulation difficulties, etc. My present salary is \$4,500 and bonus. Divided control makes change now, or in early fall, desirable. References the best. Here is an unusual chance for some publisher to shift his burdens onto an editorial and news expert who is 40, clean living, married and who grew up within the noise of a press and with a typewriter for a toy. Address Box B-743, Editor & Publisher.

Experienced Writer. In New York City seeks assignments for free lance work. Demonstrated ability in newspaper and magazine writing. Box H, 11, 26 E. 6d Street.

Graduate of Missouri University School of Journalism with reportorial experience desires position on local staff of Southern or Eastern newspaper. References. Address Box B-787, Editor & Publisher. Clippings furnished.

Managing Editor. Ten Years in city of 200,000, now employed on one of largest metropolitan dailies, desires to change. References. Address B-762, care Editor & Publisher.

Newspaper Business Executive with over twenty years' successful experience, both metropolitan and provincial, immediately available, preferring metropolitan location and permanency. Excellent record and references. B-778, Editor & Publisher.

STUDENTS HEAR ELLSWORTH

Former Brooklyn Newspaper Man Says Accuracy is Vital

Richard C. Ellsworth, secretary of St. Lawrence University and a former member of the staff of the Brooklyn Eagle, addressed the Press Club at Syracuse University one evening recently, on "Accuracy in the News." The Press Club is composed of students in the Department of Journalism.

Mr. Ellsworth emphasized to the prospective journalists the necessity for accuracy in every article which goes before the eyes of the public. Not only accuracy in names and dates, he said, for this

SITUATIONS WANTED

Newspaper Composing Room Foreman. Through consolidation one of the highest-class men in the business will be available soon; efficiency expert, keen executive, maximum producer; (union), just under 40. Est preferred but will consider any location if inducements warrant. Address B-788, Editor & Publisher.

Pacific Coast. Editor and manager, successful experience in news and business ends., available August 1 for southwest or Pacific coast job. Either department or both on small paper. References. Communications strictly confidential. Address B-797, Editor & Publisher.

Sketch Artist and Cartoonist having experience on New York daily wishes to connect with a large daily near New York. Can cover assignments and do comics as well. B-787, Editor & Publisher.

Telegraph Editor. Thoroughly experienced copyreader, head-writer and make-up open for job August 1. Steady, married. Best of references. Address B-791, Editor & Publisher.

This Dependable Producer of Revenue and Prestige will increase the advertising and strengthen the good-will of some western newspaper whose lineage is not keeping pace with its opportunities. He is backed by a record of successful solutions of newspapers' selling problems in local and foreign lineage and in metropolitan and small city fields. A capable executive and departmental organizer and a proven salesman of exceptional ability. 30 years old and married. You will find a highly satisfactory profit in him at \$250 to \$300 per month. Partnership dissolution releasing him in near future. For complete facts and his credentials just address a note to B-794, Editor & Publisher.

Wanted—Young man who has had six years' experience managing small dailies and weeklies desires change. Can do anything in the shop. At present am running a job office in town of 25,000. Desires change about July 1st or later. Write B-745, Editor & Publisher.

Wanted Position by circulation manager who knows Promotion and Circulation. Give your circulation manager charge of department and cooperation and you will get results. Member J. C. M. A. Want permanent position. Will make good or fire myself. Write full particulars first letter. What salary, etc. Available after July 4th. B-801, Editor & Publisher.

Young Newspaperman Aged 25, eight years all-around reporting and desk experience on small dailies of middle-west, is seeking position with future on live daily in live city of west or southwest. College education, prolific writer. Available about August first. B-795, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Afternoon Paper. One of oldest in Indiana, city of 5,000, summer resort town, good equipment, under same management for 60 years, for sale or lease. Competition stiff. Circulation slightly run down but can quickly be recuperated. Good reasons. Capable man with little money and lots of ambition can make mighty good. Will consider partner with unquestionable references. Or offer to man to take charge of plant. Wonderful opportunity for right man. Address B-784, care Editor & Publisher.

For Sale. Pacific Coast newspaper business doing annual turnover of \$130,000 in growing city. Or will sell half interest to good business manager. Salary \$5,000. Do not reply unless financed. Answer Box B-789, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Manager on only daily in good Kansas town of 12,000 with great possibilities of development. Salary and commission on increase if desired. Address B-786, Editor & Publisher.

Advertising Manager who can write copy and sell country merchants. Must be able to sell special pages. Five thousand city; paper has no competition and reaches nearly every house in wide trade territory. Thirty-five dollars to start. Position now open. News-Journal, Wilmington, Ohio.

Advertising Solicitor who has the ability to write copy and who can sell our newspaper as an advertising medium to hard headed business men. There is a future on this newspaper for a live congenial man. Box B-796, Editor & Publisher.

Circulation Manager wanted for the only daily Catholic newspaper in the United States to build up the national circulation. Good opportunity. Address daily American Tribune, Dubuque, Iowa.

Classified Salesman For new department, some experience, ability to plug, thorough belief in classified prime essentials. Basic salary \$25.00. Very generous commission on new contracts and lineage increase. Start immediately. State experience. Send photo or description. Do it now. Box B-797, Editor & Publisher.

Managing Editor California-want experienced man who can point to achievements in producing clean, interesting, attractive newspaper. State desired salary and when could come. B-779, care Editor & Publisher.

Proof Reader Wanted for Columbia Missourian, a 6-8 page daily produced by School of Journalism, University of Missouri, and circulated as general newspaper in city and county. Will consider only the highest type of proof reader; one who can help us improve. Columbia is ideal home town, the educational center of Missouri. Give qualifications and salary expected. Columbia Missourian, Columbia, Missouri.

CONVICTION SET ASIDE

Editor of Michigan Weekly Was Acused of Publishing Obscene Matter

Swift Lathers, editor of the Mears (Mich.) News, unique weekly publication, won a victory in the Michigan Supreme Court which set aside his conviction of having published and circulated obscene literature. The Circuit Court judge had directed the jury to return a verdict of guilty, and the Supreme Court held that the case should have been left entirely to the jury.

Lathers acted as his own attorney in both courts. He held that he did not know that the literature was obscene, and that his life's training had made it impossible for him to associate anything with the impure. The jokes in question related to Fatty Arbuckle and were printed in only a few copies, the editor said, at the request of a friend to whom he owed the favor. He admitted that the copies were labeled "Extra Wild."

The complaint was made by George Fuller, a prominent Mears resident, whom Lathers has since defeated for public office twice. It is doubtful if the case will be retried.

MEET ON FRIDAY, THE 13TH

Oregon Editors Who Do Not Attend Will Be Unlucky

The Oregon State Editorial Association will convene for its annual summer convention at Hood River on Friday, July 13, which will be an unlucky day for those who don't go.

The editors will be guests of the Hood River American Legion Post on its annual climb of Mount Hood. Another notable feature will be the annual banquet at the Columbia Gorge Hotel, one of the famous hostels of the Northwest, located on Columbia Highway. 70 miles from Portland, the nearest city of any

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Pacific Coast Representative M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York Established 1910

WE CONNECT THE WIRES

FEATURE WRITER—young, experienced. Would go from city editorship in Middle-West to broader field. Employer writes: "Seldom have I employed a man whose writings of features sound such a deep, yet easily understandable note. His ability as news gatherer and writer make him an asset to any daily." College graduate. Our No. 906.

FARNALD'S EXCHANGE, INC. THIRD NAT'L BLDG., SPRINGFIELD, MASS.

***** STARR SERVICE CORPS ***** Pierre C. Starr Furnishes successful practices and cooperative systems pertaining to any phase of ***** NEWSPAPER MANAGEMENT AND DEVELOPMENT ***** Increasing Advertising Earnings, Circulation, Etc. ***** Service limited to daily newspapers with not less than 15,000 circulation. ***** STARR SERVICE CORPS ***** Upbuilders of Newspapers ***** 42d St. & B'way New York City *****

great size. At this banquet J. Adam Bede, Chautauqua lecturer and humorist and former member of congress from Minnesota, will be the principal speaker. Congressman Nick Simnot of Oregon will be another speaker.

The convention will discuss a proposal to urge discontinuance of the official voters' pamphlet, published by the State of Oregon, and the use instead of newspaper advertising space for the printing of information now carried in the pamphlet.

New Weekly in St. John

The Maritime Family Herald, a weekly, has been established in St. John, N. B. Copies of famous paintings are being given away with subscriptions.

KESSLER

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU ST. NEW YORK

THEM DAYS IS GONE FOREVER

By Al Posen

The only comic strip
written in rhyme and set
to music.

UNITED FEATURE SYNDICATE

NORRIS A. HUSE, General Manager
World Building New York

Thomas W.
Briggs
Company
Headquarters
Memphis, Tenn.

We serve Publishers
in U. S. and Canada

Write for particulars
of our
Permanent
Weekly Business
Review Page

NEA

NEA FICTION

holds Summer circu-
lation. This is part of

NEA FULL SERVICE

Write for Samples and Rates

NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

WHILE President Harding's recent charge, that a large percentage of audiences, when the national anthem was sung, merely "mumbled the words," is fresh in the minds of the newspaper reading public a good feature story may be obtained. The Little Rock Engineers' Club is planning to test whether the "Star Spangled Banner" for choral purposes is beyond the range of the average male voice. One faction of the club maintained that the anthem was beyond the vocal power of the average male. Some insisted that the President's criticism was unwarranted for the reason that "very few Americans can achieve the rocket's red glare bar of the song without injuring their vocal cords." At the next meeting of the club the anthem will be sung before judges. Has any organization or society in your town discussed this feature? Perhaps you could encourage it and help promote such a test for a corking feature story. M. W. Taggart, Daily News, Little Rock, Arkansas.

What were the first industries in which your now prominent business men engaged? How many are in the same field in which they started? How many have changed? Why did they change? What were their first salaries? An eastern paper got a good story on this.—G. Harris, Danzberger, Hartsdale, N. Y.

The Lansing State Journal is organizing the "State Journal Peter Rabbit Club," for the children of the city between the ages of seven and ten years. A coupon is printed each day in the Journal as follows:

State Journal Peter Rabbit Club

I promise to protect all the dumb creatures who do good in the world and to be a loyal member of the Peter Rabbit club.

Name

Parent's Name

Birthday—Day..... Mo..... Year.....

Address

Send to: Peter Rabbit, The State Journal, Lansing, Mich.

Buttons and membership cards are to be furnished the children who join, and meetings will be held. The object of the organization, aside from creating interest in the paper, particularly in the animal stories for children (which are a regular feature in the Journal) is to teach the children the value of our wild creatures and to impress on their minds the fact that nearly all living things are of some benefit in the world and should be protected. The response on the part of the children was immediate, and before the first edition carrying a story of the new club had been off the press two hours one little lad had mailed his application for membership.—Cyril E. Lamb, 309 Ballard street, Ypsilanti, Mich.

The Florida Times-Union is running a feature that is attracting wide attention, especially among the schools and those interested in education. It is run under a two-column box head entitled "School Service and Home Education. How to Get the Greatest Value from the News of the Day." It occupies about half a column in length, and is classed under sub-heads, as follows: History, civics and economics, dealing with the legisla-

tive proceedings, both of state, country and local government, and phases of economic questions which should be commonly known; political issues; the Near East, or any topic of world-wide interest; English, under which head journalism is considered; general questions, dealing with geographic locations, historical allusions and general news of the day. The schools are adopting this method of teaching the news value, devoting a period each day to it. It has resulted in an increase in circulation, and an added appreciation of the newspaper.—Mrs. N. V. B. Horn, Sebring, Fla.

Under the caption "Is This Your Automobile," The Galveston (Texas) Daily News is publishing three or four times a week a picture of an automobile standing on a street in Galveston taken by the News staff photographer. The picture is taken showing the number plate of the automobile, and the owner is asked to call at the News office and identify the car. To every owner who identifies his car is presented some automobile accessory free of charge, this being presented by some dealer who is cooperating with the News in this publicity campaign. The News gives an order for the accessory and the motorist goes to the dealer and gets the accessory.—J. E. King, 311 N. Edgefield Ave., Dallas, Texas.

Is there a horseshoe pitching organization under way in your city or state? "Barnyard golf," as this pastime has been dubbed, is really a gentle art, when played by bankers, lawyers, doctors, etc., one newspaper reporter found out when he attended a meeting of a state convention of horseshoe pitchers and wrote a yarn that carried a two-column head on Page 1 in a Sunday morning paper in a town of 65,000. The reporter was under the impression that all the pastime required was two stakes, four horseshoes and much wind. But he found out different and wrote a whale of a feature yarn.—M. W. Taggart, Daily News, Little Rock, Arkansas.

What is the healthiest job locally, judging by the local death statistics? Compare the local statistics and see if farmers live longer than clerks and mechanics, etc. If a study of death statistics for the past one or two years was made some very interesting information along this line could be secured and this could be made into a splendid story.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

The Jackson (O.) Herald Standard-Journal has been looking up some of Jackson County's native sons now engaged in newspaper work throughout the country and finds a surprisingly large list of prominent workers. The editor says the hunch is a good one. Among the workers turned out by Jackson County are: Strickland Gillilan, humorist; Arthur S. Hoffman, editor Adventure; J. H. Williams, editor Fostoria (O.) Gazette; Ben Ames Williams, novelist; William Holcomb, New York newspaper contributor; Walter Evans, managing editor Billboard; Peyton Edwards, cartoonist; Truman Varian, Detroit Free Press; Thomas Emmett Moore, Cincinnati Enquirer; E. A. Bingham, Denver; Chester Brown, Nvack (N. Y.) Journal; Clyde Brown, New York, and J. H. Webb, Plain Dealer, Cleveland.

"Celebrities I Have Met"

by
JOE MITCHELL CHAPPLE

who has personally met and talked with more famous, men and women than any other living man.

A Daily Series of Intimate Stories

about people whose names are household words.

WIRE US FOR SAMPLES
AND PARTICULARS

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Newspaper Syndicate
373 Fourth Avenue, New York City

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A Comic Classic

in a daily strip.
Furnished by

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WIRE NEWS

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

BROOKLYN STANDARD UNION

has joined us for

SMILES

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

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

OHIO RANKS FIRST

	Circulation	2,500 lines	10,000 lines
†Akron Beacon Journal.....(E)	38,176	.10	.10
Akron Times.....(E)	21,416	.06	.06
Akron Sunday Times.....(S)	21,439	.07	.07
†Bellefontaine Examiner.....(E)	4,642	.02	.02
†Cincinnati Enquirer.....(M&S)	73,098	.17-.35	.17-.35
†Columbus Dispatch.....(E)	86,427	.17	.16
†Columbus Dispatch.....(S)	87,448	.17	.16
Columbus, Ohio State Journal.(M)	50,124	.12	.13
Columbus, Ohio State Journal.(S)	29,206	.12	.13
†Conneaut News Herald.....(E)	3,040	.0225	.0225
Dover Daily Reporter.....(E)	4,537	.02	.02
†Ironton Irononian.....(M)	3,310	.0179	.0179
Kenton Democrat.....(E)	2,400	.014	.014
†Lima News and Times-Dem... (E&S)	16,928	.07	.05
Lima Republican-Gazette....(M&S)	10,270	.05	.05
Middletown Journal.....(E)	5,117	.025	.025
†Newark American-Tribune....(E)	6,980	.025	.025
Piqua Call Press Dispatch....(E)	6,073	.03	.03
†Portsmouth Sun and Times..(M&E)	17,545	.06	.06
†Portsmouth Sun-Times.....(S)	11,923	.04	.04
†Steubenville Gazette.....(E)	8,551	.03	.03
*Toledo Blade.....(E)	102,875	.27	.25
†Toronto Tribune.....(E)	1,108	.015	.015
*Youngstown Vindicator.....(E)	26,134	.07	.07
*Youngstown Vindicator.....(S)	25,608	.07	.07

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

†Government Statement, April 1, 1923.

OHIO is FIRST in clay products, FIRST in rubber products, FIRST in the production of cash registers, FIRST in carriages, FIRST in glass electrical goods, FIRST in soda bottles, milk bottles and mineral water bottles, FIRST in stoves and spark plugs.

The evolution of success of every business enterprise is dependent on publicity, but the publicity to be effective must first cover a territory showing a high average pur-

chasing power and, second, be carried by a medium which has a local appeal and local confidence.

Ohio answers the first as to territory. Last year Ohio's 1,414,068 families had to their credit in the State Banks deposits totaling over \$1,269,000,000.

By reaching out through the newspapers Ohio answered the second requirement.

NATIONAL ADVERTISERS SHOULD CHOOSE "OHIO FIRST"

Sir Edward Hulton, Bart.
 sends greetings to the
**AMERICAN ADVERTISING
 CLUBS**

HERE is the message cabled to Atlantic City on learning the decision of the Convention to make London the home of the 1924 Convention.

*John Cheshire,
 President Thirty Club,
 Ambassadors Hotel,
 Atlantic City, U. S. A.*

Please convey to the delegates at the Advertising Convention now being held at Atlantic City, my hearty congratulations on their decision to come to London in 1924. I have a firm belief that advertising as a whole will benefit in consequence and I look forward to the opportunity of welcoming each delegate personally.

Edward Hulton.

We of Hultons shall make every endeavor to ensure that the visit shall be as interesting and as mutually profitable as we know how. Your primary object in coming will be to find the best and most direct and most economical methods of extending your field and increasing your market. Rest assured we shall shew you how effectively you can exploit your products through

**The HULTON GROUP
 of NEWSPAPERS**

"They Cover the Country"

*A paper for every need—morning—evening—Sunday—weekly.
 Net sales per issue 6,500,000. Net sales per week 17,000,000.*



EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1923

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Revised Space-Buyers' Chart and Market Survey of CITY OF NEW YORK

Second Section

NEW YORK, SATURDAY, JUNE 30, 1923

Pages I to XVI

NEW YORK—THE METROPOLIS OF THE WORLD

Her Leadership in Finance, Industry, Commerce, Trade and the Arts Is Firmly Established—Selling New York Means Buying World Interest

NEW YORK'S undisputed leadership in the world with her direct contacts with man's activities everywhere carries the New York advertising appeal to the four-corners of the earth that gives the merchandising message to that market an importance that cannot be attained in any other city.

At the same time owing to New York's density of population and closely interlocked interest of her business activities combined with her high percentage of readers this world hearing can be secured by conducting your campaign on a local scale.

No people in the world are more responsive to appeals that mean changes in habit than the average New Yorker who lives in an atmosphere of big things where progress is the keynote of daily life.

The City of New York contains five complete counties, each of which has the same boundaries as a borough. These counties are New York, which is coterminous with the Borough of Manhattan; the Bronx, which is equivalent to the Borough of the Bronx; Kings, which is identical with the Borough of Brooklyn; Queens, which has the same boundaries as the Borough of Queens; and Richmond, which is identical with the Borough of Richmond.

There are 197,046.6 acres in New York City, including land and water. The Federal Census gives the land area of the city as 183,555 acres and the acreage of the boroughs as follows: Manhattan, 14,038; Brooklyn, 44,911; The Bronx, 26,889; Queens, 67,142; Richmond, 30,575.

The Metropolitan District of New York, which consists of the New York and the urban population

of the territory within ten miles of the city's limits, contains 616,927.6 acres. The entire territory within ten miles of the city's limits, added to the city itself, has an area of 875,515.2 acres.

According to the Federal Census New York's Russian-born population is equal to that of Odessa before the Revolution; its Italian-born population is as large as that of the cities of Trieste and Venice combined; its German-born population is larger than that of the city of Bremen; and it contained one million residents of Jewish birth. Practically every race on the face of the earth has its representatives in the city.

Frequently likened to a continuous World's Fair, New York offers the sightseer kaleidoscopic opportunities. Its great beaches, its tall buildings, its im-

posing edifices housing as many as 22,000 tenants under one roof, its magnificent specimens of all types of architecture, its great avenues and streets are but a few of its wonders. Its parks, vast and expansive, comprise varied forms of scenery, including grassy plains, rolling and almost mountainous country, lakes and streams, and bits of verdure along the Sound and Hudson.

Along the city's 520 miles of water frontage are many vast stretches of good bathing beaches, and yacht and boat clubs. The visitor to New York may leave the heart of the city and take a dip in the ocean, after no more than half an hour's travel.

For the motorist New York has some thousands of miles of broad smooth thoroughfares, and within a day's trip

by automobile, over splendid roads, are thousands of lovely vistas.

The city's stores are full of temptations to shoppers. In them are gathered the cream of the world's merchandise. Not only are there many department stores, but there are also thousands of specialty shops the like of which is not to be found elsewhere.

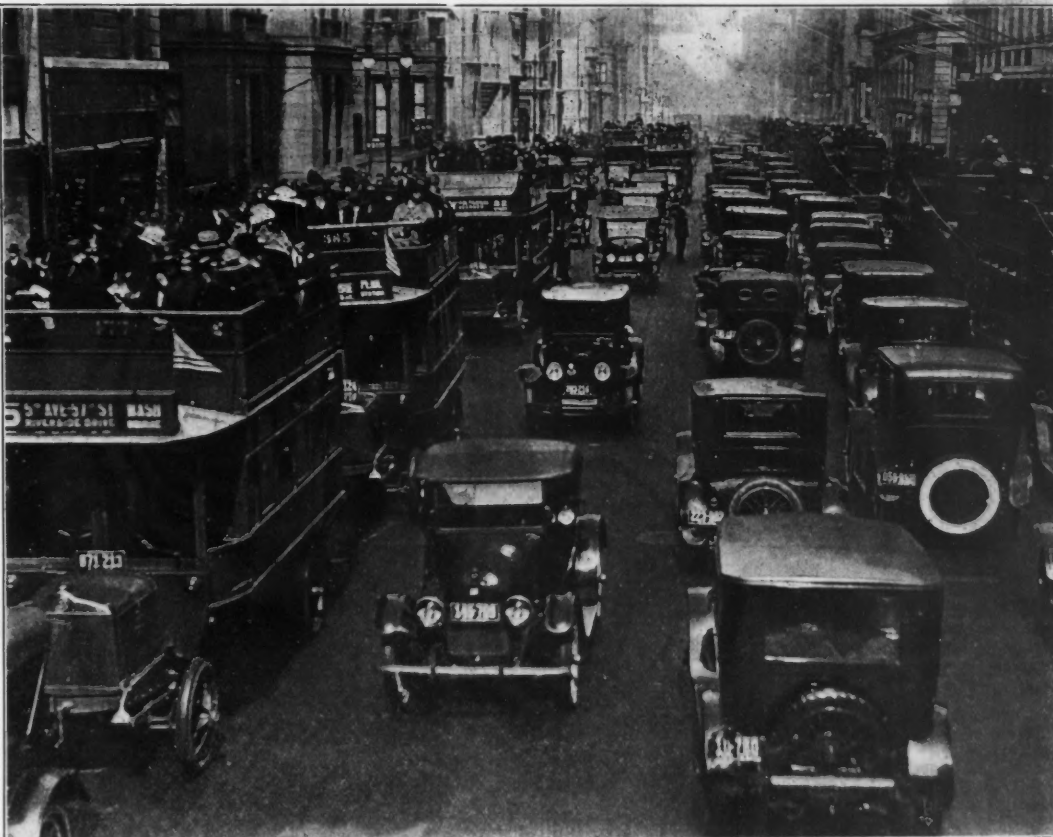
More than 500 conventions are held in New York City each year. Business, fraternal and scientific and other organizations find it greatly to their advantage to hold their sessions in the Metropolis, for here there is every facility for the accommodation of their meetings and the delegates. Usually conventions in New York attract a larger attendance than if held elsewhere. This may be ascribed to the magnitude of attractions and diversions, but it is also due to New York's supremacy as a market, and in the arts and sciences. Many trade expositions are held in the city. At these fairs, enormous quantities of goods are sold for delivery in all parts of the world.

New York, it has been said, and truthfully so, belongs to the whole country. It is a friendly place, for its thousands of citizens have been recruited from every corner of the world.

New York City is rich in parks and public improvements, among which are some wonderful engineering achievements.

The five boroughs are liberally sprinkled with breathing spaces, large and small; the museums contain fine collections of living animals, plants and fishes boast many rare and beautiful specimens.

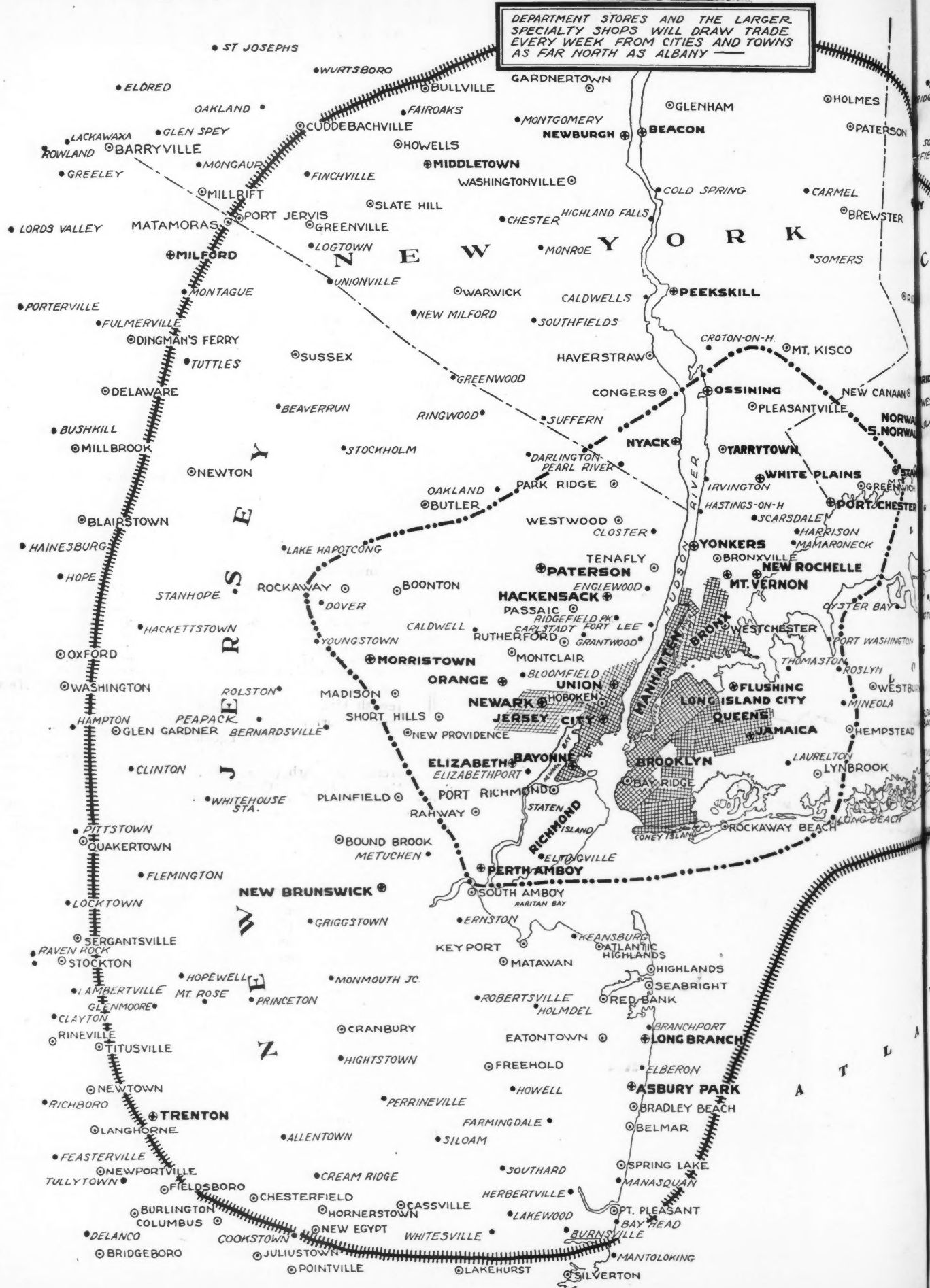
The commercial supremacy of New York



New York has millions to spend for the things she wants. No other city in the world today is as rich and offers as great merchandising possibilities as this world metropolis. Nothing better exemplifies her buying power than 5th Avenue, with its wealth on wheels.

(Continued on page XII)

DEPARTMENT STORES AND THE LARGER SPECIALTY SHOPS WILL DRAW TRADE EVERY WEEK FROM CITIES AND TOWNS AS FAR NORTH AS ALBANY



Da
W



**MAP OF
GREATER NEW YORK
TRADING AREAS**

Daily Trading area is indicated by - - - - -
Weekly Trading area is indicated by // // // // //

New York Daily English Language Newspapers

Bronx Home News	(e-s)
Call	(m-s)
Daily News	(m-s)
New York American	(m-s)
N. Y. Herald	(m-s)
N. Y. Journal	(e)
N. Y. Mail	(e)
North Side News	(m-s)
N. Y. Post	(e)
N. Y. Sun-Globe	(e)
N. Y. Telegram	(e-s)
N. Y. Telegraph	(m-s)
N. Y. Times	(m-s)
N. Y. Tribune	(m-s)
N. Y. World	(m-e-s)
Staten Island Advance	(e)
Citizen (Brooklyn)	(e-s)
Eagle (Brooklyn)	(e-s)
Standard Union (Brooklyn)	(e-s)
Times (Brooklyn)	(e-s)
Journal (Flushing)	(e)
Times (Flushing)	(e)
Long Island Press & Farmer (Jamaica)	(e)
Star (Long Island City)	(e)

New York Daily Foreign Language Newspapers

Al-Hoda (Arabic)	(e)
Amerikai Magyar Nepszava (Hungarian)	(m)
Araldo Italiano (Italian)	(m)
Ash-Shaab (Arabic)	(m)
Atlantis (Greek)	(e)
Bollettino Della Sera (Italian)	(e)
Courier des Etats Unis (French)	(m-s)
Day-Warheit (Yiddish)	(e-s)
Dennik (Slovak)	(e)
Elore (Hungarian)	(m-s)
Glas Naroda (Slovenian)	(m-s)
Jewish Daily Forward (Yiddish)	(e-s)
Jewish Daily News (Yiddish)	(e-s)
Jewish Morning Journal (Yiddish)	(m-s)
Jugoslovenski Svijet (Jugoslav)	(m)
Listy (Bohemian)	(m)
Meraat-ul-Gharb (Arabic)	(m)
National Herald (Greek)	(m-s)
Nowy Swiat (Polish)	(m-s)
La Prensa (Spanish)	(m)
Progresso Italo-Americano (Italian)	(m-s)
Russkoye Slovo (Russian)	(m-s)
Russky Golos (Russian)	(m-s)
Serbian Daily (Serbian)	(e)
Slovak v Amerike (Slovak)	(m)
Herold (German)	(e)
Staats-Zeitung (German)	(m)
Staats-Zeitung und Herold (German)	(s)
Telegram Codzienny (Polish)	(m-s)

New York Daily Business Newspapers

American Metal Market	(e)
The Bond Buyer	(m)
Bond News	(e)
New York Commercial	(m)
Financial America	(m-e)
Financial News	(m)
Journal of Commerce and Commercial Bulletin	(m)
Law Journal	(m)
Marine Record	(m)
Metal Reporter	(m)
News-Record	(m)
Producers Price Current	(e)
Reporter	(m)
Trade News Service	(m)
Wall Street Journal	(m-e)
Wids Daily	(m)
Women's Wear	(e)

EDITOR & PUBLISHER
 ~SPACE BUYERS CHART~

Survey in Ten Parts.....Part 1

NEW YORK CITY

Location

New York City, situated at the mouth of the Hudson River and New York Bay, takes in part of the mainland, two islands in New York Bay and a portion of Long Island covering an area of 315 square miles.

Access to all parts of the United States and Canada by rail is made possible by the thirteen trunk lines entering New York Harbor.

A belt line connecting all railroads by car floats, lighters and steamers is maintained in the interest of the general public by the Municipal and Federal governments. This is the most extensive complete interior belt line in the world, the maintenance of which does not fall on the users.

Population

1920 Census United States	5,620,048
1920 Census United States Metropolitan District	7,910,415
1915 Census State	5,253,885
1910 Census United States	4,766,882
1900 Census	3,437,202
City and Suburban (1920)	9,207,466
A. B. C. City (1923)	6,098,207
(all within carrier limits of city of New York)	
A. B. C. City and Suburban (1923)	9,500,000
New York City, Metropolitan District—	
Borough of Manhattan	2,284,103
Borough of Brooklyn	2,018,356
Borough of Bronx	732,016
Borough of Queens	469,042
Borough of Richmond	116,531

New York

Nassau County	126,120
Westchester	344,436
Rockland	45,548

New Jersey

Bergen	210,703
Essex	652,089
Hudson	629,154
Middlesex	162,334
Passaic	259,174
Union	200,157
Monmouth	104,925

Native White	71.1%	English Reading	83%
Foreign Born	26.8%	Industrial Workers	11 1/4%
Negroes	1.9%	Families	1,801,426

New York City since 1900 has shown an average increase in population at the rate of 100,000 per year.

Foreword

The Greater New York market, colossal as it is, is still a well-defined quantity and is surveyed and charted by boroughs. The pertinent facts have been gathered and brought up to date and the quantitative analysis is made under the standardized arrangement used in all EDITOR & PUBLISHER space buyer's charts.

This market, one of the greatest in the world, rapidly changes and its influence is widespread and affects the markets of the entire country.

New York is the most important city, industrially, commercially and financially, as well as in population, in this country. It manufactures one-tenth of all products made in the United States and handles one-half of the country's foreign commerce.

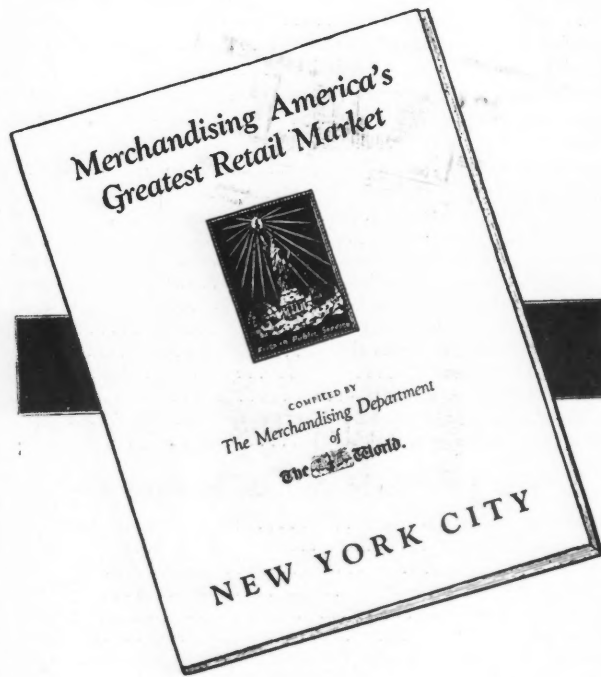
As a market it towers above every other business center in the world. With a population of over 8,000,000 in and around the city it is the largest single market in the world and influences all markets of the nation.

Analysis of Population

Country of birth of foreign born for—	Jugo Slavia	Lithuania	Netherlands	Norway	Poland		
New York City	5,271	7,475	4,750	24,500	145,679		
Bronx Borough	332	465	471	974	19,008		
Brooklyn Borough	1,088	4,985	1,672	17,505	51,928		
Manhattan Borough	3,350	1,521	2,164	3,595	64,514		
Queens Boro	353	485	329	844	7,778		
Richmond Borough	148	19	114	1,582	2,451		
New York City	Rumania	Russia	Scotland	South America	Italy		
Bronx Borough	38,139	479,797	21,545	5,742	390,832		
Brooklyn	8,519	87,345	2,511	254	39,519		
Manhattan	12,109	189,421	7,534	1,395	138,245		
Queens	16,714	193,775	8,687	3,853	184,546		
Richmond	734	7,627	2,060	141	19,794		
	63	1,629	753	99	8,728		
New York City	Spain	Sweden	Switzerland	Syria	Wales	West Indies	All Others
Bronx Borough	10,980	33,708	9,233	4,485	1,510	5,907	16,283
Brooklyn	257	3,108	1,255	102	137	334	1,025
Manhattan	2,902	15,488	1,765	3,405	44	2,068	4,365
Queens	7,502	11,841	4,802	923	783	3,127	9,992
Richmond	157	2,373	1,172	42	107	281	640
	162	893	239	13	62	97	261
Population under 7 years of age	780,375					16 years to 17 years	182,073
7 years to 13 years	720,933					18 years to 20 years	283,897
14 years to 15 years	176,728					Citizens 21 years of age and over	1,737,043 male 1,738,999 female

Color or Race, Nativity and Sex of Population

	City	Bronx	Brooklyn	Manhattan	Queens	Richmond
Total population	5,620,048	73,016	2,018,356	2,284,103	469,042	116,531
Male	2,802,638	364,208	1,007,859	1,135,708	233,440	61,423
Female	2,817,410	367,808	1,010,497	1,148,395	235,602	55,108
Native white	3,467,916	460,019	1,325,666	1,246,826	351,985	83,420
Male	1,703,127	226,292	649,747	610,080	173,866	43,142
Female	1,764,789	233,727	675,919	636,746	178,119	40,278
Native white, native parentage	1,164,834	132,770	456,240	388,279	149,342	38,203
Native white, foreign parentage	1,873,013	268,380	703,417	720,454	147,400	33,362
Native white, mixed parentage	430,069	58,869	166,009	138,093	55,243	11,855
Foreign born, white	1,991,547	266,971	659,287	922,080	111,676	31,533
Male	1,020,090	135,456	341,527	468,506	57,132	17,469
Female	971,457	131,515	317,760	453,574	54,544	14,064
Negro	142,467	4,803	31,912	109,133	5,120	1,499
Male	72,351	2,269	15,197	51,912	2,238	735
Female	80,116	2,534	16,715	57,221	2,882	764
Indian, Chinese, Japanese and all others	8,118	233	1,491	6,064	261	76



How to Sell to New Yorkers

THE extended series of researches conducted by THE WORLD'S Merchandising Department, the results of which are in part described in this book, have forever dispelled the element of uncertainty that has heretofore attended the introduction of new products into markets of the magnitude of Greater New York.

Not only does THE WORLD'S Merchandising Department fully prepare both manufacturer and retailer in advance of each campaign for the necessary and vital work preliminary to any successful invasion of this vast market; but through the medium of THE WORLD and THE EVENING WORLD, it enters arm-in-arm with the advertiser's product into the most responsive homes of the city, fortified with an honest and impartial estimate of the cost of covering Greater New York adequately.



This 78-page book is the most complete discussion of the merchandising problems that face the New York advertiser ever issued by a local newspaper. Copies may be had without charge by addressing the Merchandising Department of "The World."

FORD BUILDING
DETROIT

PULITZER BUILDING
NEW YORK

MALLERS BUILDING
CHICAGO

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Survey in Ten Parts.....Part 2
NEW YORK CITY

Schools

For the entire city: Public Schools....564	
Kindergarten enrollment	39,665
Kindergarten extension	3,225
First year	110,921
Junior high	55,237
All others	618,245
Total all day elementary	827,293
High school 29 enrollment	91,108
Training	2,146
Vocational	3,078
Total enrollment all day schools	924,002
Bronx—Elementary schools, 60	
Kindergarten enrollment	5,307
First year	15,896
Junior high	9,910
All others	8,901
Total elementary	120,558
High schools 3	10,990
Total all day schools	131,548
Manhattan and Bronx—	
Students	650
Barnard College	14,316
College of the City of New York	3,227 nonresident
Columbia University	27,402 residents
Fordham University	3,500
Hunter College, 1,700 days, 4,100 evening, 1,600 high day, 978 high evening, 1,612 all other departments	500
Manhattan College	15,681
New York University	44 Preparatory schools
10 Technical schools	27 Business schools
20 Medical schools	15 Music schools
Queens—	9 Preparatory and private schools
Richmond—	8 Preparatory and private schools
Brooklyn—	Adelphi College 346 Students
Brooklyn Law School	1,140 Students
St. Francis College and Academy	625 Students
31 Preparatory schools, 8 technical schools, 30 business schools, 32 music schools.	

Brooklyn—Elementary schools, 183	
Kindergarten	15,470
First year	43,660
Junior high	15,971
All others	247,192
Total elementary	323,610
High schools	35,253
Training schools 10	979
Vocational	560
Total all day	360,529
Manhattan—Elementary schools, 148	
Kindergarten enrollment	13,219
First year	36,929
Junior high	29,093
All others	204,021
Total elementary	284,493
High schools 9	32,811
Training	711
Vocational	2,518
Total all day schools	320,585
Queens—Elementary, 99	
Kindergarten enrollment	4,485
First year	11,329
All others	62,720
Total elementary	78,769
High schools 6	10,234
Training	456
Total all day schools	89,657
Richmond—Elementary, 35	
Kindergarten enrollment	1,184
First year	3,107
Junior high	263
All others	15,309
Total elementary	19,863
High schools 1	1,820
Total all day schools	21,683

NOTE: The parochial schools are not listed in the above tabulation. Their total enrollments is more than 160,000.

Churches

Brooklyn—	
Baptist	54
Catholic	121
Christian	2
Christian Science	5
Congregational	29
Disciples of Christ	4
Friends	2
Hebrew	51
Lutheran	68
Methodist Episcopal	53
Methodist Free	2
Methodist Primitive	2
Methodist Protestant	2
Nazarene	4
Presbyterian	35
Presbyterian United	4
Protestant Episcopal	57
Reformed	26
Reformed Episcopal	2
Seventh Day Adventist	4
Swedenborgian	2
Unitarian	4
Universalist	3
Miscellaneous	21
Bronx—	
Baptist	11
Catholic	39
Christian Science	2
Congregational	4
Hebrew	8
Lutheran	23
Methodist Episcopal	16
Moravian	1
Presbyterian	43
Presbyterian Reformed	2
Presbyterian United	2
Protestant Episcopal	19
Reformed	20
Seventh Day Adventist	2
Unitarian	1
Universalist	19
Miscellaneous	7
Manhattan—	
Baptist	31
Catholic	112
Calvinistic Methodist	1
Christian Scientist	12
Congregational	6
Catholic Apostolic	2
Disciples of Christ	2
Friends	2
Hebrew	81
Lutheran	28
Methodist Episcopal	39
Moravian	1
Presbyterian	43
Presbyterian Reformed	2
Presbyterian United	2
Protestant Episcopal	59
Reformed	20
Seventh Day Adventist	2
Unitarian	1
Universalist	19
Miscellaneous	7
Queens—	
Baptist	11
Catholic	47
Christian	1
Christian Science	6
Congregational	9
Disciples of Christ	2
Evangelical	4
Hebrew	8
Lutheran	30
Methodist Episcopal	25
Presbyterian	22
Protestant Episcopal	31
Reformed	16
Miscellaneous	10
Richmond—	
Baptist	6
Catholic	20
Christian Science	2
Lutheran	7
Methodist Episcopal	12
Moravian	5
Presbyterian	2
Protestant Episcopal	12
Reformed	5
Miscellaneous	10

The World's Dealer-Readers

IN the course of THE WORLD'S study of the buying centers of Greater New York, it was found that 65% of the retailers of the city, in all lines of trade, are readers of THE WORLD or THE EVENING WORLD, or both.

To this fact is directly attributable the extraordinary strength of these newspapers in influencing the retail distribution of advertised merchandise, for not only do they reach more than 650,000 of the better homes of the city (with the addition of THE SUNDAY WORLD'S 600,000), but they are the favored papers of two-thirds of the very dealers through whom the city's retail sales are made.

The advertiser who uses THE WORLD'S Merchandising Service backed up by these two mediums kills two birds with one stone.

The Evening World

New York

SECURITIES BUILDING
SEATTLE

TITLE INSURANCE BUILDING
LOS ANGELES

MARKET AND THIRD STREETS
SAN FRANCISCO



An up-to-the-minute monthly newspaper for the retail merchant, furnished free to the retailers of Greater New York as an item of The World's Merchandising Service. Address the Merchandising Department for a copy of the latest issue.

EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

Note

The information in this chart was secured from the following sources: New York Clearing House, Bureau of Foreign & Domestic Commerce, Department of Health, Bureau of Licenses, Department of Taxes and Assessments, Port of New York Authority, Board of Education, State Bank Commissioner, Brooklyn Chamber of Commerce, Merchants Association, Bureau of Buildings and other reliable sources.

Principal Industries

The stupendous totals in the following list of manufacturing lines show New York's industrial importance. The significant figures are the percentages of total production in the United States which this city manufactures.

There are 32,590 establishments, with 825,056 persons engaged, manufacturing goods valued at \$5,260,707,577.

Wages and Salaries: Paid to wage earners \$805,822,451, to officials \$151,537,191, to clerks, etc., \$174,814,550. Total payrolls amounting to \$1,132,174,192.

There are 769 establishments with production of over \$1,000,000; 1,121 establishments with production from \$500,000 to \$1,000,000; 6,326 establishments with production from \$100,000 to \$500,000; 11,254 establishments with production from \$2,000 to \$100,000; 8,477 establishments with production from \$5,000 to \$20,000; 4,643 establishments with production less than \$5,000.

The above figures are U. S. Census figures for 1920. The New York State Industrial Commission show for Greater New York 47,690 factories with 760,904 employees, which they inspect.

**One Hundred Lines in Which
 New York Is Leading
 Manufacturer**

Product	Value of yearly product manufactured in New York City	Percentage of total U. S. production
Paper patterns, including those made by printing and publishing establishments	\$7,067,398	99.1
Lapidary works	27,032,138	90.0
Tobacco pipes	9,321,088	80.7
Cloth spangling and refinishing	2,870,149	77.9
Women's clothing	866,243,561	71.7
Fur goods and dressed furs	138,643,103	71.6
Pocketbooks	10,379,213	71.2
Hair work	4,945,934	71.1

Principal Industries (Continued)

	Value of U. S. products	% U. S. production
Millinery and lace goods	162,186,055	63.6
Hat and cap materials	16,730,514	63.2
Pens, fountain, stylographic and gold	9,701,647	54.5
Leather goods	28,599,945	54.0
Jewelry and instrument cases	3,886,318	47.8
Hats and caps, cloth, leather and silk	21,180,810	47.5
Fancy articles, not elsewhere specified	28,559,566	45.5
Umbrellas and canes	11,040,491	43.6
Men's clothing and furnishings	531,509,315	41.8
Shirts	83,811,354	40.9
Rules, ivory and wood	191,514	39.8
Inks, printing and writing	12,590,253	38.5
Perfumery and cosmetics	22,983,826	38.5
Straw hats	11,882,643	36.8
Bookbinding and blankbook making	22,112,233	35.5
Lithographing	24,472,186	33.5
Mirrors	6,826,649	32.7
Jewelry	65,391,579	32.0
Photographic apparatus	2,950,457	31.5
Engraving, die sinking and engravers' materials	22,256,479	29.8
Toys and games	13,165,91	29.3
House furnishing goods	17,448,002	29.0
Mucilage, paste and other adhesives	3,259,168	28.9
Labels and tags	6,915,340	28.5
Iron and steel doors and shutters	2,853,985	28.2
Gas and electric fixtures	11,492,360	27.2
Pianos, organs and other musical instruments and materials	41,845,975	26.7
Stereotyping and electrotyping	4,162,707	26.2
Dental goods	7,426,143	25.3
Watch and clock materials (except watch cases)	331,937	24.8
Chewing gum	12,339,317	24.1
Buttons	10,022,673	23.9
Instruments, professional and scientific	13,836,817	23.8
Newspapers and periodicals	216,661,989	23.4
Card cutting and designing	1,228,371	23.0
Window and door screens and weather strips	249,315	22.8
Surgical appliances	9,705,379	22.3
Book and job printing and publishing	129,327,275	21.6
Printing materials	1,064,456	21.6
Looking glass and picture frames	3,833,277	20.8
Flags, banners and regalia	2,992,191	20.3
Statuary and art goods	996,459	19.9
Hand stamps	1,537,466	19.8
Gas machines and gas and water meters	5,074,336	19.3
Cigars and cigarettes	146,033,207	18.9
Glass, glass cutting, staining and ornamenting	5,253,701	18.5
Trunks and valises	11,624,816	18.2
Candles	597,633	17.9
Paper boxes	36,532,291	17.7
Chocolate and cocoa products	24,486,318	17.6
Models and patterns, not including paper patterns	4,415,455	17.5
Gold and silver leaf and foil	771,037	17.3
Ivory, shell and bone work, not including combs and hairpins	488,353	17.3
Suspenders, garters and elastic woven goods	10,402,346	17.1
Corsets	12,865,474	17.0
Paint and varnish	57,360,688	16.9
Coffee and spice roasting and grinding	51,225,279	16.8
Cigar boxes	2,188,034	16.7
Blacking, stains and dressings	4,132,087	16.3
Photographic materials	18,681,510	16.2
Patent medicines and compounds and other druggists' preparations	52,296,548	16.0
Rabbit metal and solder	9,302,340	15.8
Awings, tents and sails	7,163,793	15.7
Bread and other bakery products	173,510,009	15.0
Brushes	5,829,469	14.9
Paper goods not elsewhere specified	16,021,966	14.9
Stationery goods, not elsewhere specified	8,632,875	14.8
Baskets and rattan and willow ware	1,691,240	14.3
Felt hats	11,760,397	14.2
Flavoring extracts	4,130,855	13.7
Stamped and enameled ware	19,554,719	13.6
Japanning	103,975	13.4
Confectionery and ice cream	84,564,630	13.2
Mattresses and led springs	10,957,411	13.1
Shipbuilding, woolen	21,664,042	13.1
Leather belting	4,902,164	12.1
Pickles, preserves and sauces	17,464,651	12.0
Dyestuffs and extracts (natural)	6,375,585	11.9
Sausage	6,592,933	11.6
Soap	36,276,984	11.5
Envelopes	4,452,625	11.2
Sporting and athletic goods	2,649,307	11.1
Lamps and reflectors	4,198,902	11.0
Signs and advertising novelties	4,733,419	10.9
Tinware	25,196,990	10.8
Paper bags	26,302,448	10.1
Knit goods	69,308,818	9.7
Phonographs and graphophones	15,320,626	9.7
Copper, tin and sheet iron work	14,929,876	9.3
Dyeing and finishing textiles	25,992,335	8.0
Silk goods	54,526,901	7.9
Furniture	40,986,286	7.2

Survey in Ten Parts.....Part 3
NEW YORK CITY

**FIRST
 In Advertising**

TOTAL VOLUME OF ADVERTISING	The New York Times	Excess Over Next Newspaper
	Agate Lines	Agate Lines
1922	24,142,222	6,899,132
Five Months, 1923	10,584,066	2,907,828

ROTOGRAVURE	The New York Times	Excess Over Next Newspaper
	Agate Lines	Agate Lines
1922	852,148	299,782
Five Months, 1923	360,594	143,492

BOOKS, PERIODICALS	The New York Times	Excess Over Next Newspaper
	Agate Lines	Agate Lines
1922	1,001,420	670,866
Five Months, 1923	507,678	382,922

Circulation
 Average daily and Sunday sale exceeds 370,000 copies

The New York Times
 Times Square



EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Survey in Ten Parts.....Part 4
NEW YORK CITY

Leading Industries

Printing and Publishing	Book and job; engraving and die sinking; engraving, steel and copper plate; engraving, wood; lithographing; newspapers and periodicals; photo engraving.	3,167 Factories 81,454 Persons engaged \$390,615,973 Yearly product
Drugs Chemicals Paint and Varnish	Flacking, stains and dressing; bluing; chemicals; cleansing and polishing preparations; dyestuffs and extracts—natural; enameling; grease and tallow, not including lubricating greases; ink, printing; ink, writing; japanning; mucilage, paste and other adhesives, not elsewhere specified; oil, not elsewhere specified; paints; patent medicines and compounds; perfumery and cosmetics; soap; varnishes.	825 Factories 26,379 Persons engaged \$242,482,973 Yearly product
Leather Goods	Belted leather; boot and shoe cut stock; boot and shoe findings; boots and shoes, not including rubber boots and shoes; gloves and mittens, leather; leather goods, not elsewhere specified; leather, tanned, curried and finished; saddlery and harness; trunks and valises.	833 Factories 24,399 Persons engaged \$123,280,584 Yearly product
Wooden Products	Baskets and rattan and willow ware; billiard tables; bowling alleys, etc.; cigar boxes, coffins, etc.; cooperage; furniture, wood; furniture, rattan and willow; lumber planing mill products; organs; packing boxes; pianos; phonographs and graphophones; refrigerators; shipbuilding, wooden; wood, turned and carved; wood novelties; miscellaneous wooden goods.	1,005 Factories 30,821 Persons engaged \$141,282,753 Yearly product
Women's Wear	Women's clothing; corsets; fur goods; gloves and mittens, cloth; knit goods; millinery and lace goods.	8,091 Factories 169,954 Persons engaged \$1,173,440,341 Yearly product
Men's Wear	Men's clothing; collars and cuffs; furnishing goods; hats and caps; suspenders, garters and elastic woven goods.	3,322 Factories 83,731 Persons engaged \$671,323,701 Yearly product
Food Products and Tobacco	Bread and other bakery products; cheese; chewing gum; chocolate and cocoa products; coffee and spice, roasting and grinding; confectionery and ice cream; cordials and flavoring syrups; flavoring extracts; food preparations, not elsewhere specified; ice, manufactured; pickles, preserves and sauces; poultry, killing and dressing not done in slaughtering and meat packing establishments; sausage, not made in slaughtering and meat packing establishments; slaughtering and meat packing; pipes, tobacco; tobacco, chewing and smoking, and snuff; tobacco, cigars and cigarettes.	5,006 Factories 82,677 Persons engaged \$749,866,241 Yearly product
Miscellaneous Industries	Textiles; jewelry; notions and novelties; vehicles; house-furnishing goods; stone, clay and glass products; paper products; dental goods; photographic materials; rubber tires, tubes and rubber goods; toys and games; umbrellas and canes; and 128 other lines.	

Metals and Metal Products

Babbitt metal and solder; brass, bronze and copper product; cash registers and calculating machines; copper, tin and sheet iron work; cutlery and edge tools; electrical machinery, apparatus and supplies; electroplating; engines (steam, gas and water); metal novelties; foundry and machine shop products; furniture, metal; gas and electric fixtures; gas machines and gas and water meters; hardware; instruments, professional and scientific; iron and steel bolts, nuts, washers, etc.; iron and steel doors and shutters; iron and steel, temporary and welding; machine tools; needles, pins and hooks and eyes; plated ware; pumps, not including power pumps; pumps, steam and other power; scales and balances; sewing machines; shipbuilding, steel; springs, cars and carriage; stamped and enameled ware, not elsewhere specified; steam fittings and steam and hot water heating apparatus; stereotyping and electrotyping; stoves and hot air furnaces; stoves, gas and oil; structural iron work, not made in steel works or rolling mills; textile machinery and parts; tinware, not elsewhere specified; tools, not elsewhere specified; typewriters and parts; wire work, including wire rope and cable, not elsewhere specified.

2,614 Factories
113,021 Persons engaged
\$435,936,943 Yearly product

Banks

	Resources	
Savings Banks		62
Bronx	3 \$64,336,687	
Brooklyn	23 627,076,109	
Manhattan	27 1,533,721,742	
Queens	7 51,709,356	
Richmond	2 15,708,327	
National Banks		40
Bronx	1 3,759,800	
Brooklyn	4 39,313,000	
Manhattan	26 3,521,598,600	
Queens	4 12,398,200	
Richmond	5 5,435,900	
Trust Companies		26
Brooklyn	5 206,669,224	
Manhattan	21 2,506,152,085	
State Banks		47
Bronx	1 5,141,566	
Brooklyn	6 65,309,900	
Manhattan	37 1,046,005,195	
Queens	1 733,000	
Richmond	2 1,177,412	
Savings and Loan Associations		85
Bronx	4 867,749	
Brooklyn	27 10,882,456	
Manhattan	31 27,088,918	
Queens	9 1,631,409	
Richmond	14 18,066,331	

New York Times

**FOREMOST
In Buying Power**



NATIONAL ADVERTISING	The New York Times	Excess Over Next Newspaper
1922	4,880,310	2,417,200
Five Months, 1923	2,498,324	1,369,652

FINANCIAL	The New York Times	Excess Over Next Newspaper
1922	2,727,066	1,365,190
Five Months, 1923	1,145,810	617,248

AUTOMOBILE	The New York Times	Excess Over Next Newspaper
1922	1,103,640	445,762
Five Months, 1923	570,054	109,278

Distribution

In 8,000 cities, towns and villages in the United States

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

What New York Eats

The authorities of the Port of New York estimate, in the territory constituting the port, the food consumption based on 8,000,000 population, allowing for children and infants, as equivalent to 6,240,000 adults, to be annually:

	Pounds
All meats, including provisions and poultry.	1,274,530,200
Fish	162,240,000
Milk	1,728,480,000
Cheese	57,440,000
Eggs	187,299,000
Butter	153,327,512
Vegetables	2,077,920,000
Fruits	748,800,000
Sugar	343,200,000
Tea and coffee	93,600,000

Nearly 3,000,000 quarts of milk are consumed daily.

It is estimated in addition 1,000,000 cases of evaporated milk and 1,500,000 cases of condensed milk are used.

The city is one of the important live stock markets of the country, being fourth in the number of animals slaughtered.

The meals for the city require 1,800 cars daily to transport its foodstuff.

To haul the food necessary annually would require a freight train of 4,000 miles in length.

The provision trade estimated there are 156,791,869 dozen eggs used annually.

Estimated by the Department of Health of New York City—Staple foods consumed annually:

	Pounds
Wheat flour	1,576,254,950
Bread	900,420,000
Potatoes (white)	550,249,500
Sugar	519,180,000
Pork	436,800,000
Bananas	434,716,500
Beef	346,200,000
Oranges	271,200,625
Apples	263,229,750
Poultry (live and dressed)	251,173,669
Fish (fresh and frozen)	150,900,000
Rye	122,494,848
Butter	117,995,634
Eggs	117,593,902
Lard	115,892,756
Evaporated and condensed milk	108,000,000
Grapes	102,272,625
Coffee	89,910,000
Onions	80,329,725
Rice	67,500,000

	Pounds
Cantaloupe	60,446,250
Miscellaneous fruits	58,063,988
Watermelon	52,357,500
Potatoes	52,353,000
Dried beans and peas	52,200,000
Grapefruit	45,140,060
Veal	48,000,000
Spinach	45,473,325
Tomatoes	44,656,363
Cucumbers	43,666,914
Cabbage	41,993,438
Years	40,462,500
Lettuce	39,834,900
Dried fruits	38,250,000
Mutton and lamb	37,800,000
Miscellaneous vegetables	34,844,625
Fish (dried, smoked and spiced)	36,625,000
Peppers	31,554,191
Barley	31,117,824
Beans	27,576,797
Cheese	27,350,906
Vegetable oils and compounds	27,000,000
Carrots	20,836,952
Strawberries	18,751,500
Tea	18,750,000
Peas	13,745,270
Cauliflower	13,105,463
Turkey	10,825,660
Pineapple	10,140,000
Corn	7,619,477
Kale	7,494,671
Eggplant	7,358,063
Miscellaneous berries	6,986,270
Cherries	6,985,470
Peaches	6,833,531
Tangerines	5,882,037
Lemons	5,642,775
Asparagus	5,446,125
Plums	4,762,680
Beets	4,099,117
Radishes	4,095,718
Mushrooms	3,287,651
Artichoke	3,102,923
Squash	1,613,444
Brussels sprouts	1,393,142
Currants	1,340,288
Escarol	1,054,433
Romaine	810,971
Garlic	610,725
Okra	433,868
Parsley	425,616
Parsnip	139,050
Watercress	113,418
Pumpkin	112,932
Enlive	62,033
Leeks	52,453

Survey in Ten Parts.....Part 5

NEW YORK CITY

Special Information

In outfitting and apparel New York produces 99.1% of all paper patterns, nearly three-quarters of the women's ready-to-wear clothes, nearly the same proportion of fur apparel, half the country's output of lace and millinery, nearly a third of the pianos, 46% of the men's furnishings and 40% of their shirts and hats.

The city is the world's financial center. Of \$16,318,978,321 foreign trade in 1922, \$2,582,924,910 passed through the port of New York.

In the whole country there are 2,900 export merchants listed, of these 2,300 are located in New York.

It is one of the three greatest furniture centers of the United States, especially in high grade and special designs, which trade amounts to what virtually is a monopoly.

More shirts and collars are made here than are made in Troy.

There are more establishments with a greater number of employees engaged in the metal industry than in the city of Pittsburgh.

Paper products in all lines yearly amount to \$100,000,000. It is the largest publishing center of the country, with 3,286 firms engaged in these lines.

More shoes are produced here than in St. Louis, Lynn or any other city except Brockton.

New York, with its trading population totaling in the city and suburbs 9,207,466, with 13,000,000 within a 100-mile radius and 23,000,000 in a 200-mile radius, is the greatest consuming market in the world and of the widest variety of goods.

To measure the city as an educational center there are over 70,000 students in the colleges, 924,002 students in the public grade and high schools. In the 186 private, preparatory and business schools it is estimated there are 106,000 students. Their are 160,000 in the parochial grade and high schools.

Based on the figures of the Board of Education, the Superintendent of the Parochial Schools, the colleges and the estimated figure on private schools, we have a grand total of 1,265,000 students.

Home owners for the city, 350,102; by boroughs, Brooklyn 196,104, Queens 67,345, Manhattan 42,255, Bronx 31,092, Richmond 13,316.

Savings bank deposits amounted to \$2,144,913,441. There were 2,734,834 depositors.

For every man, woman and child in the city there is \$381.64 in the savings banks.

Building plans for the year show Brooklyn builders have filed 24,266 plans for new buildings at an estimated cost of \$210,020,019. Manhattan builders have filed 1,053 plans, estimated cost \$139,005,177. Queens builders have filed 21,019 plans to cost \$127,273,512. The Bronx plans 4,669 projects to cost \$105,325,475. Richmond plans 3,158 operations calling for an outlay of \$12,388,791.

New York City paid \$4,090,683 in license fees for automobile drivers' licenses in 1922. There were 216,516 pleasure cars, 67,397 trucks, 17,069 omnibus, 993 trailers and 1,144 dealers.

Not a hard market—just a big one!



visibility
makes advertising seen!
effective space
makes small campaigns pay!
limited lineage
means less advertising competition!
largest circulation
of any morning paper in America!
concentrated volume
circulation—97.4% city & suburbs!
home readers
because this paper goes home!
responsiveness
from interested readers. Proofs!
low cost
economical advertising!

8 Advertising Advantages

Editor and Publisher herewith presents the essential resources of the New York market—America's largest, richest market.

The New York market has been much maligned as a hard market by advertisers who have tried it and failed. The failure of many advertisers may be traced to the fact that the size of the market was not given sufficient consideration and provision, that the effort made was totally inadequate.



New York is a big market but not a hard market. Its people accept and its retailers stock a new product as readily as those elsewhere. Its wealth, its concentration, its compactness offer larger consumption, quicker turnover, more rapid distribution, more economical selling and more immediate returns on manufacturers' capital expended.

BUT—the advertising campaign and the sales effort used to sell Chicago, to sell St. Louis, to sell

Boston are not sufficient to sell New York. The advertising campaign "for cities of more than one hundred thousand population" will cover only a fraction of New York, produce only fractional results.

Assume, for instance, that an extraordinary advertisement of a food product creates instant positive demand among two and one-half percent of the people who read it. In the *Kansas City Star*, with approximately 210,000 circulation, this advertisement would send about five thousand people to their groceries to buy; and such a demand would mean that 1000 of the 1300 grocers in Kansas City might get five calls apiece for the new product—a very real demand that would get action in Kansas City.

Assume that the same extraordinary advertisement is just as successful in a New York paper of approximately 200,000 circulation; if five thousand people bought the advertised article at their nearest grocery stores, their concerted demand would mean only one call to less than one-third of the grocers of Greater New York—a demand that would not get action.

It is apparent that the New York advertising campaign should have circulation enough to make it effective, to reach the largest possible number of prospective customers, to create the widest possible demand, to start the movement of goods, to enlist the interest and efforts of the tens of thousands of New York retailers.

In such a market The News is of unique value. Its more than 600,000 circulation is 96% concentrated in New York City and suburbs. The News is bought by every third buyer who buys an English morning paper in New York City.

The limited lineage necessarily carried by this tabloid paper means less competition between advertisements and more effectiveness for every agate line of space.

The small page insures positive reader attention, strong reader interest. And the small page permits the use of smaller space, actually gives more advertising at less expense.

With a circulation equally divided among men and women readers, reaching the homes, reaching all classes and types of population, The News today is a magnificent merchandising utility, an instrument of more economical distribution that does a better job at a great saving for the advertiser.

You cannot intelligently merchandise and sell New York if you ignore The News! Get the facts!

THE NEWS
New York's Picture Newspaper

Largest Morning Circulation in America
Daily, over 600,000
Sunday, over 575,000 (June, 1923)

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Important Industrial Statistics

	Number of factories	Persons engaged	Value of product
Bronx:			
Bread and bakery products...	257	1,558	\$11,197,988
Women's clothing	56	799	2,465,948
Metal and metal products.....	77	948	4,123,681
Knit goods	31	911	5,351,837
Millinery, laces, embroidery, etc.	196	4,174	14,524,068
Musical instruments, pianos, etc., and piano material.....	37	2,897	14,054,362
Printing and publishing.....	72	638	2,218,941
Tobacco, cigars and cigarettes.	177	582	1,341,184
Men's clothing	13	224	995,225
All other industries.....	454	12,419	58,702,167

	Number of factories	Persons engaged	Value of product
Richmond:			
Bread and bakery products...	48	296	\$1,844,262
Women's wear	14	244	422,214
Shipbuilding (wooden).....	11	1,568	6,444,741
Copper, tin, sheet iron.....	15	49	169,509
Printing, publishing	22	112	323,041
Lumber products.....	5	231	440,366
Shipbuilding (steel).....	3	10,405	30,300,293
Millinery and lace goods.....	5	42	197,497
Confectionery and ice cream...	9	37	141,351
All other industries.....	126	7,324	63,615,825

	Number of factories	Persons engaged	Value of product
Brooklyn:			
Boots and shoes.....	143	9,735	\$45,158,936
Bread and bakery products...	837	6,062	39,397,797
Men's clothing	507	13,115	35,680,348
Women's clothing.....	558	8,345	26,695,969
Metal and metal products.....	723	43,483	171,021,097
Wooden products.....	204	7,502	31,127,243
Drugs, chemicals, paints and Varnish	210	8,664	88,345,560
Knit goods	241	6,702	43,185,419
Tobacco, cigars and cigarettes	408	2,950	35,761,932
Miscellaneous	2,907	196,463	668,598,843

	Number of factories	Persons engaged	Value of product
Queens:			
Metal and metal products....	120	6,163	\$24,680,170
Paint and varnish.....	20	792	8,620,235
Silk goods	18	1,838	12,655,415
Drugs and chemicals.....	21	1,601	8,563,911
Bread and bakery products...	201	3,929	16,384,475
Tobacco and cigars.....	98	940	3,648,556
Foodstuffs	36	1,137	5,151,834
Knit goods	75	942	5,490,931
Printing and publishing.....	45	300	872,923
Leather goods	8	271	1,252,451
Woolen products	34	1,160	4,239,190
Miscellaneous	573	37,845	239,725,203

	Number of factories	Persons engaged	Value of product
Manhattan:			
Bread and bakery products...	976	16,188	\$104,685,487
Men's wear	1,747	44,222	443,362,957
Metal and metal products....	1,403	32,868	119,971,996
Fur goods	1,088	11,761	126,669,590
Jewelry	632	6,816	58,929,512
Women's wear.....	4,425	109,641	834,787,476
Millinery and laces, etc.....	1,568	30,408	149,524,390
Printing and publishing.....	2,612	69,661	348,578,462
Slaughtering and meat packing	48	4,875	153,807,609
Shirts	180	4,994	69,397,169
Tobacco, cigars and cigarettes.	724	15,258	105,251,132
Miscellaneous	7,578	173,015	1,010,618,768

Theatres

In the city there are 739 theatres seating 677,840

	Exclusive Motion Pictures		All Others	
	Motion Pictures	Seating	Others	Seating
By boroughs—				
Bronx	77	62,980	9	17,267
Brooklyn	238	170,137	45	29,059
Manhattan	183	137,371	120	187,416
Queens	71	54,531	7	12,556
Richmond	9	3,907	3	2,616

These include 179 open air theatres; 59 motion picture and vaudeville, 18 vaudeville, 66 houses devoted to productions, 14 burlesque houses and 9 concert halls.

Survey in Ten Parts.....Part 6

NEW YORK CITY

Port of New York

The Port of New York is the largest body of sheltered water among the world's ports. It has a waterfront measured along the shore line of 771 miles, of which 578 is in New York City and 193 is in New Jersey.

The Bronx has 80 miles, Brooklyn 201 miles, Manhattan 43 miles, Queens 197 miles and Richmond 57 miles. It has a waterfront measured around the piers of 986 miles, 746 in New York and 240 in New Jersey. Improved waterfront measures 290 miles, 227 in New York and 63 in New Jersey.

There are 695 piers located in the city, owned as follows: United States Government 22, State of New York 8, City of New York 255, private 410.

- Lines operating from the port:
- 57 Lines to Northern and Western Europe.
 - 68 Lines to points in the Mediterranean Sea.
 - 47 Lines to South American ports.
 - 34 Lines to West Indies, Central America and Caribbean Sea.
 - 29 Lines to Asiatic and Australian ports.
 - 16 Lines to east and west coast of Africa.
 - 14 Coastwise lines to New England.
 - 8 Lines to Hudson River points.
 - 6 Coastwise lines to South Atlantic and Gulf ports.
 - 2 Barge lines to Philadelphia and Baltimore.
 - 2 Barge lines to Buffalo via New York State Barge Canal.
- There are 12 rail lines having access to the port.

Wholesalers

The wholesalers and jobbers of New York are purveyors to the entire nation as well as to the city and vicinity and New York is the largest distributing center in the United States, if not in the world.

Bakers	207	Hosiery	320
Boots and Shoes.....	256	Iron and Steel.....	278
Butter and Eggs.....	594	Jewelers	375
Cheese	67	Manufacturers' Agents	484
Chemicals	626	Men's Furnishings...	97
Commission Merchants	475	Millinery	490
Confectionery	371	Merchandise Brokers.	236
Clothing	1,327	Milk Depots.....	197
Cloaks and Suits.....	359	Oil	611
Dental Supplies.....	190	Olive Oil.....	123
Drugs	90	Produce	252
Dry Goods.....	983	Provisions.....	221
Dye Stuffs.....	218	Rubber Goods.....	59
Fish	195	Silk	1,933
Fruits	500	Teas and Coffee....	142
Food Product Brokers	375	Waters, Carbonated,	
Hardware	249	Hardware	126
Hats and Caps.....	372	Woolens	1,147

In New York— TELL It to Sweeney!
[The Stuyvesants will understand]

SWEENEY lives in an apartment in Brooklyn, on upper Manhattan, in the Bronx, or has a house on Staten Island or in Nutley, N. J.

It is Sweeney who swells the Municipal Marriage License Bureau each spring and fall. He marries comparatively early and raises a family—usually a good sized one.

Sweeney's children grow fast. They need baby carriages, foods, medicines, shoes, clothing, books, pianos, bathing suits, Christmas trees, tonsilotomy, tuition, trousseaux, phonograph records—in fact, everything.

Sweeney's sons filled both rear and front ranks in the late war; some of them stood ahead of the ranks. They drive trucks, belong to trade unions, work in offices, sell goods and run businesses.

Sweeney's daughters go to school, some of them to college; some of

them work in factories, pound typewriters, sell retail merchandise, design Paris frocks. Eventually 75% of them marry.

SWEENEY and Mrs. Sweeney are ambitious and expectant of Life. They believe in God, the United States and life insurance. They respect education, and want the kids to have plenty of it. They look forward to grapefruit for breakfast, their own homes, a little car, money in the bank and a better future for the Sweeney juniors. Today some of the Sweeneys are buying Pierce Arrows and Long Island estates; more of them will, tomorrow. The Sweeneys know what they want—and get it. They want the best, and whenever possible—get it.

SWEENEY'S name in New York may be Smith, or Cohen, or Muller, or Nelson, or La Voie—or Sweeney.

There are a million families of Sweeneys in and around New York, with incomes from \$6,000 down.

You men who aspire to sell large bills of goods to New York, remember the Sweeneys. They comprise 75% of any large city's population. Address your advertising, your sales messages, to them, because they are your best customers. They keep right on living and dying, earning and spending money, buying and using merchandise. They are not hard to sell, and they are good folks to do business with. And remember, when you talk to Sweeney, the people of bluer blood and more money who read The News will understand; whereas if you talk to Stuyvesants, the Sweeneys won't listen. You can't lose by saying it so Sweeney understands.

TELL it to Sweeney—in The News, bought by one-third of all the people in New York City who buy a morning newspaper.



THE NEWS
New York's Picture Newspaper

25 Park Place, New York
Tribune Bldg., Chicago

THIS is the first of the Tell It to Sweeney series. Write for the full set!

EDITOR & PUBLISHER SPACE BUYERS CHART

Retail Sections

We briefly outline the location of principal shopping centers, but a more careful analysis of New York City through the aid of the newspaper merchandising departments will reveal to any manufacturer or distributor of nationally advertised products that the retail possibilities are in no way confined to these eighty centers.

The following are the principal retail shopping districts for Manhattan:

- Broadway at Cortlandt St. and vicinity. Broadway at 6th St. and vicinity. Broadway at 14th St. and vicinity. Seventh Ave. at 14th St. and vicinity. Seventh Ave. at 23rd St. and vicinity. Broadway at 23rd St. and vicinity. Third Ave. at 23rd St. and vicinity. Broadway at 34th St. and vicinity. Third Ave. at 34th St. and vicinity. Broadway at 42d St. and vicinity. Third Ave. at 42d St. and vicinity. Broadway at 59th St. and vicinity. Third Ave. at 59th St. and vicinity. Broadway at 66th St. and vicinity. Broadway at 72d St. and vicinity. Broadway at 79th St. and vicinity. Broadway at 86th St. and vicinity. Broadway at 103d St. and vicinity. Broadway at 116th St. and vicinity. Broadway at 125th St. and vicinity. Broadway at 145th St. and vicinity. Broadway at 181st S. and vicinity. 207th St. from 10th Ave. to Broadway. Eighth Ave. at 125th St. and vicinity. Lenox Ave. at 145th St. and vicinity. Lenox Ave. at 135th St. and vicinity. Lenox Ave. at 125th St. and vicinity. Lenox Ave. at 116th St. and vicinity. Third Ave. at 125th St. and vicinity. Third Ave. at 116th St. and vicinity. Third Ave. at 110th St. and vicinity. Third Ave. at 96th St. and vicinity. Third Ave. at 86th St. and vicinity. Third Ave. at 77th St. and vicinity. Third Ave. at 68th St. and vicinity. Fifth Ave. from 23d St. to 59th St. East Broadway and Division St.

Retail districts of Bronx. (See opposite page.) Retail districts of Brooklyn. (See opposite page.) Retail districts of Staten Island. (See opposite page.)

Retail Sections (Continued)

In the Borough of Manhattan

Broadway, Manhattan, undoubtedly one of the longest avenues of trade in the world, is nothing more or less than a series of shopping centers joined by an almost continuous line of small retail establishments of every known character.

The extreme southern end of this avenue is devoted principally to office buildings familiarly known as "New York's skyscrapers," but even in this center of finance and international trade, there is an unbroken chain of retail establishments. From this point north, Broadway is a combination of retail and wholesale establishments of various sizes. In mentioning the principal retail shopping districts as briefly outlined here, we merely refer to the "heart" of a district. The national advertiser will find avenues of trade leading into each of these centers from all sides, varying in length according to the location and character of the residents in each neighborhood.

If the national advertiser and space buyer will bear this thought in mind when referring to the following list, they will readily appreciate the necessity of a more minute study of retail trade conditions through the aid of the merchandising departments of the leading New York City dailies.

It is only possible in a survey of this nature to refer to the "high spots" and deal with the subject in general. Each line of merchandise calls for careful analysis of the retail trade conditions, but the accompanying reference to the retail centers combined with a study of the entire EDITOR & PUBLISHER'S Space Buyers' Chart will assist any national advertiser to visualize this wonderful market.

The following are the principal retail sales centers in the Borough of Manhattan: Broadway at Cortlandt St.; Broadway at Canal St.; Broadway at 6th to 10th Sts.; Broadway at 14th St.; Seventh Ave. at 14th St.; Seventh Ave. at 23d St.; Broadway at 23d St.; Third Ave. at 23d St.; Broadway at 34th St.; Third Ave. at 34th St.; Broadway at 42d St.; Third Ave. at 42d St.; Broadway at 59th St.; Third Ave. at 59th St.; Broadway at 66th St.; Broadway at 72d St.; Broadway at 79th St.; Broadway at 86th St.; Broadway at 103d St.; Broadway at 110th St.; Broadway at 116th St.; Broadway at 125th St.; Broadway at 135th St.; Broadway at 145th St.; Broadway at 157th St.; Broadway at 168th St.; Broadway at 181st St.; 207th St. from Tenth Ave. to Broadway; Eighth Ave. and 125th St.; Lenox Ave. at 145th St.; Lenox Ave. at 135th St.; Lenox Ave. at 125th St.; Lenox Ave. at 116th St.; Third Ave. at 125th St.; Third Ave. at 116th St.; Third Ave. at 110th St.; Third Ave. at 96th St.; Third Ave. at 86th St.; Third Ave. at 77th St.; Third Ave. at 68th St.; East Broadway and Division St.

Of course, the most widely known retail section is the famous Fifth Ave. shopping district, which extends from 23d St. to 59th St. A brief outline of New York City's retail sections would not be complete without reference to the East Side, where

congestion causes retail conditions quite different from anything found elsewhere. The heart of this trading district is on East Broadway, Division St., the Bowery and neighboring streets such as Orchard, Essex, Grand, Henry, Madison and others. It is here that retail trade has reached beyond the limits of housing facilities and the famous East Side "pushcart merchant" has become a close rival to the shopkeeper.

Shopping Districts of Queens

As this borough has grown from the gradual uniting of popular neighborhood sections, it is natural that each of these districts should have a trading center such as Woodhaven, Richmond Hill, Jamaica, Whitestone, College Point, Flushing, Corona, Astoria, Long Island City and Ridgewood.

Jamaica Ave. is almost a continuous shopping street from Eldert's Lane in Woodhaven, through Woodhaven, Richmond Hill, Jamaica and beyond to Harvard Ave.

In Whitestone there are two sections—150th St. from Sixteenth Road to 11th Ave., 14th Ave. from 148th St. to 152d St.

In College Point the retail districts are at 122d St. from 15th Ave. to 26th Ave., and 15th Ave. from 118th St. to 125th St.

In Corona the shopping district is at Jackson Ave. from 26th St. to 32d St.

In Astoria the main channel of retail trade is along Fulton Ave., Main St. and Astoria Ave.

Long Island City, at Vernon Ave. from Borden Ave. to Mott Ave., and Jackson Ave. from Borden Ave. to Barn St.

Ridgewood, at Metropolitan Ave. from Newtown Creek to Collins Ave., Grand St. from Newtown Creek to Broad St.

Far Rockaway, at Rockaway Boulevard from 25th St. to Mott Ave., and Mott Ave. from Regina Boulevard to 20th St.

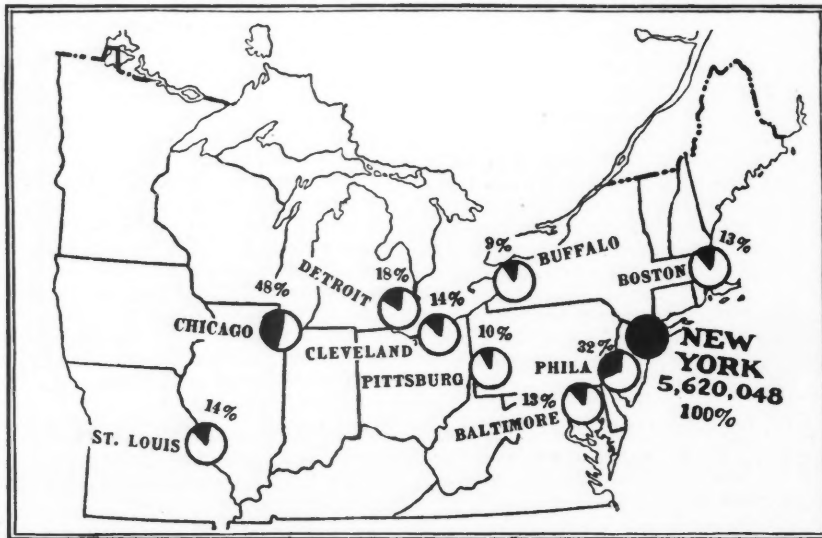
The possibilities of sales promotion in New York City are unrivaled. The manufacturer has represented in this single market every advantage for sales creation and every facility for the distribution of his product. The manufacturer need not go beyond the city limits to experiment with or encounter every known difficulty in the promotion of his goods.

Many manufacturers visualize New York City's retail possibilities as centering principally upon Manhattan Island. There are marketing possibilities in each section and the importance of newspaper circulation in each corner of New York City warrants no small amount of investigation.

The merchandising and promotion departments of leading newspapers can furnish in detail many facts and features of each borough which cannot be outlined to their full extent in this limited space.

Translating the New York Market In Terms of Other Large Cities

Study this map and you will see the necessity of using enough newspapers in New York to secure an adequate coverage of this rich and responsive market.



Showing what percentage of New York's population the other large cities have.

Philadelphia—the third largest city—has only 32 percent of New York's population. This means that an advertiser who covers as high as 68 percent of the families in New York is losing in the other 32 percent as many families and as large a volume of sales as he could get in the entire city of Philadelphia.

Detroit—the fourth largest city—has only 18 percent as many consumers as has New York. This means that if an advertiser reached every family in Detroit, the sales he would make there would be less than the sales he would lose in New York by ignoring only 18 percent of New York's buying population.

THE NEW YORK HERALD

EDITOR & PUBLISHER
 ~SPACE BUYERS CHART~

Survey in Ten Parts.....Part 8

NEW YORK CITY

Shopping Center of Bronx

In the Borough of the Bronx there are many neighboring sections which afford wide distribution for nationally advertised products, especially in the food line. The principal shopping centers of this borough are six in number, each of which presents exceptional marketing possibilities. In several instances the shopping centers are even larger than many retail sections of the average American city. These six shopping districts are located at Third Ave. and 139th St., Third Ave. at 149th St., Prospect Ave. at 160th St., Southern Boulevard at 163d St., Tremont Ave. at Prospect Ave. to Boston Post Road, and Jerome Ave. to Third Ave. on Fordham road.

Six Centers of Brooklyn

In South Brooklyn the principal shopping district is on Fifth Ave. for many blocks. In Brooklyn proper the "Borough Hall Section" represents the heart of the retail district, the principal avenues of trade are Fulton St., Flatbush Ave. and adjoining streets. In the Williamsburg section, Broadway is the main avenue of retail trade. Stores and shops of every description from complete department stores to the smallest specialty shops are found along the highway of trade extending from the Williamsburg Bridge plaza east for a distance of more than thirty blocks. Two particularly busy centers along this highway are at Broadway and Flushing Ave. and Broadway and Lexington Ave. In the Greenpoint section, Manhattan Ave. is the main channel of retail trade.

Richmond Borough

In Richmond Borough (Staten Island) there are at least eight retail centers which are increasing in sales possibilities as rapidly as other boroughs of New York City. These centers are Port Richmond, West New Brighton, New Brighton, Tompkinsville, Stapleton, Rosebank, New Dorp and Tottenville. Each of these is a city or town in itself. In fact, the buying characteristics and sales possibilities of each community warrants individual study on the part of the distributor of merchandise. The above-mentioned shopping centers of New York City must not be considered the limits of distribution when planning a sales campaign in this great market. In addition to these centers of retail trade, the advertiser must take into consideration the hundreds of scattered or neighborhood districts. Nothing to rival these can be found in any other trading community of America. Careful analysis of the market on the part of national advertisers warrants close study of Editor & Publisher's Space Buyers Chart, together with the accumulation of data from New York City newspapers.

Suburban and Farm Districts

The suburban section of New York includes the towns in the following counties:

Westchester 344,436, Rockland 45,548, Putnam 10,802, Orange 119,884, in New York State; Fairfield 320,936, in Connecticut; Bergen 210,703, Passaic 259,174, Essex 652, 089, Union 200,175, Morris 82,694, Middlesex 162,334, Monmouth 104,925 and Hudson in New Jersey.

In New York State—	Farms	Acreage
Bronx	55	26,240
Kings	55	45,440
Queens	565	69,120
Richmond	121	36,400
New York	5	14,080
Nassau	935	175,360
Orange	3,591	533,760
Westchester	1,538	286,720
Rockland	831	117,120

Within the adjacent sections of New Jersey, Connecticut, Westchester, and Rockland counties, Long Island, there are many farms.

Some conception of the importance of farming in the territory surrounding New York City can be gained by a glance at the following list, showing the number of farms and acreage in the suburban area alone:

In New Jersey—	Farms	Acreage
Bergen	1,012	151,680
Essex	375	81,280
Hudson	98	27,520
Middlesex	1,383	199,680
Monmouth	2,445	306,560
Morris	1,333	304,000
Passaic	475	125,440
Union	390	65,920

In Connecticut—	Farms	Acreage
Fairfield	3,874	151,680

Residential Features

The city is one of change. The residential section of Fifth Avenue has become a shopping section as far north as 59th St.

Riverside Drive is changing from a street of one family residences to one of apartments both large and small.

Park Avenue has grown to be the center of the exclusive apartment house sections.

Sub-divisions have developed rapidly in Brooklyn consisting mainly of one family houses.

Queens is a borough of detached houses and homes though there are some apartments in Corona and other sections.

Richmond is a section of one and two family houses. The Bronx is changing to an apartment house area.

	One Family Dwellings	Two Family Dwellings	Tenements	Hotels Warehouses, and Left Bldgs. Apartments and department Stores	Office Buildings	Factories	Theatres	Total	
Manhattan	23,111	2,639	39,649	2,375	8,084	897	1,281	186	78,311
Bronx	14,303	9,034	11,100	86	125	82	486	27	35,343
Brooklyn	72,680	56,455	49,824	279	1,746	172	3,268	134	184,558
Queens	51,228	19,455	6,748	219	93	113	1,239	45	79,140
Richmond	19,944	2,725	550	90	121	30	527	4	23,991
Total	181,266	90,308	107,871	3,049	10,169	1,294	6,801	396	401,343

Any Adequate Plan to Cover New York Must Include The New York Herald

Think of the wastefulness and the shortsightedness of the campaigns—and there are many of them --that reach only 50 percent or 30 percent or 20 percent of the consumers in New York. Is it any wonder that advertisers who try to cover New York with the same number of newspapers that they used in other cities are disappointed in New York?

Advertisers in all lines of business have found through actual experience that The New York Herald is one of the most forceful selling mediums in New York. As proof of this is the fact that to date this year —(first five months of 1923) —The Herald has published more Local Display advertising than the World, Tribune, American or News. The Herald also leads these four morning newspapers in Dry Goods advertising, in Automobile Display advertising and in Financial, Books and Real Estate Display advertising.

The right way to develop the large New York market is to use as many newspapers and so to reach as many buyers as the advertiser can afford. And among the first papers to use is The New York Herald—because of its tested ability to produce sales.

THE NEW YORK HERALD



Here's a new picture of New York's sky-line, taken from Brooklyn Heights. In the foreground we have the great docks that line the Brooklyn shore, and in the distance, the temples of business that play a prominent part in making New York a world metropolis, pierce the sky.

NEW YORK—METROPOLIS OF THE WORLD

(Continued from page 1)

York City is largely attributable to the fact that it has the most magnificent inland harbor in the world.

The port of New York has 771 miles of direct waterfront, of which 578 miles serve New York City. A large part of the New York City waterfront is publicly owned and is being intensively developed by the city authorities.

There are approximately 100 steamship lines sailing from the port of New York, engaged in foreign trade throughout the world, and, as the nation's port, over 50 per cent of the foreign commerce of the United States passes through the port of New York.

Fourteen lines operate between New York harbor and points located upon Long Island Sound, serving those points proper and, via the Long Island ports, the New England territory.

Six lines operate in the coastwise trade between New York harbor and Atlantic and Gulf ports, and from no other port in the United States is the coastwise trade so adequately served. Eight steamboat lines, operating on the Hudson River, serve New York City.

There are at present two regular canal lines operating between New York City and Buffalo through the New York State Barge Canal. These lines have through working arrangements with lake packet lines running between Buffalo and Cleveland, Detroit, Chicago and Duluth. There are many canal boats engaged in the handling of cargo-lots between New York and Buffalo and way points on the New York State Barge Canal. The New York State Barge Canal is likewise available as a means of transportation for reaching Lake Champlain and Canada.

The lines operating via water routes, both in foreign and domestic commerce, with the business they originate or control, afford, through the Port of New York, the "melting pot" for the distribution of that commerce, and no other port approaches the Port of New York in its facilities for assembling and distributing water-borne commerce.

The Port of New York is served by thirteen lines of railroad, the mileage of the railroad systems with terminals on New York harbor exceeding 39,700 miles.

The total of the city budget for New York is \$323,488,857, of which 20.43 per cent went to pay interest on the city debt. The city has upwards of 60,000 employes on its payroll. The assessed value of its real property in 1922 was \$9,541,002,025, and the assessed value of its personal property in the same year was \$210,608,045.

The city has 10,884 men in its Police Department, which costs \$20,146,892 a year; 5,970 men in its Fire Department, which costs \$9,119,285 a year, and six other departments are upon a similar scale.

New York is among the healthiest municipalities in the world. Its death

rate compares favorably with the death rates of other large cities in this or other countries.

The register in the public schools of New York contains 1,209,056 names, the register in the high and training schools contains more than 100,000 names, and there are more than 23,000 teachers and principals. The school system is under the direction of a Board of Education of seven members appointed by the Mayor, and a Superintendent of Schools appointed by the Board. The educational system includes day and night schools, vocational schools, special schools and training schools, in addition to the regular kindergarten, elementary grammar and high school branches.

Columbia University is the largest college within the city limits. It includes Barnard College for women and the usual Law School, Medical School, College of Teachers and similar branches.

New York University, supported by the city, is organized in a similar manner.

In addition, the city contains the following higher institutions of learning:

- The College of the City of New York.
- Fordham University.
- The College of Mt. St. Vincent.
- Hunter College.

- Manhattan College.
- Adelphi College.
- Brooklyn College.
- St. Francis College.
- St. John's College.
- St. Joseph's College.

The city contains a large number of technical schools, business schools, medical schools, and art schools, headed by the Famous Art Student League, music schools and other educational institutions. There are many private and parochial schools in the city. The enrollment in the parochial schools is approximately 150,000. About 175,000 pupils attend the private schools.

The transactions of the New York Stock exchange during the fiscal year of 1920-1921 amounted to approximately \$200,000,000, and the par value of the bonds sold was \$3,619,178,000.

New York also has a second stock exchange known as the Consolidated, and a "curb market," where transactions in unlisted securities are conducted in the open air along the curb in Broad street. It has a Produce Exchange, a Cotton Exchange, a Coffee and Sugar Exchange, a Fruit Exchange, and other similar exchanges. It has eleven life insurance companies, of which four have outstanding policies running into the hundred millions, and two dozen or more fire and marine insurance companies.

Practically all of the great corporations in the country maintain offices in New York City.

New York has always given much attention to the protection of the health of its citizens. This work is in charge of the Health Department, headed by a Health Commissioner. Among his duties he supervises a bacteriological laboratory and antitoxin laboratory, the protection of milk and food supplies of the city through inspection, the care of tuberculosis patients and the enforcement of a system of child hygiene. There are ninety-three hospitals in the city. A large number of them are conducted by private associations, but they are open to the public, and if a patient is too poor to pay for treatment the cost is defrayed by the city.

There are approximately 8,000 physicians in the city and there are ten medical schools, two of which are for post-graduate instruction only.

To conventions and tourists New

York offers attractions in endless variety. More than 1,500 hotels house daily an average of 250,000 transient visitors. They range in size from the ordinary hostelry of 250 or 300 rooms, up to grand hotels such as the Pennsylvania and Commodore which have respectively 2,200 and 2,000 rooms. The wealthy stranger who seeks luxury may have his wishes gratified, while the wayfarer who has little to spend may be made comfortable without too great inroads upon his pocketbook.

New York is the headquarters and the producing center of the theatrical business in the United States and is rapidly assuming the same position in the world. Some sixty theatres present high class attractions during the winter season. A dozen or more remain open throughout the summer. Unique among them are the Hippodrome, the largest of the country's playhouses, in which an audience of 5,600 is entertained twice daily, and the Little Theatre, a bijou place of amusement which seats but 299 persons.

Hundreds of "movie theatres" are scattered all over the city. They range from the neighborhood places which seat but a few hundred, the dignified and ornate Capital, Strand, Rialto and Rivoli, in each of which nearly 4,000 persons may watch the portrayal on the silver screen.

Two major league baseball teams, eleven race tracks, and dozens of athletic fields provide a wealth of outdoor sports.

The tunnels beneath the streets and under the rivers, the huge bridges which span the East River, and the stupendous water supply system, which brings millions of gallons each day from the Croton watershed and from the Catskills, ninety miles away, are marvels of engineering art.

Central Park, in the heart of the Borough of Manhattan, is two miles and a half long and contains 843 acres. It is beautifully improved, with automobile roads, bridle paths and foot paths. It contains two good sized lakes, with boats. Prospect Park, in Brooklyn, is similar in character. It contains 526 acres and is assessed at \$30,766,000.

The Metropolitan Museum of Art has one of the world's greatest collections of paintings, statuary, furniture, glass, tex-

(Continued on page XIV)



New Yorkers demand the latest, but the best. Their standards of living are higher than in any other metropolis in the world. Above we have a snapshot of Riverside Drive. In the far distance is Grant's Tomb. Miles of parkway make this one of the finest residential streets in the world.

EDITOR & PUBLISHER
—SPACE BUYERS CHART—

Trading Area

The daily and weekly trading zones as shown on map (pages 11 and 111) were drawn after an investigation of the sales, delivery and mail order departments of three of the largest department stores in the city.

This investigation showed that one-third of the parcels mailed were delivered within 50 miles of New York, and slightly less than two-thirds were within 100 and 150 miles. Seventy and one-half per cent of all mailed packages were in the first and second parcel post zones.

The daily zone boundary line extends on the east on Long Island to Rock Beach, from which point it swings north through Rockville Center, Garden City, Westbury, Roslyn and Glen Cove. Northeast the furthestmost point is Stamford in Connecticut, including Greenwich. To the north the general description would be the whole of Westchester County, which includes Ossining, Scarborough and Tarrytown on the east bank of the Hudson River, Mount Kisco, Briarcliffe, Mount Pleasant, Armonk and Pleasantville inland; on the west bank of the Hudson, Nyack and Piermont. To the northwest the daily zone includes Paterson, Passaic, Hackensack, Arcola, Ridgewood, Park Ridge and Pompton Lake, all in New Jersey.

To the west it reaches its furthestmost point at Morris-town. Some of the large towns in this district are Newark, Orange, Rutherford, Montclair, Chatham and Bloomfield.

On the south, Perth Amboy and South Amboy in New Jersey and Tottenville on Staten Island, New York, are the southern points within the daily trading area.

Within this daily zone nearly all the large retail stores in New York City have a daily free delivery system.

The weekly zone area extends to the east as far as West Hampton on the south side of Long Island, then swings north across the Island and includes Manorville and Wading River. In Connecticut it extends to about half-way between Milford and New Haven, within this zone in Bridgeport, Milford, South Norwalk and Norwalk. This zone swings northwest, including Danbury, Brookfield and Newton. The furthestmost point north is Chelsea on the Hudson River, which is about midway between Beacon and Poughkeepsie.

From this point on the east bank of the Hudson the weekly zone carries west. Included in this district is Newburgh, Cornwall, Highland Falls, West Point, Gardner Town, Walden and Middletown, which is in the general direction northwest from New York City.

The zone now swings southwest to Port Jervis, and is the furthest point in the weekly zone northwest of New York City. On the west the territory extends to a point beyond Hackettstown, this district includes Stillwater, Stahope, Lebanon and Clinton, all in New Jersey.

On the Southwest the weekly zone extends as far as Trenton, and, swinging in a half circle and then east, we come to the Atlantic Coast, with the furthest point just south of Point Pleasant. This includes Sea Girt, Lake Como, Ocean Grove, Asbury Park and Long Beach.

The Italian Market of Greater New York

The Italian population of Greater New York amounts to 390,832, according to the last census. This constitutes 19.6% of the foreign born white population among the 36 foreign countries represented. Within the metropolitan area there are approximately 850,000 Italians.

This population is distributed by boroughs as follows:
Bronx 39,519
Brooklyn 138,245
Manhattan 184,546
Queens 19,794
Richmond 8,728

Most of the Italian population is engaged in gainful pursuits and every trade, business and profession has its Italian principals and Italian trade. The baking, stove and machinery trades employ the greatest number of Italians.

The Italian sections of the city are defined in the six-teen following outlines:

From Park St. to Christopher St. and from the Bowery to West Broadway.

From Madison and Roosevelt Sts. to 16th St., Bowery to river front.

From 26th St. and 7th Ave. to 40th St. and 11th Ave.

From 90th St. and First Ave. to 128th St. and river front.

From 105th St. from Lexington Ave. to river.

From 14th St. and Morris Ave. to 156th St. and Morris Ave.

Survey in Ten Parts.....Part 9
NEW YORK CITY

From 180th St. and Third Ave. east to Southern Boulevard up to 200th St.

Williamsburg section.

South Brooklyn, principally Union, Columbia and President Sts.; Borough Park from 38th St. to 62d St.

Entire Bensonhurst section.

Queens, from Third to 11th Sts. on Manhattan Ave.

Staten Island, St. George; Williamsbridge section from 200th to 228th Sts. and White Plains Ave.

The Ozone Park section of Queens.

A section of Astoria and throughout Corona.

These sections are among the most thickly populated in the city.

There are 6,000 Italian grocery stores in New York and vicinity catering to both American and Italian trade.

There are 1,000 of these catering exclusively to the Italian trade.

In all other lines of merchandise the stores cater to a general trade.

There are 1,700 Italian bakers. In this connection in the American bakeries Italian bakers lead all others among the number of employees.

In the wholesale business on all products in food and other lines from Italy and other countries, the Italian jobbers sell the people of the entire nation.

The largest number of depositors in the savings and postal savings banks are of the Italian race.

Retail Outlets for Nationally Advertised Products in Greater New York

	Manhattan				Brooklyn and Queens				Richmond			
	Manhattan	Bronx	Queens	Richmond	Manhattan	Bronx	Queens	Richmond	Manhattan	Bronx	Queens	Richmond
Automobile makes of passenger cars	180	...	121	13	1,700	600	1,600	70	5,000	all boroughs	55	55
Auto trucks	275	...	42	5	470	200	675	55	6,700	1,578	6,682	578
Auto tires	149	...	610	...	450	170	425	42	475	70	91	23
Accessories	740	...	1,765	...	1,580	410	690	14	1,000	500	275	15
Bakers	1,836	497	1,850	57	3,400	855	3,071	150	3,800	600	975	34
Cigar stores	1,690	673	1,600	70	1,650	400	674	25	1,200	150	1,125	20
Cloaks and suits	1,435	372	594	14	750	300	375	14	950	306	470	12
Clothing	1,173	308	582	15	290	103	112	6	6,375	700	4,676	150
Confectioner	4,390	1,677	5,200	230	1,847	395	1,320	114	1,200	320	535	27
Delicatessen	1,417	681	1,278	30
Dressmakers	2,300	648	2,500	23
Druggists	1,342	375	1,277	71
Dry goods	3,060	450	1,290	101
Department stores	35	7
Electrical supplies	1,170	335	600	30
Florists	735	163	370	12
Furniture	1,353	343	695	23
Furriers	1,200	340	420

IL PROGRESSO ITALO-AMERICANO

The Leading Italian Advertising Medium

Is looked upon by Italians as more than a commercial institution. To its reader Il Progresso-Italo Americano speaks with the mother tongue of an old friend of the family, to be

listened to with respect, its advice to be acted upon with confidence and security. To Italians an advertisement in Il Progresso is the recommendation of a trusted counsellor.

The cheapest buy in the country. Fourteen cents a line for 94,717 circulation. Twenty-eight cents a line for Rotogravure.

"We have always found Il Progresso a high grade, responsive advertising medium and a first class American paper printed in Italian."—A. Le Massena, Vice-President, FRANK PRESBREY COMPANY.

Member of
A. B. C.
A. N. P. A.
Publishers' Assn. of N. Y.

Don't overlook
our Rotogravure
Section

IL PROGRESSO ITALO-AMERICANO

COMM. CARLO BARSOTTI
Publisher and Editor

42 Elm Street

NEW YORK CITY



Home of half the multi-millionaires in the United States. Upper Fifth Avenue with the great Central Park as its front yard, can boast of more millionaire residents than any other city in the world.

NEW YORK—METROPOLIS OF THE WORLD

(Continued from page XII)

tiles, musical instruments and antiques. The Brooklyn Institute of Arts and Sciences has a similar, though smaller collection, and there are some fine Spanish paintings in the building of the Hispanic Society in upper Manhattan.

The American Museum of Natural History contains wonderful collections of animals, birds, reptiles, insects, fossil remains, and similar natural history specimens. Like the other museums of the city, it is a private foundation, to the support of which the city contributes a share. Under its auspices the Peary expedition was sent to the North Pole, and similar expeditions for exploration are constantly being sent out to all parts of the world.

The New York Public Library, which was established by combining the Astor, Lenox and Tilden Libraries, founded respectively by John Jacob Astor, James Lenox and Samuel J. Tilden, is housed in a beautiful library building in Bryant Park at Fifth Avenue and Forty-second street. This is the center of the system of "Carnegie" branch libraries, the cost of which was met by a gift of \$5,200,000 which Andrew Carnegie made for the purpose. There are fifty of these branch library buildings in the five boroughs of the city. The Brooklyn Public Library is a separate foundation, maintaining branches in the Borough of Brooklyn. The Queens Borough Public Library is a similar, though smaller institution.

All these libraries maintain special departments which are supplemented by dozens of special libraries maintained by organizations and associations such as The American Geographical Society, The American Museum of Natural History, The American Numismatic Society, The American Society of Mechanical Engineers, The Bar Association, Columbia University, Cooper Union, The Hispanic Society, The Academy of Medicine, The Historical Society, The

Genealogical Society, The Biographical Society and the like.

Due to the location of New York for a transportation standpoint, the city is a national wholesale center. It is by far the most important wholesale market for the entire northeastern section of the country, and its immediate subsidiary territory includes the wealthiest, most highly developed, and most congested sections of the country. It has been well said that it reaches out into every part of the world.

As a retail market, it is the buying center for the population of the so-called New York Metropolitan District, which included not only the five boroughs of Greater New York, but adjacent cities in New York State and northern New Jersey, with a population of more than seven and a half million. This city is not only the Mecca of shoppers for the entire northeastern section of the country, but it is the chief buying center for large purchases by the higher classes of people within a radius of 150 to 200 miles. The importance of this retail center can be seen from the fact that approximately 8 per cent of the total population of the country resides within fifty miles of New York, 12 per cent within 100 miles, 16 per cent within 150 miles, and 22 per cent within 200 miles.

New York City is the greatest industrial center of the country and produces, according to the latest census, about 10 per cent of the country's total output, judging from the value of product. However, the New York industrial district comprises adjacent cities not included geographically in New York. This territory is known as the New York Metropolitan Industrial District. Judging from the value of production this district produces about 15 per cent of all articles manufactured in the entire country.

Of the twenty-eight important lines of industry which show a tendency to concentrate in a limited number of cities, New York City is the greatest center for twelve, second in importance for three, third city for two, and fourth and sixth in importance for two others.

Due to the fact that New York is

located in one of the oldest settled sections of the country and is developed further than any other section of the country, there are remaining few undeveloped natural resources. In the city itself, outside of the Boroughs of Richmond and Queens, there is little land which is not covered by buildings of some type, or that will not be developed in the near future. Most of this land is now either meadow land held for industrial expansion or land intensively cultivated by market gardeners.

The opportunity for capital lies not in the development of natural resources, but in investment in businesses which are attracted to this district by the fact that it is the leading industrial center of the country, the leading financial center of the country and possibly of the world, the greatest port of the world, and the greatest wholesale and retail center of the country and a metropolis of mankind.

There are many large and small commercial organizations in New York City. The largest is the Merchants' Association of New York, 233 Broadway, which has a membership of nearly 6,000 individuals, firms and corporations.

The Chamber of Commerce of the State of New York was chartered before the Revolutionary War and is the oldest commercial organization in the country. It occupies its own building at 65 Liberty street. Each of the boroughs outside of Manhattan maintains one or more commercial organizations.

New York is a state within a state and a nation within a nation—in population it outranks any one of half the nations of the world. In fields of finance, industry, trade and all the arts, to each of which it is a world center, New York City in many ways means America. The ramifications of the activities of its people engender final response from every corner of the earth and every stratum of society and sphere of human endeavor.

There is no better indication of the buying power of a city than its automobiles. Figures of the automobile growth in New York State during 1922, reveal

the interesting fact that more cars were registered in that year than during the 1921 period by nearly 100,000. On February 1 last, at the close of the fiscal automobile bureau year, there was a total of 812,031 motor vehicles in use throughout the State, representing a gain of more than 97,000 vehicles over the preceding year. The increase in 1920 over 1919 was more than 93,000, so that the latest automobile census apparently indicates that the maximum possibility for motor use in the Empire State has not yet been reached. Trucks showed a larger proportionate increase than passenger vehicles.

Nearly one-third of all the cars in this State were registered by New York City owners.

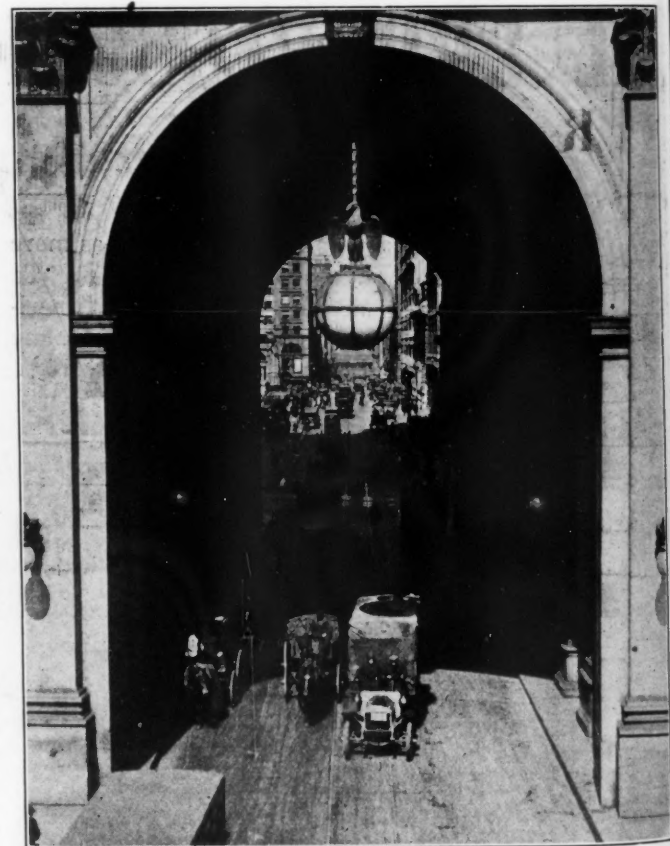
The site of the Ritz Hotel in Piccadilly is London's busiest corner; in New York more vehicles pass Columbus Circle than any other spot. On the average day more than 30,000 pass the Ritz, while nearly 50,000 turn by Columbus Circle.

The position and influence of New York as a world center in the business life and pleasures of man is so well established that she is sure to maintain her position of leadership through coming decades, and to give to those who have faith in her a dominant place industrially, commercially and in the arts.

There is no other city in the world which spends so freely for the things that it wants, and, likewise, no other community in the world where the returns are so great from human effort.

This applies to advertising with greater certainty of success than in any other city, because New York is a city where the new and better things of life hold greater appeal than the unusual.

While it is a fact that more than half the millionaires of the United States maintain homes in New York, the buying power of the city as it appeals to the advertiser rests entirely with the best paid average buyer in the world—a massed citizenship that demands the best and is educated to appreciate just what that means as represented in the things that make life worth while.



Nothing so thoroughly typifies the strength, the dignity, and the power of New York as the archway that shelters Chambers Street, where that thoroughfare passes through the Municipal Building.

EDITOR & PUBLISHER
SPACE BUYERS CHART

Survey in Ten Parts.....Part 10

NEW YORK CITY (BROOKLYN CHART)

Classed as Industrial and Residential

Population

1920 Census	2,018,356
1910 Census	1,634,351
1900 Census	1,166,582

Banks

Savings	23	Resources	\$627,076,109
Trust Companies	5	Resources	206,669,224
National	4	Resources	39,313,000
State	6	Resources	65,309,900
Savings Loan	27	Resources	10,882,456

Schools

Public Grade	183	Pupils	323,610
High	11	Pupils	35,253
Parochial, Queens	115	Pupils	70,000
Colleges	5	Pupils	4,000

Principal Industries

Among the important industries of Brooklyn are 723 metal and metal product factories with an annual production of \$171,021,097. 210 paint, varnish, drug and chemical plants producing \$88,345,560; 143 boot and shoe plants with products amounting to \$45,158,936; 507 men's clothing establishments with an output of \$35,680,348. 538 women's clothing products amounting to \$26,605,969. The total annual production of 6,738 factories amount to \$1,184,973,144. There are 203,021 persons engaged in industry

and their salaries and wages amount to \$274,756,551. Brooklyn data on composition and characteristics of population, banks and resources, schools and attendance, theatres and industries will be found under general data on all boroughs.

Special Information

The Borough of Brooklyn, an integral part of Greater New York, treated as its importance warrants is the third city in the United States in population with 2,018,356 persons and fourth city of the country in industry.

One quarter of the foreign commerce of the nation is handled through Brooklyn, with its 201 miles of water front and rail connection with every trunk line coming to tidewater.

The purchasing power of Brooklyn has been estimated to be one billion dollars a year and Brooklyn merchants have held this patronage and good will of the community by keeping in the front ranks of the retail stores of the greater city and carrying the widest variety of merchandise in every line.

The department stores of Brooklyn do a combined business of more than one hundred million dollars a year.

There are more than 30,000 retail stores and transportation from all points of the compass make it easy to shop here from Manhattan and Long Island.

Residential Features

It has been known as a city of homes and 174,663 dwellings house its population. It is rapidly growing shown by its building plans which last year set a new record and was larger than any community in the United States.

Retail District

The main shopping center in Brooklyn extends for one mile from Borough Hall on two parallel streets, Fulton and Livingston Streets. There is a large uptown section on Broadway extending about two miles with many stores of a cheaper grade than those on Fulton and Livingston Streets.

In Flatbush, which is a large residential section, a very thriving business center exists on Flatbush Avenue, where many small but prosperous stores of every description are located.

In South Brooklyn the retail section extends about a mile on Fifth Avenue and cross streets.

The Bedford district has a busy section on Nostrand Avenue and extends one mile with stores of every description.

In Williamsburgh district the busy retail section is located on Broadway and cross streets and extends about two miles.

Greenpoint, another and separate section in Brooklyn, has a retail section extending a mile on Manhattan Avenue.

Brooklyn and Queens Retail Outlets for Nationally Advertised Products

Auto (Pass'g'rs) 121	Confectioners ..5,200	Florists	370	Hats and Caps..	91	Opticians	375		
Auto (Truck)... 42	Delicatessen1,278	Fruits	1,600	Jewelry	690	Photographers ..	470		
Au. (Tires) Agys. 610	Dress makers...2,500	Furniture	695	Ladies' Tailors..	275	Pianos	112		
Au. (Parts) Agys. 1,765	Druggists	Furriers	420	Meat Markets..	3,071	Restaurants	4,676		
Bakers	1,850	Dry Goods	1,290	Garages	1,965	Men's Furnish'gs	975		
Cigar stores...1,600	Departm't Stores	35	Grocers	6,682	Merchant Tailors	674	Sporting Goods..	60	
Cloaks and suits	594	Electrical	600	Hardware	425	Milliners	1,125	Stationers	535
Clothiers	582								

Trading Area

Brooklyn trading area is difficult to define. There are 3,000,000 people in Queens Borough and the trading area includes the populace of all Long Island, some from Staten Island and Manhattan.

One must be familiar with the transit facilities of this community to appreciate the wide field its retail and wholesale market covers.

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New seven-story addition to the Brooklyn Daily Eagle building to provide increased facilities for its many departments.

THE BROOKLYN DAILY EAGLE

O'MARA & ORMSBEE, Special Representatives

New York, Chicago, San Francisco

COMPLETE YOUR
REFERENCE BUREAU

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