



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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

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Vol. 55. No. 42

NEW YORK, MARCH 17, 1923

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

10c Per Copy

Attributes of Tribune Advertising:

POWER



INVESTIGATORS recently called at random on bankers, merchants and at better class homes in Peoria, Ottawa, Bloomington, Streator, Rock Island and Moline, Ill., Davenport, Cedar Rapids and Dubuque, Iowa, Beloit, Janesville, Madison, Fond du Lac and Green Bay, Wis.

Out of 18 bankers—
18 read *The Chicago Tribune*.

Out of 101 merchants—
92 read *The Chicago Tribune*.

Out of 131 homes—
126 read *The Chicago Tribune*.

A questionnaire sent to 296 grocery, drug, hardware, electrical, and auto accessory jobbers in the Chicago Territory, (exclusive of Chicago) disclosed that 81.4% read *The Tribune*, and 72.6% felt the influence of their sales exerted by National advertising in *The Chicago Tribune*.

Here is a medium which sways
jobber, dealer, consumer—



ECONOMY

TRIBUNE Milline* rates are low! Consistent gains in NET PAID circulation, both Sunday and Daily, reduce *The Tribune's* Milline rate. Consider:

DAILY	SUNDAY
Agate Line Rate	
.80	1.15
Feb. av. net pd.	
547,839	935,587
MILLINE* rate	
1.46	1.25

Compare these figures with those of
any other publication.

VERSATILITY



FOR 1922, out of a total of 55 display classifications, *The Tribune* was first in the following

36:

- | | |
|-----------------------------|-----------------------------------|
| Advertising Agencies | Opticians |
| Amusements | Paper and Paper Products |
| Automobiles and Accessories | Paints, Wall Paper, Etc. |
| Building Materials | Pens and Pencils |
| Cameras, Etc. | Physical Culture |
| Clothing | Printing and Stationery |
| Confectionery | Publishers |
| Disinfectants | Railroads |
| Electrical Goods | Railway Supplies, Foundries, Etc. |
| Financial | Restaurants |
| Florists | Rubber Goods |
| Furniture | Schools and Colleges |
| Hardware | Song Publishers |
| Heating and Ventilation | Sporting Goods |
| Hotels | Tobacco |
| Household Utilities | Travel and Resorts |
| Leather Goods, Trunks, etc. | Undertakers, Cemetaries, Etc. |
| Musical Instruments | |
| Office Appliances | |

The Tribune, during 1922, carried more WANT Advertising than all the other Chicago newspapers combined. *The Tribune*, during 1922, carried more MILLINES* of advertising than any other publication on earth.

The Chicago Tribune

The World's Greatest Newspaper

*MILLINE: A contraction for "Million lines." To find the volume of an advertisement in Millines, multiply the agate line content by the circulation it will enjoy and point off six places. To determine RATE per Milline, divide the agate line rate by the circulation and point off six places. All advertising space should be purchased by the Milline. It reveals true quantitative values quickly.

"The W G N," a book of 300 pages and more than 100 illustrations, describes every step in the publication of *The Tribune* from forest to newsstand. It will be mailed postpaid on receipt of \$2.00 by the Business Survey of *The Chicago Tribune*.

NEW YORK STATE

OFFERS UNUSUAL ADVERTISING INSURANCE

With the approach of spring and the breaking up of a hard winter, New York State is ready for new merchandise.

New York State merchants everywhere are preparing for their greatest season. Even under adverse weather conditions, business has been tremendously good—and the future is merely a matter of having the merchandise.

This is the kind of a market worth going into.

The greatest number of the richest people in America are looking for your goods.

What New York wants and says is "O. K."—the nation accepts as the best. What New York rejects, the nation will eventually turn down. Therefore, Mr. National Advertiser, you win or lose on the example of New York State.

Each city represented in this list has huge possibilities for you. Each one, being a separate community, has local pride, local interests, local institutions and local newspapers.

These local daily newspapers keep the local people supplied with news every day.

They tell what is happening everywhere and they are the guide post, directing people where to go to buy what they buy.

The list of progressive New York State newspapers presented here gives you the opportunity to cover completely this wonderful state. Increased circulations indicate a greater desire on the part of everybody in New York State to be up to the minute in politics, business and social life.

Win' New York State with an honest product properly advertised and you can win America.

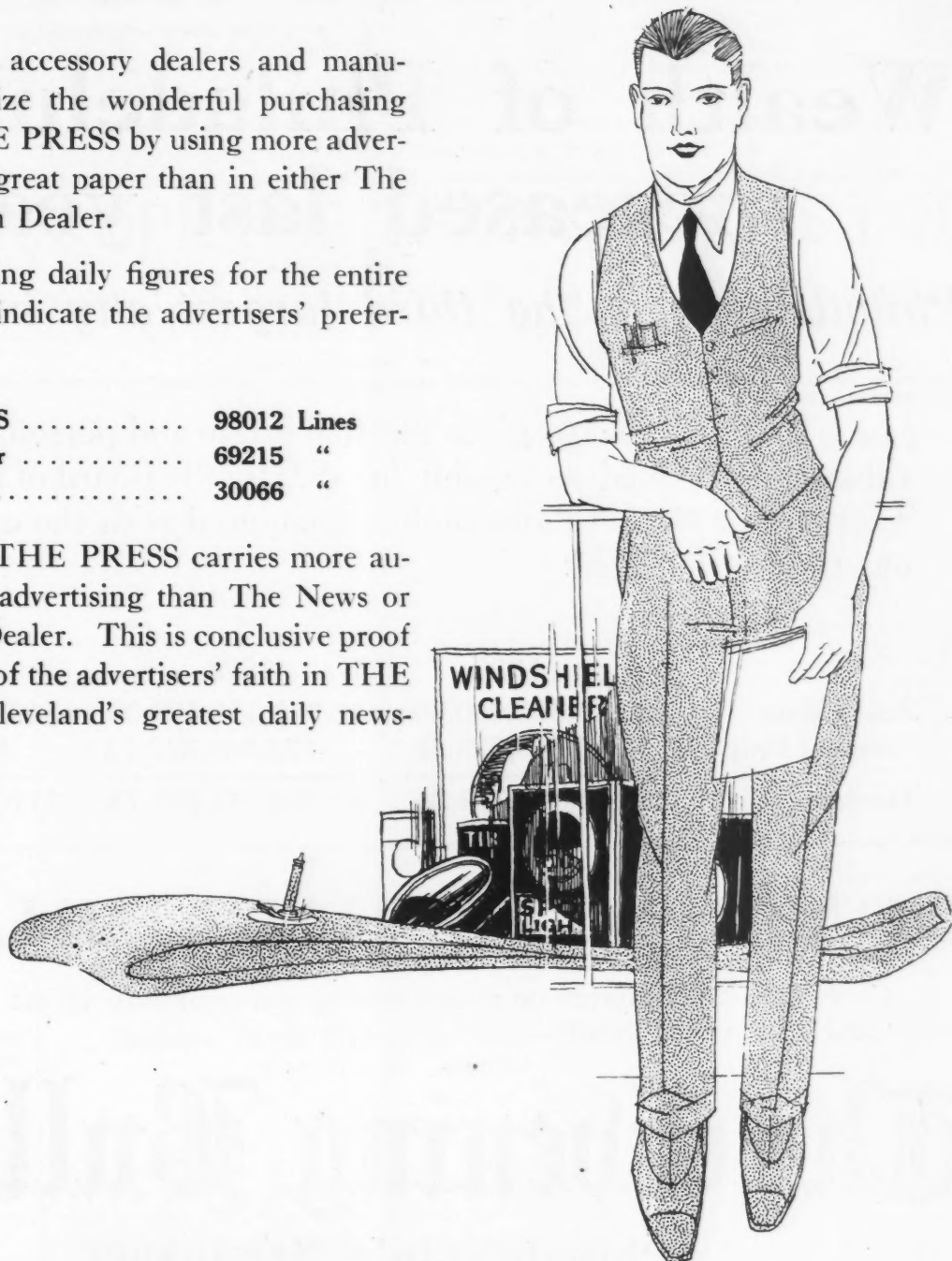
	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Knickerbocker Press(M)	33,384	.09	.09	†The New York Herald.....(M)	178,086	.49	.45
***Albany Knickerbocker Press(S)	47,496	.11	.11	†The New York Herald.....(S)	178,086	.49	.45
†Auburn Citizen(E)	6,433	.04	.035	The Sun, New York.....(E)	180,442	.50	.45
*Brooklyn Daily Eagle(E)	61,561	.20	.20	†New York Times.....(M)	356,671	.85	.8305
*Brooklyn Daily Eagle(S)	75,566	.20	.20	†New York Times.....(S)	356,671	.75	.7275
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18	*New York Tribune.....(M)	137,011	.40	.36
*Buffalo Courier(S)	120,554	.27	.22	*New York Tribune.....(S)	141,973	.40	.36
*Buffalo Evening News(E)	104,958	.21	.21	**New York World.....(M)	351,260	.595	.58
*Buffalo Evening Times(E)	85,000	.15	.15	**New York World.....(S)	576,778	.595	.58
*Buffalo Sunday Times(S)	102,509	.15	.15	**New York World.....(E)	272,479	.595	.58
Corning Evening Leader(E)	7,200	.04	.04	**Niagara Falls Gazette.....(E)	14,614	.06	.05
**Elmira Star-Gazette(E)	23,754	.09	.07	**Olean Times(E)	6,423	.03	.03
Geneva Daily Times(E)	6,415	.04	.04	**Poughkeepsie Star and Enterprise..(E)	11,553	.05	.05
**Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union(E)	65,240	.20	.18
**Gloversville Leader Republican.....(E)	6,247	.03	.03	**Saratoga Springs Saratogian.....(E)	7,921	.04	.04
Gloversville Morning Herald(M)	5,717	.035	.035	**Statens Island Daily Advance.....(E)	10,168	.05	.05
*Ithaca Journal-News(E)	7,454	.04	.04	Syracuse Journal(E)	45,014	.12	.12
*Jamestown Morning Post(M)	9,525	.05	.03	†Troy Record(M&E)	22,408	.05	.05
**Middleton Times-Press(E)	6,335	.03	.03				
**Mount Vernon Daily Argus.....(E)	7,976	.04	.04	Government Statements, April 1, 1922.			
**Newburgh Daily News(E)	10,283	.05	.05	*A. B. C. Publishers' Statement, April 1, 1922.			
†New York Globe(E)	166,196	.36	.34	†Government Statement, October 1, 1922.			
†New York Evening Mail(E)	161,215	.41	.40	**A. B. C. Publishers' Statement, October 1, 1922.			
				**A. B. C. Annual Audit, Sept. 30, 1922.			

Automotive accessory dealers and manufacturers realize the wonderful purchasing power of THE PRESS by using more advertising in this great paper than in either The News or Plain Dealer.

The following daily figures for the entire year of 1922 indicate the advertisers' preference in lines:

THE PRESS	98012	Lines
Plain Dealer	69215	"
The News	30066	"

Moreover, THE PRESS carries more automobile tire advertising than The News or Daily Plain Dealer. This is conclusive proof and evidence of the advertisers' faith in THE PRESS as Cleveland's greatest daily newspaper.



ALLIED NEWSPAPERS, Incorporated

PUBLISHERS DIRECT REPRESENTATIVES

New York Chicago Cleveland Cincinnati St. Louis Atlanta San Francisco

MEMBER AUDIT BUREAU OF CIRCULATIONS

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

Wealth of Philadelphians increased last year

Philadelphia is the third largest city in America

The table below gives the real estate and personal property valuations certified as taxable for 1923 by the Board of Revision of Taxes of the City of Philadelphia, compared with the corresponding returns for 1922:

	1922	1923	Gains 1923 over 1922
Real Estate	\$2,158,300,000.00	\$2,320,411,499.00	\$162,111,499.00
Personal Property	714,749,723.58	722,841,312.73	8,091,589.15
Totals:	\$2,873,049,723.58	\$3,043,252,811.73	\$170,203,088.15

DOMINATE PHILADELPHIA

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

The Evening 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 America.

1922 net paid average circulation: 493,240 copies a day.

NEW YORK

Dan A. Carroll,
150 Nassau Street

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

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

SAN FRANCISCO

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

LONDON

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

PARIS

Ray A. Washburn,
5 rue Lamartine (9)



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, MARCH 17, 1923

No. 42

COMBING EUROPE FOR TODAY'S NEWS TODAY

London, Paris and Berlin Continue to Be The Focal Points But No Point In Old World Is Considered So Small or Unimportant That the American Press Is Not Protected There at All Times.

By OTIS PEABODY SWIFT

EUROPE today is in the American editor's own front yard. Nightly to the copy desk come dispatches with London, Paris, Berlin and Constantinople datelines. They are news. They hit page one.

What is the mechanism by which this huge new news field is covered?

The copy desk cables come either from the paper's own foreign news service or one of the great wire syndicates. In addition, to the Associated Press, United Press, International News Service and Universal Service, leading metropolitan papers have found they can cut the up-keep cost of their foreign services by syndicating their own correspondents' material. The salaries, heavy traveling expenses and enormous cable tolls of correspondents in the European field are thus distributed over a number of papers, making it possible to provide European news at a sum proportionate to the cost of getting local and national news.

The foreign services of American syndicates and newspapers vary in degree. Some keep four or five staff men in the European field; some have 15 staff men and 50 local part-time men cabling on order from minor posts. Some file 1,000 words nightly out of Europe; others maintain a nightly average of 3,000 words, crowding the wires with 10,000 words nightly in time of crisis.

In all cases however the skeleton machinery of foreign organizations is practically the same.

London, Paris, and Berlin, in order named, are the focal points of European news.

London, in addition to covering the British Isles, is empowered to pick up and flash any news it hears of important developments anywhere in Europe that another post might not be able to cover. For example, with wires cut in the Ruhr, London can supply the night's Ruhr story (under London date-line) from information Downing street might give.

The Minor Posts

Paris covers France, Belgium and Switzerland, and knows what is happening in Italy and Spain. The Quai D'Orsay has close relations with Belgrade and Constantinople, and much Balkan and Near East news becomes known there.

Berlin covers Germany, Scandinavia, the Baltic States and mid-Europe. The Wilhelmsplatz, planning a mid-Europe empire in pre-war days, laid out a perfect telegraph service that stretches southeast into the Balkans. Berlin is today also a valuable source for Moscow news due to the close relations between the two capitals.

An organization with staff men cabling from these three posts can blanket Europe. With an experienced traveler as "swing man," constantly on the road from crisis to crisis, their European organization would be complete.

Large organizations, however, cover many minor posts with staff men.

Dublin has been a fixed post since the war. Routine bombings, jail deliveries and street fights grow monotonous, yet every time interest in Irish news is waning, Dublin produces a smashing story with a new turn. It is unsafe to leave Dublin unprotected.

EDITORIAL NOTE—Even among newspaper men the way in which news is gathered for the cables is little understood. Mr. Swift has served as a member of the foreign staffs of the Chicago Tribune and the New York Tribune. In the last year crisis-chasing has carried him into twenty countries. This is the first of a series of articles on covering Europe, the next of which will appear in an early issue.

Vienna can be made an important post. Two American services now keep staff men there. Austrian news is not important, but Vienna is the telegraphic news center of mid-Europe, and has unexcelled rail connections with mid and southeastern Europe countries, facilitating jumping men to any danger spot.

Moscow, with the great unknown equation of Russia behind it, is news. Most services have put men there since the Soviet lifted their ban. The Bolshevik keeps close tabs on what is filed, however, and a correspondent sending unfavorable news is apt to find many news sources closed to him.

Rome is increasing in importance. Formerly considered a fixed post of the second rank, it now produces much big news. The Italian government, once the tail of the allied kite, has developed a personality. Newspapermen at Lausanne and during the entire Near East crisis found the Italian government willing to talk, informatively, on subjects that London and Paris knew about, but kept secret.

Constantinople has a good share of

fixed staff men. Rail, steamship and wire communications of the Near East center there. It is the correspondents' jumping off place for Greece, Syria, Angora, the lower Balkans and South Russia. It seethes with propaganda and plots that must be sorted out by a man who knows Oriental psychology; but from its hodge-podge of rumors, scares and lies comes valuable news.

Local Correspondents

The above minor posts may be covered by staff men. A host of small cities must be covered by local correspondents, paid on space or by the item.

Such a correspondent may be an American business man resident. More often he is a well informed English-speaking native editor of the leading local newspaper. In time of crisis he sends bulletin flashes, thereafter filing on order until a staff traveling man can be rushed to cover the news.

Such men are used in Belfast, Cork, Liverpool, Cherbourg, Hamburg, Marseilles, Brussels, Madrid, Cologne, Munich, Prague, Budapest, Belgrade, Buch-

arest, Sofia, Athens, Milan, Naples, Geneva, Warsaw, Copenhagen and Stockholm.

The Big Time District Men

To illustrate the machinery of covering Europe, the foreign staff might be pictured as a local staff. The "Managing Editor" is the cable desk in New York. It keeps tabs on the show, occasionally ordering or suggesting stories, usually routing the traveling men, who are "assignment reporters," about the field.

The "city editor" is the Director of the Foreign Service, who is either the London or Paris correspondent. He is in constant touch with New York, passes New York's orders on to the field men and gives orders himself when a sudden crisis demands immediate action.

The district men are the fixed post correspondents in Berlin, Vienna, Rome and other capitals, each responsible for their beat which may include two or three nations. Local native space men in small cities are tipsters, letting the London or Paris city editor know what is going on.

London at Work

Whether a man be a tipster in Zagreb or the Paris correspondent, his methods of getting news are much the same. An example of the news machine at work may be found in the day's routine of the London office.

The London correspondent of a morning paper syndicate gets down to his office at 10 a. m. The office is apt to be in Fleet street, and is a suite of several rooms. He has two assistant correspondents, and a stenographer.

The morning's mail contains much English press agent material, and several feature stories which free lance writers wish to sell the syndicate's mail service. If these are of value they may be bought and mailed to America.

The London morning papers have several good stories, but he will not touch these as the American afternoon wire services will have already picked them up. Something in the Daily Telegraph may suggest a follow-up interview in the afternoon, however.

He must read every London paper painstakingly. Europe is America's front yard. Three lines buried on page 9 of the Express may report that Amos Jones, American citizen, of St. Louis, has been found strangled in a Manchester hotel. That may mean telegraphing the Manchester correspondent to file a column for some paper on the syndicate string.

An astounding amount of local, personal American news is being gathered by correspondents in Europe. Europe is full of Americans, all getting married, divorced, eloping with someone or murdering each other. They keep the correspondent busy supplying home town copy, names and addresses in the lead. Prominent Americans holiday making on the Continent talk more freely than at home. Tips on many big local stories come from London and Paris.

The London correspondent takes two hours for lunch. He lunches at his club or "Simpson's" where he will meet important people. Friendships are a big

(Continued on page 36)

BRITISH FUND FOR A. A. C. W. IN 1924 NOW OVER £15,500

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)
(Special Cable to EDITOR & PUBLISHER)

LONDON, March 14.—At the convention rally of the Thirty Club yesterday, President John Cheshire announced gratifying progress with the "On-to-London" movement. Sir Charles Higham in a rousing speech reported the results of his recent visit to the United States accompanying F. A. Wilson-Lawrenson, and stated that the latter had enthused the investigation committee of the A. A. C. W. with the account of his reception. Sir Charles added his firm impression that London would get the 1924 convention, but that this was only the beginning of work to make success absolutely certain.

W. S. Crawford, vice-president of the A. A. C. W., said behind Mr. Cheshire's speed and Sir Charles' Ambassadorship lay the question of public confidence in advertising. The 1924 convention would go far to educate the British public to believe in advertising and that was what Great Britain would get out of it.

Secretary Harold Vernon stated that the London Times, through Jack Akerman, had contributed £1,000 for pioneer work and other houses had made generous offers of hospitality and entertainment to the 1924 visitors.

The President announced amid cheers that the total fund started by Lord Rothermere with £5,000 and Sir Edward Hulton with an equal amount, now stood at £15,000. He then called for subscriptions from the Thirty Club members and guests, resulting in subscriptions of £500 in ten minutes. The meeting was the finest and most enthusiastic yet held in the opinion of Thirty Club officers.

PRESS AGENTS REIGN IN U. S.—MONDELL

**Lobbyists No Longer Sneak Up Back
Stairs, But Storm Congress, Re-
tiring Leader Tells His
Colleagues**

WASHINGTON, D. C., March 15.—The power of organized propaganda upon legislation as exercised by the new type of lobbyist or "legislative representative" developed in Washington during and since the war was made an important theme in the swan song of Rep. Frank Mondell of Wyoming, Republican majority leader of the 67th Congress. Mr. Mondell at the closing session of the House paid his respects to the hundreds of Washington press agents and propagandists, who he declared are making it increasingly difficult for legislators to vote and enact laws that square with their better judgment.

Without mentioning the names of organizations who maintain "press bureaus" and "publicity headquarters" in Washington to set up a hue and cry over everything not favorable of their pet scheme or schemes, Mr. Mondell characterized the development as a distinct menace to the public welfare and blamed the newspapers and the public for heeding the noise of these special interest and minority groups.

Out of his long experience in the lower House Mr. Mondell asserted that the growth of the propaganda influence in Washington was comparatively recent. The legislators of the old days, Mr. Mondell said he had been told, were "besieged by the lobbyists of the great interests," but he frankly asserted he seldom met them in the early stages of his career.

"We all know," he said, "that the legislator of today can scarce turn without being confronted by legislative representatives. How often have we noted here the effect of an organized propaganda through its written, phoned and wired words.

"I think it must be recognized that the legislative bodies in a free country with an unbridled press must and always will be the subject of much criticism, and while they may from time to time be temporarily popular, or, more frequently perhaps locally popular, by reason of approval of some act of legislation, they may expect to find criticism varying all the way from that of the dilettante who finds nothing quite as it should be in the conduct of public affairs, to those who for any one of a variety of reasons find it pleasing or profitable to be unfairly critical and abusive.

"However, as long as human nature remains as it is, organized propagandists will have their influence and the blame lies not so much with those who are influenced by them as with the public that joins in and encourages propaganda. Let us not forget that, in the main, the plans and purposes of organized minorities, as cunningly stated by their proponents, have profound appeal. Those most dangerous in their final effect upon the country may, pleasingly stated and superficially examined, appear not only harmless but highly beneficial."

Although he continued throughout his address to speak in the most general terms the members of Congress who heard him were familiar with the organizations and the methods they employ both through press agents and workers in the very precincts of the Capitol to bring about the sought-for results.

It was Mr. Mondell's view and the view of other members of Congress that the 67th Congress had witnessed the greatest onslaught of press agents and propagandists in the history of the American Congress. Lobbydom has ceased to work by the back stairs, and has solicited the aid of the press in advancing its manifold causes. Hardly an organization with a Washington headquarters whether commercial, political or social, but has its press agent staff and the "handout" which became notorious during the war, is no less prolific and potent.

In his recent book "Uncle Reuben in Washington," Charles Barrett, of the Farmers Union and the National Board of Farm Organizations, devotes a chapter to "Who's Who in Lobbydom." Mr. Barrett's detailed account of one side of the propagandist game is illuminating, but as Mr. Barrett himself is vitally interested in legislation in behalf of the group he represents and is a hard worker in the field of publicity, he does not present all of the picture.

Some of the organizations mentioned by Mr. Barrett include the Association Opposed to the Prohibition Amendment, Association of Railway Executives, United States Chamber of Commerce, National Coal Association, Wholesale Coal Dealers Association, Institute of American Meat Packers, Southern Pine Association, Hardwood Lumbermen Association, National Cannery Association, Manufacturing Chemists' Association, Council of American Cotton Manufacturers, Southern Industrial Education Society, Founders Association, Highway Industries Association, American Automobile Chamber of Commerce, National Bureau of Wholesale Lumber Distributors, American Mining Congress, American Realty Exchange, National Merchant Marine Association, League of Commission Merchants of the United States, National Oil Bureau, National Petroleum Association, Merchant Patent Law Association, National Committee on Gas and Electric Service, National Committee on Public Utilities, National Association for the Protection of American Rights in Mexico, National Committee to Secure Rank for Army Nurses, National Negro Business League, National Voters' League, National Forestry Association, National Patriotic Association, League for the Preservation of American Independence, National Association of Colored Races, National Committee of Armenian and Syrian Relief, National Federation of Federal Employees, National Women's Trade Union League and, as Mr. Barrett put it, many other organizations.

NEW ERA (AND EXAMINER) NOW

**Lancaster Paper Sold to Paul Block,
M. F. Hanson and A. D. Marks**

With the issue of March 12, the New Era (and Examiner), formerly called the Examiner-New Era, afternoon newspaper published in Lancaster, Pa., appeared under the ownership of the New Era Publishing Corporation, the majority stock of which has been bought by Paul Block, M. F. Hanson and Arthur D. Marks. Associated with them will be J. R. Gilbert and O. J. Keller, who for some time have been in direct charge of the business and editorial policies of the newspaper. They will continue to hold these positions. The politics will be Republican, as formerly.

The officers of the New Era Publishing Corporation as announced at this time are: President, Paul Block; vice-president and treasurer, M. F. Hanson; general manager, J. R. Gilbert; editor, O. J. Keller; secretary, Arthur D. Marks.

The New Era has served the people of Lancaster city and county for nearly a century, and it is known today as "Lancaster County's Home Newspaper."

DUPLEX PRESSES FOR WORLD

**New York Paper Orders Two High-
Speed Heavy Duty Octuples**

Announcement was made this week at the Battle Creek headquarters of the Duplex Printing Press Company that the New York World had placed orders for two presses. The initial installation is two heavy-duty high-speed octuple machines of the Duplex patented unit type, and the Duplex company states that additional similar presses will be built for the World as rapidly as practical.

Two Duplex machines have been in service in the World plant for some years, although this company's presses are best known among the smaller flat-bed publications and in cities of 10,000 to 50,000 population, where its tubular machines are used in large number.

MENNEN CO. DISCOUNTS HELD NOT UNFAIR

**Circuit Court of Appeals Reverses
Trade Commission Order That
Firm Could Not Favor
Certain Customers**

The United States Circuit Court of Appeals, unanimous in a decision written by Judge Henry Wade Rogers, has reversed an order made by the Federal Trade Commission a year ago directing the Mennen Company, Newark, manufacturer of toilet preparations, to refrain from giving trade discounts and from other alleged unfair methods of competition.

The Trade Commission's action against the Mennen firm was designed as a test case to determine whether a manufacturer has the right to grant special discounts to customers who render special services in the marketing of his products.

Judge Rogers' opinion, in which Judges Manton and Mayer concurred, holds that "the facts established by the testimony are not sufficient to constitute a violation either of the Federal Trade Commission Act or of the Clayton Act, and they do not support the commission's conclusions of law. The Mennen Company is not shown to have practised 'unfair methods of competition in commerce.'"

The court says that "if real competition is to continue the right of the individual to exercise reasonable discretion in respect to his own business methods must be preserved." The Mennen Company, it adds, "is engaged in an entirely private business and has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only or whether it will sell to both wholesalers and retailers. If it decides to sell to both, it has a right to determine whether or not it shall sell to retailers on the same terms it sells to wholesalers."

S. N. P. A. AT WHITE SULPHUR

**Convention at West Virginia Spa
July 9-11**

The Southern Newspaper Publishers Association will meet July 9-11 at White Sulphur Springs, W. Va., Secretary Walter C. Johnson of Chattanooga has just announced. The Greenbrier has been selected as hotel headquarters. This decision follows long consideration by the officers and directors of a new convention center to replace Asheville, N. C., which has been the meeting place for almost ten years. Invitations were received from several Southern cities.

White Sulphur Springs is on the main line of the Chesapeake & Ohio railroad and is accessible from Eastern and Western points as well as from the South. It is expected that the attendance will set a new record.

FAKE NEWS TIPSTERS BEWARE

**Minnesota Will Prosecute Givers of
False Information to Press**

A bill passed by the Minnesota legislature penalizing the giving of false information to newspapers has just become a law. Under its terms, any one who furnishes such false information, either maliciously or as a joke, will be liable to prosecution. It declares that any one violating the law may be adjudged guilty of a misdemeanor. The bill was sponsored by Rep. Theodore Christianson, editor of the Dawson Sentinel, and Rep. R. W. Hitchcock, editor of the Hibbing Daily Tribune.

NEWSPAPERS EXEMPT

**Probable That New York Legislation
Will Be Amended to That Effect**

Provisions of the Lockwood bills now pending before the New York legislature to regulate industrial combinations of employers or employees are not aimed at newspapers or press services and it is probable that the bills will be amended to make that specific before they are finally

passed. Arguments of the Merchants' Association of New York City, which is opposing the Lockwood program, that the bills would prevent the operation of press associations and publishers' bodies in New York, were declared groundless by legislative leaders in answer to representations by publishers associations of New York City and State.

SAGINAW STAR APPEARS

**Wires Down, Radio Gives It News for
First Issue**

(By Telegraph to Editor & Publisher)

SAGINAW, Mich., March 16.—Winter's most destructive storm broke over Saginaw late Sunday night, putting out of commission commercial, as well as press leased wires, just as the Saginaw Evening Star, new afternoon daily, was scheduled to start on Monday. Through courtesy of the Lansing Capitol-News broadcasting service and co-operation of the International News Service, the Star's first news was received by radio. The Star is financed through the purchase of stock by more than 200 Saginawans. L. A. Henning is president of the company and Harry Hahn treasurer, while Henry Freking is secretary and general manager.

The editorial staff is in charge of F. Johnston as managing editor, with Walter Fuller as city editor, and comprises a staff of ten people. John Distler is in charge of the composing room, which is equipped with intertypes, Ludlow typograph equipment for display and a lead-and-rule caster. The paper's first edition contained only one line of hand-set type. The advertising and circulation departments are in charge of E. C. McIntosh and John Vaxler, respectively.

EDITOR'S NOTE: This telegram was received, after considerable delay, just as EDITOR & PUBLISHER was going to press. As wires to Saginaw had been badly damaged by storms, it was impossible to recheck the executives named in the original telegram, which appeared to be garbled in several places.

UTAH BANS TOBACCO ADS

**But Will Again Permit Sale of Ciga-
rettes Under New Bill**

Utah's legislature is considering a bill that seeks to abolish the advertising of tobacco in any form in the state. The original bill would have even made it unlawful to exhibit tobacco in the store window or to display the goods inside, but this was amended. For two years the advertising and sale of cigarettes has been forbidden. The new bill would make the sale of cigarettes lawful once more but would abolish all tobacco advertising. It is regarded as a compromise measure. The senate gave assent to the measure without a dissenting vote.

Discussion Club in Washington

"Libel Laws of the District of Columbia" will be the first of series of lectures arranged by "The Deadline Club," an organization of the workers on Washington newspapers. The lectures will include a discussion by experts of the various phases of newspaper work, including the handling of news, editorials, advertising, circulation and the mechanical equipment of newspapers.

Tablet to W. H. Page in Abbey

Authorities of Westminster Abbey, it is stated, will grant the request made in January by leading British statesmen that a tablet be erected in the Abbey in memory of Walter Hines Page, former American Ambassador to the Court of St. James, and in early life an American newspaper and magazine editor.

Coast Papers Drop First Edition

The San Francisco Call and the San Francisco Bulletin, afternoon papers, have eliminated their first editions which appeared on the streets at 9 a. m. The first edition of each paper is now on sale at 10.30, and the time of subsequent editions has been advanced a half hour.

BRITISH INTERESTS A UNIT IN CALL TO ADVERTISING CLUBS

Report of Wilson-Lawrenson Discloses Unusual Arrangements Under Way to Make "On to London" Movement Success

THE report of F. A. Wilson-Lawrenson to the special committee of the Associated Advertising Clubs of the World appointed to consider the London invitation for the 1924 convention of that organization was released to EDITOR & PUBLISHER by President Lou Holland this week.

Mr. Wilson-Lawrenson recently returned from England, where he went as the representative of the committee, of which he is chairman, to investigate and report upon the prospects of a successful convention in case it is taken to that city.

The other members of the special committee are A. G. Newmyer, R. C. Ayres, George B. Sharpe, T. W. LeQuatte, F. W. Stewart, Homer J. Buckley, E. T. Meredith, J. P. Gilroy and Stanley Clague.

Mr. Wilson-Lawrenson's report, in full, follows:

Gentlemen:

I wish to render, in writing, a preliminary report on the result of my investigations in Great Britain as to the desirability and feasibility of holding the 1924 Convention of the Associated Advertising Clubs of the World in London, instead of in the United States.

The initial invitation to hold the 1924 Convention of the Associated Advertising Clubs of the World in London was presented last year at the Milwaukee convention by Sir Charles F. Higham, a leading advertising man of Great Britain, and London associate of the Wm. H. Rankin Company of New York, who came over as a special envoy from the Thirty Club of London. His invitation was endorsed by the Milwaukee convention with the understanding that if, after an investigation it was found a successful convention could be handled in London, suitable recommendation and backing would be presented to the Atlantic City convention. The annual meeting of club presidents voted unanimously in favor of London and by a rising vote agreed to recommend "London '24" to the presidents' meeting in Atlantic City in 1923. A committee was appointed to investigate the desirability of accepting the invitation, and to report fully to President Holland of the A. A. C. of W. It was as chairman of that committee that I visited England.

This will confirm what I reported to a number of members of the committee at two meetings held recently in New York City. The members of the committee who were present at these two meetings were the following:

The Hon. E. T. Meredith.
Stanley Clague.
James P. Gilroy.
Carl Hunt, ex-officio member.
Jesse H. Neal, ex-officio member.
F. A. Wilson-Lawrenson (the writer).

There was also present at these meetings Sir Charles F. Higham, chairman of the London committee.

The report made at these two meetings was also given to F. W. Stewart, Canadian member of the committee, on the occasion of my visit to Montreal last week.

On my arrival in London, on December 27, 1922, I was met by the president, treasurer and secretary of the Thirty Club of London, and that evening we had an informal discussion, at which time I outlined to these gentlemen the situation as I saw it from the United States angle, which was in accordance with the thought of the committee after our several meetings.

The next day, December 28th, I met the executive committee of the Thirty Club and the convention committee and I outlined to the committee, as a whole, the problems which the United States was facing in considering this London invitation I then projected before them, as an alternative plan, the one which was approved by our committee; namely, a World Trade Club Conference under the auspices of the Thirty Club of London.

They asked for a few days to consider the situation, and subsequently, I was invited to another conference, at which time the committee informed me that for reasons, which they satisfied me were good and sufficient, they were unable to consider the alternative plan and proposed to go ahead and press their original plan; namely, that the convention should be held in London in 1924.

I then informed them that I was not there to sell the convention, or to commit the Associated Advertising Clubs in any way, but that in my capacity as chairman of the investigation committee, it would be necessary for me to make a report to my committee and to the Associated Advertising Clubs of the World as to whether it was feasible or desirable that the convention be

held in London and that my report must be substantiated by facts.

On January 18th, I, as the chairman of this committee and representing the Associated Advertising Clubs of the World, was tendered a dinner at the Hotel Trocadero, presided over by John Cheshire, general manager of Lever Brothers and president of the Thirty Club of London, and supported by the Hon. Sir Philip Lloyd-Greame, president of the Board of Trade, Sir Charles F. Higham, chairman of the London Committee, W. S. Crawford, British vice-president of the Associated Advertising Clubs of the World and vice-president of the Thirty Club of London, C. Harold Vernon, Hon. secretary of the Thirty Club of London, Lt. Col. E. F. Lawson of the Newspaper Proprietors' Association, M. J. Evelyn Wrench of the English Speaking Union, James Strong of the Association of British Advertising Agents, and Arthur Chadwick of the Incorporated Sales Managers' Association.

I am sending to each member of the committee a copy of the menu of the club dinner. This may be of interest and act as souvenir.

The following is an outline of the information which I asked for:

1. That the invitation, issued by the Thirty Club of London would of necessity have to be backed up by other interests in Great Britain. What other interests had given their support? To this end, I not only wished information from them, but desired to meet with the leaders of industry, publishing, advertising, as well as Government leaders, so that I might make my own observations.

My investigation disclosed the following:

(a) That the Thirty Club of London is made up of leaders in publishing and advertising and

A. A. C. W. IN LONDON FINDS HEARST'S FAVOR

WILLIAM RANDOLPH HEARST will send fifteen of his newspaper executives to London in 1924, if the Associated Advertising Clubs of the World select that city for their convention. He informed Mr. Wilson-Lawrenson to that effect this week, adding that he will get behind the effort to make London next year's convention city.

constituted a body of men who have most unusual power and influence. I am frank to say that I have never seen a group of thirty men in one advertising unit before with such power or such influence.

The committee, appointed to work with me on this matter, was made up of the following gentlemen:

Sir Charles F. Higham—
Chairman of the committee.

John Cheshire—
President of the Thirty Club of London, and the general manager of Lever Brothers, directing their interests both in England and America.

J. C. Akerman—
Manager of The London Times.

W. S. Crawford—
Head of a large advertising agency and British vice-president of the Associated Advertising Clubs of the World; also vice-president of the Thirty Club of London.

Philip Emanuel—
Director of Advertising of a number of important publications including John Bull; also treasurer of the Thirty Club of London.

C. Harold Vernon—
Head of one of the largest advertising agencies in London, who is also secretary of the Thirty Club of London.

George Scott—
London Manager, Glasgow Herald, which is the leading provincial paper.

Sydney Walton—
Journalist and propagandist. Responsible for Government propaganda.

U. B. Walmsley—
Of E. Hulton, Ltd., one of the largest publishing houses in Great Britain.

(b) That the following associations and clubs had been invited to associate themselves in this invitation and to be part of the general committee and had accepted the invitation:

The Weekly Newspaper and Periodical Proprietors.

Weekly Newspaper Proprietors' Association.

Northern Federation of Newspapers.

Aldwych Club.

Association of British Advertising Agents.

Audit Bureau.
Advertisement Consultants.
Advertisement Managers' Association.
Incorporated Society of British Advertisers.
Publicity Club.
Fleet Street Club.
Sales Managers' Association.
Trade & Technical Newspaper Association.
United Billposters' Association.
London Billposters' Association.
Association of Display Men.
Master Printers' Association.
Federation of Master Process Engravers.
Association of Retail Distributors.
Newspaper Society.
Scottish Newspaper Association.

(c) I personally interviewed a very large number of leaders in British industry and from one and all received not only their assurance of their hearty support, but a number of these men publicly expressed themselves through the columns of the British papers on the importance of holding the convention in London and promised their active and financial support.

(d) I interviewed the leading publishers of England, including the following:

Lord Rothermere, the owner of the Daily Mail, and a number of other papers, who has promised the support of his columns, and who, during the time I was in England, assigned one of his leading journalists to accompany me day by day and give my mission and the Associated Advertising Clubs of the World and its importance a column on the leader page right next to the French war news.

He has assured me that this is nothing to what his papers will do between now and the convention time, or what they will do at the time of the convention.

Lord Riddell, owner of another large group of papers, also gave my mission editorial support and has assured me that he will support the plan as soon as the decision has been made.

Sir Edward Houlton, owner of the sketch and other leading papers—head of one of the largest publishing companies in the country—ditto.

Lord Burnham, owner of the Telegraph and other daily papers—ditto.

Sir Ernest P. Benn, who practically controls the trade paper industry of Great Britain—ditto.

The publishers of papers such as the Yorkshire, Liverpool and other provincial papers—ditto.

The publisher of the Advertisers' Weekly has already given the best part of two issues on this convention matter and pledged his support. The same is true of the Advertisers' Monthly.

(e) Sir Philip Lloyd-Greame, President of the Board of Trade, which corresponds to the office held by Mr. Herbert Hoover in this country, pledged the support and interest of his department.

(f) In a half hour interview, Mr. Bonar Law, Prime Minister of England, authorized me to say to the committee and to the public generally, that the project has his very deep interest, both as a business man and as Premier of England, and that we may absolutely count to the limit of his personal interest and support of his Government.

Consequently, in answer to Question I, projected to the committee, I am satisfied, after these interviews, and the interview with the associations mentioned as being invited to cooperate, that the invitation of the Thirty Club of London is backed up by all important interests in Great Britain, and if the convention should go to England, it will be England's affair and not only that of the Thirty Club of London.

(2) The suggested program and benefits which may result.

The program, as roughed out at the moment, will embrace all the usual trade and technical matters, but in addition will take up the following:

The working out of a code for the protection of national and international trade marks and patents.

International and Dominion distribution, shipping and banking.

Effect of foreign exchange on trade and selling.

Financial advertising.

Developing of chain store system; habits and differences of people in buying.

How forty-five million people are affected each morning by daily paper advertisements.

Effect of advertising on legislation.

British Newspaper production and distribution.

Advertising of combined trade organization.

The foregoing are simply the rough headings of a program which is now being worked out for presentation to the American association for consideration.

It is not the intention of the Thirty Club of London to handle the program. They wish to present a program to the American association and leave it to run the convention with such help as they may ask for from the British association.

It is my judgment, after careful consideration and thought, that the benefits to be derived from holding the convention in London are as follows:

(Continued on page 26)

AD CLUBS WILL MEET ON STEEL PIER

General Sessions, Exhibit, and Registration Over the Ocean, with Departmental Sessions at Boardwalk Hotels

The executive board of the national program committee of the Associated Advertising Clubs of the World in charge of the program for the Atlantic City convention has accepted the original suggestion of the Advertising Club of Atlantic City that the Steel Pier be used for general sessions, the advertising exhibit and registration headquarters.

There will be no "headquarters hotel" for the Atlantic City convention. Registrations will be held on the Steel Pier, and the departmental and conference meetings will be held in various hotel auditoriums and other meeting places, practically all of them on the boardwalk.

The convention will open on Sunday afternoon, June 3, with an inspirational meeting, and Monday and Thursday will be devoted to general sessions. On Tuesday and Wednesday, departmental and interdepartmental meetings will be held. The committee asked W. Frank McClure, of Chicago, chairman of the National Advertising Commission, to determine what portion of this time shall be devoted to the usual interdepartmental sessions.

One hour will be given at a Monday general session to a program pertaining to the advertising exhibits.

Three half days will be given to departmental and conference programs at the convention, and one half day to the interdepartmental session, in place of two half days, as has been the custom for several years. In addition to the general session of June 3 (the inspirational meeting), there will be general sessions all day Monday and all day Thursday. The departmental and interdepartmental sessions will be held on Tuesday and Wednesday.

W. Frank McClure, chairman of the National Advertising Commission, has suggested that half a dozen speakers be selected by the Commission for the half day interdepartmental session, and that subjects be assigned which will illustrate various kinds and types of advertising in various mediums.

The exhibit will be arranged at Atlantic City so that all delegates attending general sessions will pass it.

The Department of Commerce at Washington has given the exhibit committee co-operation in obtaining exhibits of overseas advertising.

The meeting of the executive board was attended by Rowe Stewart, Philadelphia; John H. Logeman, Chicago; Harry D. Robbins, New York; Albert T. Bell, Atlantic City, and Earle Pearson, secretary of the committee. Carl Hunt, manager of the A. A. C. W., also attended. In the absence of Chairman C. W. Woodbridge, Rowe Stewart presided.

The National Commission will meet at the Statler Hotel, Cleveland, April 24 and 25, and the Cleveland Advertising Club will co-operate in arranging the public sessions. The Commission will devote only a part of its time to executive sessions, and a program of interest to Cleveland business men, and to delegations from other nearby advertising clubs, will be arranged for the rest of the time.

Fake Subscription Takers Busy

Fake subscription solicitors working in Springfield, Ohio, are said to have mulcted several residents before their activities came to the attention of the police and the Springfield News, which they were "offering" at a "special" rate of \$3 a year for daily and Sunday. The defrauders apparently got wind that their operations had been tipped off, for when investigation was started, they could not be located.

NEWSPAPERS SOLD WALTHAM WATCHES BUT BANK FORCED CHANGE

Company Bought \$95,000 Worth of Newspaper Space in 1922, Plus \$31,000 Invested by Local Dealers, With Traceable Results, but Fails to Exploit Its Success

By HAMMOND EDWARD FRANKLIN

REVENUE estimated at several hundred thousand dollars for 1923 will be lost to the newspapers in favor of the so-called "general mediums" as the result of the abandonment by the Waltham Watch Company, Waltham, Mass., of its policy of powerful concentrated local newspaper advertising.

What is behind this move? What are its causes? Did the newspapers fail to "come through" with results? Is this an indication of the superiority of magazine space over newspaper advertising?

The answer is: A curious turn of fate which the newspapers, despite some invaluable results produced in a short time, could not control. The story behind it is one of wide interest.

The Waltham watch has been advertised for years. But until the last six years or so, its annual appropriation was confined to the \$60,000 class or less. Waltham-made watches cost money. Typical prices were, last year, \$225, \$145, \$210, \$45, \$150, \$22 and \$65, taken at random from some of the popular numbers in the line.

A product like this, the company argued, was peculiarly adapted to magazine advertising. It was a quality article bought by people who have money and who have good taste. The magazine pages showed off the product artistically and with great dignity. Besides, magazine advertising, the company was assured by numerous periodical solicitors, was "quite the thing to do." Results, to be sure, had to be pretty much guessed at in a general way. It was not easy to tell just what the magazine copy was netting.

In 1921, the Waltham Watch Company had an unusual condition to break down. Swiss and other foreign-created watches were enjoying an influx into the United States. The average person seemed to "take" to the idea of an imported watch. There was another factor—many dealers claimed that Waltham prices were too high. For years Waltham prices had paralleled those of its chief competitor, Elgin. Now, with the war over, its prices were considerably above Elgin, and at a time when grumbling over the price question was rampant.

There was a wide-spread resistance to the Waltham Watch on the part of dealers. The president of the advertising agency which was in charge of the account, and treasurer and general manager of the agency, went out in the trade to get at the problem and its solution. It was found that the magazine advertising was not having the effect on the dealer it should and he did not fully appreciate what was being done for him. He simply was not reading the advertising and, when he did, he did not fully realize the lengths to which the company was going to back him up.

Following this survey, the agency recommended the adoption of intensive newspaper advertising to replace largely the magazine work. The Waltham concern, however, was not enthusiastic. It expressed the view that it would be lowering its dignity to change to newspaper space. And the officials wondered if advertising in certain cities and omitting others would not precipitate an avalanche of "howls" from the trade where local space was not used.

From the agency point of view, it is easier to "shoot" a full page in a national weekly of 2,000,000 or in a group of a few publications. The work is minimized and the maximum profit is realized from commissions. Therefore, EDITOR & PUBLISHER believes that great credit is due the agency which had the account, for the courage of its convictions in standing up against following the "easy route," and in insisting that newspaper advertising be used, even though it meant higher

cost for the agency and far less "velvet."

On October 1, 1921, the company launched a 13 weeks' campaign in a large number of cities. At the end of that time, returns had been so satisfactory in direct sales and dealer interest and co-operation that for 1922 the agency was able to put into effect the policy of 80 per cent of the year's appropriation for newspaper advertising. The agency had done pioneer work also on other accounts in showing the value of local newspapers as an advertising medium.

During 1922 the Waltham advertising appeared in newspapers in 155 cities in the United States and 40 cities in Canada. The agency requested the promotion department of each paper to go out and get tie-up advertising paid for by the dealer to appear either at bottom or top of Waltham copy or on all sides.

It not only requested, but insisted on tie-ups. It endeavored to pick the best newspaper, from the point of view of circulation and of quality, in each city. If the newspaper neglected to get the tie-ups, the agency switched the advertising to another paper which would do it. In one city the newspaper did no tie-up work and paid no attention to letters. The account, therefore, was switched to the next paper, which for a time did the local work well, but then became careless.

The advertising agency was about to take the account from the city entirely, as was the custom where local co-operation could not be secured, but the advertising manager of the city's leading paper would not listen to such a proposal and produced a contract with the three principal jewelers of the city to run special space beside every Waltham insertion as long as the advertising appeared.

Up to September 1, 1922, the Waltham Company had bought and paid for 792,000 agate lines in newspapers at a cost of \$95,000, and dealers paid for 260,000 lines, worth \$31,000, of which the manufacturer received the benefit through newspaper co-operation. Through the newspaper a local man was enlisted, in a sense, on behalf of the Waltham Watch Company. He stirred up interest. The dealers not only saw the copy in their local papers

and realized they were being backed up, but also spent their own hard cash, and \$126,000 worth of advertising was secured for \$95,000. Can general magazine advertising show results from dealers comparable to this.

Some of the magazine solicitors were rather "sore," but when the case was put up to them, all had to admit that the magazine could not offer the wonderful result-getting co-operation the newspaper gave.

Another point—there is tremendous duplication in national magazine circulation. Through the newspaper, duplication is cut to next to nothing. Waltham used one paper in a city. The agency sold the idea of using the newspaper to its client by comparative figures showing how much less expensive and how much more effective the newspaper is.

Later figures compiled on a basis of what was done showed the stand for newspaper advertising was correct. A much-played up national weekly, with a circulation of 2,000,000, costs \$7,500 a page. It was possible to place an advertisement, 220 lines, which was found to have the best attention value on the page for Waltham purposes, in 150 cities, having a population of 34,000,000, with 8,639 circulation, for \$3,783.

Magazine solicitors said "Ah yes! But there is nothing so dead as yesterday's newspaper." The agency countered by replying "There is nothing so live as tomorrow's."

Twenty per cent of the total appropriation continued to be used in magazines for a background. Various smart publications, like Town & Country, Vogue, the Spur and the National Geographic, were on the list. This copy emphasized the mechanical perfection of the product and featured various styles. It was distinctly subordinate to the newspaper space and in time it is probable all or nearly all of the appropriation would have been turned into the more productive channel. Some export and automotive publications were used.

The newspaper copy used by Waltham was notable because it demonstrated conclusively that newspaper display can be put to use admirably for a high quality product. The form of the copy had been given much attention. At the top of each advertisement was lettered the descriptive title, "The scientifically built watch," above an artistic reproduction of some specific style, with its catalog number and its price. High-priced models were featured. The copy below was set in type which in three or four paragraphs suggested reliability. The trustworthiness, the reputation behind the watch, its fine time-keeping qualities and the plea-

sure which comes from owning such a watch all were insinuated into the reader's mind deftly in a high grade way. The name, "WALTHAM, the world's watch over time" was featured at the bottom of all copy. The speedometers and automobile time-pieces of the company were mentioned briefly at the bottom and the general jewelry slogan, "Gifts that last," was included. The company offered to mail a book on watches on request.

On December 21 under the head, "A Happy Christmas," this copy appeared:

"The man who buys or receives this Waltham Watch will be not only happy, but lucky.

"Happy, because he has a new life-long friend that will never fail him; and lucky because of the good judgment that decided to purchase this exceptional watch.

"It has every quality one can wish. It is good-looking. It is a very fine time-keeper. It is a life-time friend. It has the famed Waltham Colonial 'A' movement inside of it. Adjusted to five positions.

"As a gift or investment your jeweler will tell you what a fine watch it is. He knows Waltham Watches."

How did using the newspapers work out? The Boston agency proved by actual production that copy worthy of the watch could appear to advantage on newspaper. The bugaboo of "sighted dealers" in cities where advertising did not appear turned out to be trivial. There were no "kicks"; in several cities, dealers asked advertising to be used and promised tie-ups. They were of course gladly given it.

Many definite sales were traced directly to the use of the advertising. In one city, a Middle Western Elgin territory, where all efforts to get a dealer had been fruitless, through the co-operation of the local newspaper promotion manager who was a live-wire and persistent, a starting order of \$2,500 was obtained and a leading jewelry store secured as dealer. Scores on scores of hearty letters from dealers commending the local newspaper advertising policy were received and bound in a folder.


What is even important, the average value of the watch bought was increased.

Altogether, it was a striking case of an advertising awaking from the lethargy and smoke clouds of national magazine advertising to find a better way. Like almost all big firms, the Waltham Watch Company was hit by the depression. Despite heroic work by newspaper advertising and executives, a financial reorganization was necessary, as in other lines.

Certain banking interests were given an unusual degree of power in connection with the business. With apparently little, if any, careful study of whether or not the advertising had been handled on effi-

(Continued on page 32)

THE SCIENTIFICALLY BUILT WATCH



The Waltham "10 Size"
Cat. No. 1077 12 Jewel Movement
Price \$14.00

Refinement

A GREAT institution, at work for seventy years, creating, perfecting, refining every unit of its product—is the condensed story of this Waltham Watch.

It is difficult to do justice to the value and life-time investment represented by this refined and dependable time-piece.

It must be seen to be appreciated. It must be owned to be praised. It is certain that here is a watch that for fine workmanship, time-telling, good looks, and most reasonable cost is unexcelled. Ask your jeweler to show it to you. He knows Waltham Watches.


Write for a valuable booklet that is a liberal "Watch" education. Sent free upon request. The Waltham Watch Company, Crescent Street, Waltham, Mass.

WALTHAM
THE WORLD'S WATCH OVER TIME

When you see the sign that all Waltham Watches
Makers of the famous Waltham air-friction quality Speedometers and Automobile Time-pieces used on the world's leading cars

GIFTS THAT LAST

THE SCIENTIFICALLY BUILT WATCH



Waltham Colonial "A" Riverside
Cat. No. 104 12 Jewel Movement adjusted to precision
No. 104 12 Jewel Movement with gold case
Retail and figure dual. Price \$12.00

A Happy Christmas

THE man who buys or receives this Waltham Watch will be not only happy, but lucky.

Happy, because he has a new life-long friend that will never fail him; and lucky because of the good judgment that decided to purchase this exceptional watch.

It has every quality one can wish. It is good-looking. It is a very fine time-keeper. It is a life-time friend. It has the famed Waltham Colonial "A" movement inside of it. Adjusted to five positions.

As a gift or investment your jeweler will tell you what a fine watch it is. He knows Waltham Watches.

Write for a valuable booklet that is a liberal "Watch" education. Sent free upon request. The Waltham Watch Company, Crescent Street, Waltham, Mass.

WALTHAM
THE WORLD'S WATCH OVER TIME

Makers of the famous Waltham air-friction quality Speedometers and Automobile Time-pieces used on the world's leading cars

GIFTS THAT LAST

THE SCIENTIFICALLY BUILT WATCH




No. 1010 12 Jewel Movement
14 K. Case and Bracelet \$10.00

No. 1011 12 Jewel Movement
Gold-filled case with ribbon \$12.00

No. 1012 12 Jewel Movement
Gold-filled case with ribbon \$12.00

No. 1013 12 Jewel Movement \$12.00

WALTHAM 16/16 Size Convertible and Ribbon Watches

Variety In Watch Fashion

TWO interesting ladies' watches—like, yet not alike. The same famous Waltham movement inside—but dressed in different styles.

The one be-ribboned in pure black silk (changed at the slightest of cost)—the other a bracelet watch, convertible according to the wearer's mood or the "dress" occasion. Because of the disappearing "eye" in the case, you can wear it around the wrist or as a chateleine watch or on a chain.

These jeweled, fashionable Waltham Watches will keep time for a life-time. Whichever one you prefer. They are sold by first class jewelers. Ask your jeweler to show them to you. He knows what fine watches they are.

Write for a valuable booklet that is a liberal "Watch" education. Sent free on request. The Waltham Watch Co., Limited, Montreal, Canada.

WALTHAM
THE WORLD'S WATCH OVER TIME

Makers of the famous Waltham air-friction quality Speedometers and Automobile Time-pieces used on the world's leading cars

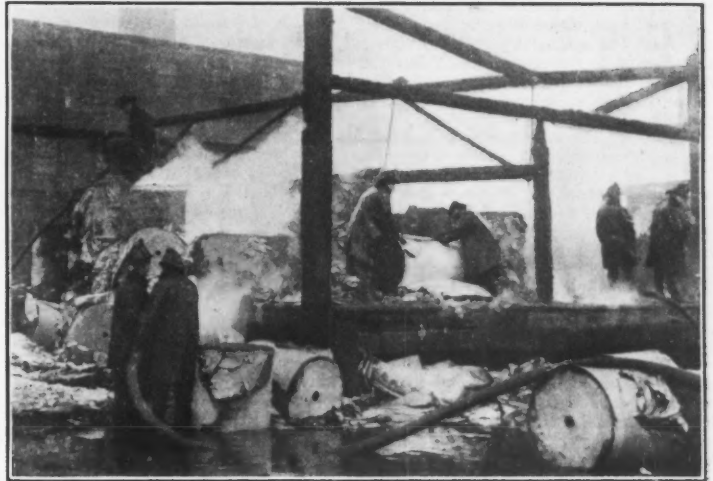
GIFTS THAT LAST

These specimens of the manufacturer's copy are excellent illustrations of how type, rules and simple line-cuts can be assembled attractively. Usually, retail jewelers were delighted to see their copy in this kind of company.

THEY ARE ALL IN THE DAY'S NEWS



Home again: Col. Robert R. McCormick, who with Capt. Joseph Medill Patterson is editor and publisher of the Chicago Tribune and New York News—and has a Paris edition of those newspapers as a hobby—with Mrs. McCormick, is back after a tour of Europe.



Going up, like German marks: The Boston American and Advertiser recently lost 1,000 rolls of white and green newsprint, valued at \$60,000, in a fire that swept their storehouse at Charleston.

Managing editor takes vacation. Charles E. Shull, managing editor of the Philadelphia Bulletin, accompanied by his family has sailed for Europe where they will spend a month or two—or three—sightseeing.

Wants to see for himself: Cyrus H. K. Curtis (left), of the Philadelphia Public Ledger, S. E. P., L. H. J. and C. G., cruising off Miami, Florida, decides to go up on the bridge and have a look for himself.

Speaking of vacations and Philadelphians, as we have for a couple of captions or so, Col. James Elverson, publisher of the Philadelphia Inquirer, decides to stick to the greens of a Florida city that Olin Kennedy is helping to make famous.

L. B. Johnson (below), editor and owner of five Vermont Heralds, published at Randolph, Bethel, Rochester, Chelsea and White River, shows the boys at San Antonio how to toss a barnyard golf ringer.



INSURANCE PLAN OF PROFIT-SHARING ENGAGES PUBLISHERS' ATTENTION

Employees of Several Important Newspapers Have Received Gift of Policies from Owners, and Other Forms of Aid to Staff Hold Great Interest for Employers

"Have you any information as to what other newspapers are doing in the way of insuring their employees, pensions, compensation for injuries, etc., or on newspaper profit-sharing plans? We are investigating this matter with a view to putting ideas along this line into effect on the and will appreciate any assistance you can give us."

SEVERAL letters similar to the one quoted above sent EDITOR & PUBLISHER out on the trail of the information. Plenty of it is available regarding group insurance. Pension data is not so frequently come upon. No other definite plan of profit-sharing is effective among the newspapers to whom EDITOR & PUBLISHER sent its questionnaire, but several newspapers give their employees annual gifts, which are apportioned on various bases, mostly home-made.

The subject is of practically universal interest among wide-awake publishers and executives today. Only two of the publishers who answered the letter consider group insurance or profit-sharing schemes "socialistic" or "paternalistic." Several state frankly that while they have no such ideas working now, their plans may be guided by the information that EDITOR & PUBLISHER found in other offices. Practically all expressed interest in the data to be gathered. And with that introduction, here it is:

Hilton U. Brown, general manager of the Indianapolis News, outlined the plan that paper instituted last July, providing for old-age pensions, life insurance and sick insurance, through the Indianapolis News Employees' Fraternal Association. In Mr. Brown's words:

"Briefly, the employees pay into the fraternal association 35 cents each week, regardless of their salary. The News contributes a like amount for each employee. From this fund the Fraternal Association contracted for life insurance for each employee, ranging from \$500 up to \$800, depending on length of service, the \$800 being obtainable after five years. The average yearly premium on this group life insurance is \$14.21 per member, though the actual premium per individual is based on the age of the members. This insurance was placed with the Metropolitan Insurance Company.

"The sick insurance provides for all sickness and for accident not covered by the employers' liability insurance, i. e., all accidents occurring not in line of duty. The premium on this is .6882 cents per annum per \$1 of weekly benefits, or in other words, approximately \$10.11 per annum per employee. Sick benefits begin on the eighth day of sickness or accident and are paid for not to exceed ten weeks on each case, although there is no limit as to the number of weeks' payment in a year, provided there is a well interval between. No employee may receive sick benefits in excess of two-thirds of his weekly salary. The sick insurance was placed with the Employers' Liability Assurance Corporation, Ltd.

"The residue of the funds, after payment of the premiums noted, together with incidental running expenses of the association (salary of a secretary, who transacts his business while in the employ of the News, \$260 a year, and necessary supplies; total expense probably not exceeding \$400 a year) are put into the pension fund, which is not to be drawn on for a period of five years from date of organization. After the five-year accumulation period, the interest on the accumulated fund, together with the excess of current dues payments over expenses, is to be used to pay pensions. The pension plan provides that if a man shall have been in the employ of the News 35 years, he may, with the consent of the board of directors of the fraternal association, retire on a weekly pension equal to 30 per cent of his weekly salary average for the last three years of his service. Or, at the age of 65 years, 30 years shall be the maximum years of service required to receive a 30 per cent pension. No person is eligible to a pen-

sion, however, until he has been in the service of the News ten years. His pension shall be in proportion to 30 per cent of his salary as the number of years of service bears to 30 years. No pension shall in any case exceed \$30 a week and ceases on the death of the pensioner. Female employees' retirement age is 60 years. If an employee becomes disabled through sickness or other cause due to no wilful act of his own, he has the privilege of retiring on a pension subject to the term of service, but disregarding the age limit. The \$30 maximum applies.

"Pension payments may be reduced temporarily by the directors when members' contributions and the interest accumulation from the permanent fund are not sufficient to pay the current year's pension payments and expenses after the yearly insurance premiums have been deducted.

"The eleven directors are elected by the membership from the paper's various departments.

"The News volunteered to pay the first year's life insurance premium, which amounted to something over \$4,000, so that the first year's life insurance will be at no cost to the fraternal association."

J. E. Chappell, assistant to the publisher of the Birmingham News, stated that insurance was carried on the life of each employee, ranging from \$500 to \$3,000, according to length of service and rank in the organization. No definite profit-sharing plan has been instituted as yet, but each employee receives a Christmas present, ranging from half a week's to two weeks' salary, according to length of service. Employees are divided into six classes:

Less than six months' service—one-half week's salary.

Six months to one year—one week's salary.

One to three years—one and one-fourth week's salary.

Three to five years—one and one-half week's salary.

Five to ten years—one and three-fourth week's salary.

Over ten years—two weeks' salary.

At Christmas each year the oldest employee in point of continuous service receives a handsome watch, men who have received the watch in previous years stepping aside for the next senior in point of service.

Compensation for injuries is cared for under the state workmen's compensation law.

The Houston Post, according to Roy G. Watson, its president and publisher, insures its employees as follows:

"Our insurance feature starts with a minimum of \$500 and is increased at separate and distinct periods until it reaches the maximum of \$2,000. Disability is also covered in the life insurance policy. Our pension is used only in extreme cases. We carry insurance on injury, which covers medical and hospital attention. It gives the beneficiary 60 per cent of his salary if he is disabled for more than one week. Medical and hospital attention are given in every case. The policy also covers various amounts for loss of life or limb."

One of the most complete systems is that of the Detroit News, which is outlined by H. S. Scott, its treasurer and general manager, as follows:

"The News conducts a two-bed hospital with the latest and fullest equipment, including that for the treatment of nose and throat, with a very efficient nurse especially trained in the ordinary nose and throat treatments.

"This service was recently extended. One of Detroit's leading general physicians and surgeons has been attached to our staff, whose services are furnished all direct employees residing in Detroit, wholly at the expense of the News. This includes all attentions, both medical and surgical, either at home or at the doctor's office, with no charge to the employee. Employees living outside of the city are limited to physician's free service at his office during regular hours.

"We have very few deaths on the part of employees, but just in case some unlucky individual should 'get away from our doctor,' we have an insurance policy

which entitles every regular employe on the paper, who has been with the News for one year or more, to \$1,000 at death, no matter from what cause, nor are there any 'strings' on the question of beneficiary. We have had this insurance plan in effect for several years, we issue our own policy, and carry our own risk, and, I may say, at less than half the cost charged by the regular insurance companies for such group insurance. No medical examination is required.

"We are now contemplating and endeavoring to perfect a pension plan for old employes who are compelled to give up active duties through age or illness. This will require that a fund of a considerable amount be established, so that the earnings of same when invested will cover all demands made upon this fund through the system we expect to inaugurate at an early date."

W. L. MacTavish, editor of the Winnipeg (Man.) Tribune, declares that over 75 per cent of the employes of that paper applied for group life insurance when the management broached the plan. As a result, the Tribune Employees' Mutual Welfare Association was formed, one director being elected from each department. At first \$1,000 policies were offered to each employe, which it is proposed to increase year by year for three years until a maximum of \$3,000 is reached. Employees pay half of the premium, the company paying the rest. Averaged over the whole staff, says Mr. MacTavish, the premium on a \$1,000 policy is \$8, and the cost to the company is easily worth that and more in overcoming the difficulties caused by labor turnover.

All employes of the New Orleans Times-Picayune, regardless of salary or rank, are carried under group insurance, states L. K. Nicholson, manager. The only requirement is that the insured must have been employed by the paper for at least six months. At the end of that period he receives a policy for \$500. At the end of a year the policy is increased to \$1,000 and thereafter the policy is increased \$100 a year until the maximum of \$1,500 is reached. The Times-Picayune provides pensions for employes who have grown old and are no longer able to give it their services. The state compensation law requires insurance to cover injury to employes in line of duty.

"The Times-Picayune gives no home-building aid to employes," Mr. Nicholson declares. "However, we do everything to make life worth while to our employes. We have found that our organization has been materially helped by the group life insurance, in that its morale has been strengthened and employes give closer application to work than formerly. It is our belief that no mistake was made in giving group life insurance to our employes."

The Canton (Ohio) Daily News, through General Manager C. W. Ufford, states that its group life insurance carried on all employes over 16 years of age "brings about a much better feeling toward the office among our employes and seems to be highly appreciated. While we have not as yet established any method of caring for employes as to pensions, old age, etc., we have extended to a number of our employes assistance as to home-building. We lend them money if they desire to build and have saved enough money to prove their qualifications, and it has been very pleasing to us that both the money we lent and notes we have signed have been promptly cared for by our employes. It is largely a selection of those employes whom we consider worthy, and our judgment has so far proved entirely that our help is appreciated."

Charles D. Atkinson, business manager of the Atlanta Journal, advises that all employes are insured under a group insurance plan, premiums paid by the paper and with benefits ranging from \$500 to \$3,000, based upon length of continuous service with the Journal.

The Syracuse (N. Y.) Journal, says H. D. Burrill, president and publisher, has paid three claims for \$1,000 each under its group life insurance with the

(Continued on page 27)

EMPLOYEES SHARE IN NEWSPAPER'S PROFITS UNDER GROUP INSURANCE PLAN

"INSURANCE is used, as a measure of profit-sharing by policies purchased under the group or wholesale plan," Louis E. Orcutt, a New York insurance agent, replied to EDITOR & PUBLISHER'S request for a brief outline of the kind of insurance best adapted to newspaper problems. "The group plan is used where there are 50 or more employes. The wholesale plan is used where there are less than 50. The insurance is Term Insurance on the yearly renewable basis, and is usually written for a minimum in the case of a new employe, increasing to a maximum in the case of an older employe. The usual minimum is \$500, and the most frequent maximum is a year's salary. The premiums on this insurance are paid by the employer and the insurance remains in force during employment, ceasing when the person insured leaves the employ of the insurer."

In general, the plans outlined in the adjoining columns will be found to meet these specifications, with modifications to fit individual requirements. It is about the only method of profit-sharing that has any general following in the newspaper business. Other forms of participation by employes in the year's profits are by no means as immutable as the laws of the Persians and the Medes, and, of course, they cease to function when there are no profits.

Other forms of aid to employes, such as financial assistance in home-building, cannot be considered as profit-sharing, but they are said to help mightily in keeping a newspaper manned by the kind of force that a successful publisher prizes. The medical assistance furnished by several newspapers, notably the Detroit News and the Washington Star, has been found valuable in keeping high the health record of a large organization and making days off for illness less frequent, thereby reducing the cost of operation.

There are no doubt other forms of profit-sharing and welfare work which this brief survey has not covered. EDITOR & PUBLISHER will be pleased to hear from any other publishers or editors who have worked out plans of this nature, and to publish their views in future issues.

"THIRTY" SOUNDED FOR AMAROC NEWS, MOST UNIQUE OF AMERICAN DAILIES

Last Staff of Once Famous Journal of the Rhine Are Now Hunting Jobs in New York or Soldiering in Georgia— It Was the Life of a Millionaire While It Lasted

By JULIAN B. CLAFF

Editorial Note—Mr. Claff was editor of the Amaroc News during the last eighteen months of its existence.

"BLINKY" DIMES got in a few days ago after nursing a cargo of crack polo ponies across the ocean. Hank Gerber came in on the George Washington with General Allen and eighty more die-hards, and that's the last of the scribes de luxe, who drove to military inspections in taxi cabs, one man one taxi, the staff of the Amaroc News, daily newspaper of the army on the Rhine.

There were eighteen of us at the wind-up besides the big chief, Captain B. B. McMahan. We drew straight soldiers' pay, thirty-six a month, and an extra allowance of eighty cents a day in lieu of quarters and rations. Thirty-six a month and board for the rawest cub and for the editor himself.

When our salary was translated into paper of the reich we wrapped up the proceeds, toted the bundle home, threw it into a trunk and peeled off an inch a day for weekdays and an inch and a quarter for Sundays.

Servants broke our sleep with a late breakfast. A round of golf usually followed. A few buck privates with a shield on their arms brassed for glory with lords, and counts and generals and high muck-a-mucks from a dozen nations. Sometimes an hour or so on the tennis courts with the fair ones of the American colony. We ranked high, we did.

A feast for the prince of epicureans, wines included, for an evening meal, then to work getting one more Amaroc to bed. That was the daily program, interspersed with frequent trips to one capital or another in search of inspiration. (We always got it.)

It was a four-page, five-column daily modeled after the big town papers. We covered the world news as well as the best of them. We had a real genuine editorial page with special features and our own columnist.

We had a sport page and a local page and every line, ads and all, was consumed as though it was inspired from heaven. Cartoons, jokes, comment on the news, criticisms and praise, the Amaroc carried everything that goes to make a modern newspaper. The way they consumed it would have made the highest priced man in the business envious.

They don't read Ring Lardner with half the relish our readers got out of the Ain't It So column of Mac the Rehasher or the Brainstorms of the Ambitious Reporter or the daily Say, Buddie.

It didn't make any difference what the

Paris or the Berlin papers carried, it wasn't news until you saw it in the Amaroc. We were the one and only source of authentic information.

The files of the Amaroc News make the only complete and unbiased history of the American occupation on the Rhine. If you want to know what the whole thing was about, what we did with four years, read up on the local pages of the only daily published in the history of the army, the Amaroc News.

Never was a newspaper received with more enthusiasm than was our first issue. It filled a real need. It was advertised as a paper for, by "and about the Rhine Army. It never fell down on the job. More than a hundred thousand men were patrolling the Rhine in the olive drab, didn't cover our local field, which was didn't cover our local field, which was most important to us.

It was a brilliant success from the start. There were real newspaper men to be had for the asking in those days. They rallied around the new born and started things off with a bang. Glance at the file for the first year and you'll see that there was no room on the Amaroc for hams. From first to last its staff consisted of the best men available on the Rhine.

No matter what your job was before you got on to the staff you were a newspaper man before you got through. You had a reputation to live up to and a high standard to follow.

My own rise from nobody to the editor of the Amaroc is an example of what others did. I wouldn't swap the experience I gained during the eighteen months the Amaroc lasted after I joined the force for many, many greenbacks.

The first month I felt that I was no use to myself or to humanity. Major Mueller, who was then the boss, took the handful of us in hand, established a school for journalism, bawled us out most efficiently when we pulled a bonehead play, and finally instilled into us some idea of what a newspaper man's duties are. As the old-timers got discharged into civilian life we youngsters stepped into their shoes. And we made good. The only reason I ever got a job on the Amaroc was because the sheet was well nigh desperate for men at the time.

I found myself writing telegraph after awhile and actually proud of my own work. From re-write man to telegraph

editor, to night editor, to managing editor, all in year and half. Some record I claim.

We were good, all of us. This is not self flattery. It's facts. The proof of it is that from first to last we furnished some hundred recruits to the big time papers. Former members of the Amaroc staff are scattered from one coast to the other, but they all are sticking at the one game.

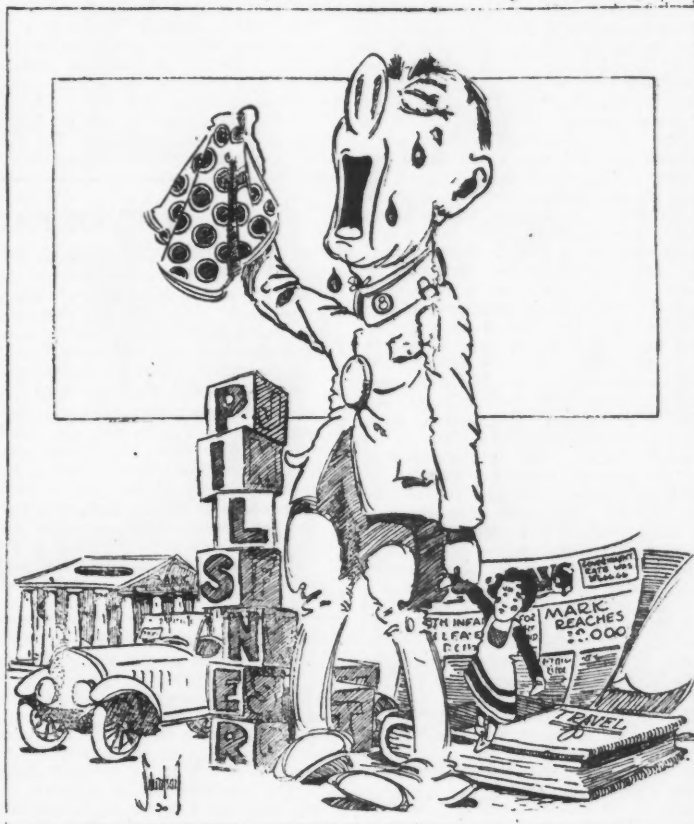
There is Kirby and McGill in Detroit, and Clarke of the A. P., and Goode on a California paper and Wilde on a New Jersey daily and Jimmy Moran on the Boston Transcript. They haven't burned up the world yet, but watch them grow. "Blinky" Dimes, the last man we took

something yet. It was pleasure to see Dan McGrew handshake the august boss of the regiment out of the latest local dope, while majors and captains waited without.

We had our troubles. Once we ran a forty-eight point steamer across the top "FRENCH TROOPS PREPARE TO MARCH INTO RUHR." It seems that M. Tirard, head of the Rhineland High Commission, didn't like either that steamer or the story that went with it. We had the dope right but that didn't make any difference.

A diplomatic note found its way into the office of General Allen and the managing editor had to explain. It took two hours of talking and a lot of healthy

TIME TO GO HOME, SONNY - - By Swanson, Co. C



There was real sorrow when the American Army left Germany and it was not one-sided. The feeling of the army was pretty well expressed by cartoonist Swanson, in the last issue of the army's popular daily.

on as a cub, turned out to be a whirlwind. He galloped in and got the big story while the A. P. man and the New York Times man were warming their heels in the bureau of some minor official. Old "Blinky" will show them all

call-downs came the way of a disgusted editor. He went back to his desk and dished up an editorial on flying in Borneo for the next day. It certainly hurts when you have to choke a good story.

We had to straddle the fence. If the news of the day at all cast any reflections on the policies of either our allies or the Germans we had to handle it very gingerly or there was the devil to pay for it. The Germans had the habit of making capital of anything they could construe as being pro-German in trend.

Besides laying off the powers you had other things to contend with. Worth, our feature writer, who traveled even into the Literary Digest with his last story, attended a polo game at the home athletic field. A certain officer was displaying a queer brand of horsemanship. He spent a good deal of his time climbing on again and his descents were not as graceful as they were picturesque.

Friend Worth could not control that sense of humor. The next day the tale complete in every detail crept into the sport page. Private Worth caught a whiff of Gehenna but the boys had a laugh.

Not the least interesting part of the Amaroc's history is the story of its financial ups and downs. When the sheet was at the height of its prosperity it had a circulation of about 68,000 daily. It sold for ten pfennige, less than a cent at the current exchange rate. We never

(Continued on page 31)

1000 MARK AMAROC NOTGELD 1000 MARK

Coblentz October 6 1922

COMIC SECTION THE AMAROC NEWS

When German Government printing presses slowed up, business firms on the Rhine began printing their own currency. Not to be outdone by their customers, the Amaroc News got out an issue of its own that created quite a stir in Coblentz. Above we have a sample of it. It's one of the things that the American Army in Germany is going to be remembered by in years to come.

SMALL CITY NEWSPAPER NEED NOT RISK FORTUNE FOR RADIO SUCCESS

A 100-Watt Set, Costing \$400, May Not Transmit from Coast to Coast—Or It May—But It Will Get the Newspaper's Name Into Homes Where It Is Welcome and Profitable

By EUGENE LEUCHTMAN

EDITORIAL NOTE—Mr. Leuchtman, who is a member of the South Bend Tribune's regular staff in addition to his duties as its radio editor, believes that the small newspaper which overlooks radio is missing an opportunity to get close to its readers at small expense. His story tells how the Tribune has done it without investing thousands in elaborate equipment or keeping as many thousands tied up in pay for a large staff.

THE broadcasting of radio programs from newspaper radiophone stations has been the subject of much grave discussion. Much ink has been spilled regarding the advisability of maintaining an expensive and troublesome novelty costing thousands of dollars, but the situation facing the "piker," the case of the flivver broadcasting station has not yet been given consideration.

As an instance, take the case of the newspaper between 20,000 and 25,000 circulation. It is essentially a home paper. It stands to reason that a newspaper, circulating among the smaller villages and towns, on the farms, and issued from the smaller cities, is more or less a family affair. The newspaper of that size is looked upon as a friend of the family. The things that draw the interest of the reader of that paper are not those in which the reader of the metropolitan daily is interested. The former has the personal touch, and in this way is usually the better mirror for the reflection of public sentiment than the big city paper.

To a newspaper of the small city type, radio is a godsend. Is there a better means of getting circulation than by the personal touch? The intimate contact with the potential subscriber may be obtained, at its best, through the smaller radio station. The small-town paper, if it is not a freak, is not nationally known. The very fact that it prints mostly those things of interest to a restricted locality circumscribes its interest. It usually plays up features, and radio, being the most attractive of features, gets the circulation. The radio station comes in as a very attractive means of letting the public know that the paper is on the job and up to the minute.

The community served by a 20,000 circulation paper does not, as a usual thing, get to hear the great or the near great. It is seldom, even with the establishment of the Chautauqua, that it has a chance to hear good music, hence it is a field for the radio merchant. Interest in these communities is correspondingly greater

than in the larger cities, where such things as good plays and good music are available. The greater the number of receiving sets, the greater the demand for radio features, and the paper with the radio features gets the readers.

The radio problem confronting the newspaper of this size is the maintenance expense. There are several standard transmitting units on the market, which may be installed at small cost. The cost of keeping the thing going is the biggest factor in radio transmission. The Government demands that the transmitter be

Replacements do not cost much. The amount of electricity consumed is negligible.

The flivver set is essentially the set for the piker, and radio, if it is to show a return of any kind, is a piker's game. In proportion to the amount spent, in proportion to the circulation, the piker has more to show for the establishment of the radio station than the metropolitan newspaper. A 100-watt transmitter does not cost more than a few cents a week for actual operation. Theoretically, it has a range of about 100 miles, but one of these 100-watt units, home-built, has been heard from coast to coast, and from Alabama to Manitoba. It cost less than \$400.

The low-powered station serves its master well. Its listeners are not the people of the entire nation. That may sound impressive, but in the case of a paper of 20,000 circulation it is criminal waste and almost wilful interference with the big stations, which can afford to broadcast better programs. The small paper does not aim to spread its fame country-wide by radio. It is satisfied if the country within a radius of 100 miles is thoroughly covered.

FLIVVER RADIOS FOR PIKERS

"MR. ARNOUX'S article in the February 24 issue of EDITOR & PUBLISHER is a concise and accurate statement of the things that face the big radio broadcaster," comments Mr. Leuchtman. "He made one mistake, however. He said that radio is not a piker's game. I have attempted to prove in the accompanying article that it is essentially a piker's game, and that only the piker can hope to get anything like an adequate return on the investment made in radio."

And he has done so. With an initial equipment cost of \$375, a salary to an operator (part-time) and services as radio editor of a member of the staff who is a radio fan, the South Bend Tribune does not seem to have attempted anything beyond the reach of the small daily. Like Mr. Arnoux, of the Fort Worth Star-Telegram, he is enthusiastic over the possible concrete return to the publisher, but neither of them point to any specific circulation or prestige gains that have resulted from the activities around the broadcasting set. Such things are taken on faith by the radio enthusiasts, whether in Fort Worth or South Bend, and for the present, it appears that publishers will have to do likewise. Given the steady personal contact with readers, however, it is entirely probable that the faith will "do its stuff."

operated by a licensed commercial radio operator. This is an addition to the payroll. The procuring of programs, the handling of the entertainers, all of which must necessarily be done intelligently, needs the time of a tactful and competent person. The actual operation of the transmitter is left to the licensed operator. The operation of the program end of the affair goes to the studio director, who may, in the case of a low-powered station, manage also the business end.

To the people of the nearby towns and villages the low-powered station offers much by way of entertainment. The housewife is given a menu in the morning. One of the girls on the paper's staff reads off some household hints at 9 o'clock. There are hundreds of housewives who appreciate this service and listen for it religiously. Again, at the time those on the farm are resting from their work, and the city people are home from their jobs, a program of canned music is given. Later in the evening, at a time when it can be done to the best advantage and with the least interference with the gigantic transmitters, a regular musical program is given. At this time, also, questions of local interest may be discussed, and matters of importance to the people of the surrounding country taken up. Perhaps a speaker of local

reputation gives a short talk. At any rate, it is seldom that a person of national reputation is heard over the flivver radio station, but what is said is really of interest to those who hear it. The evening program winds up the radio day.

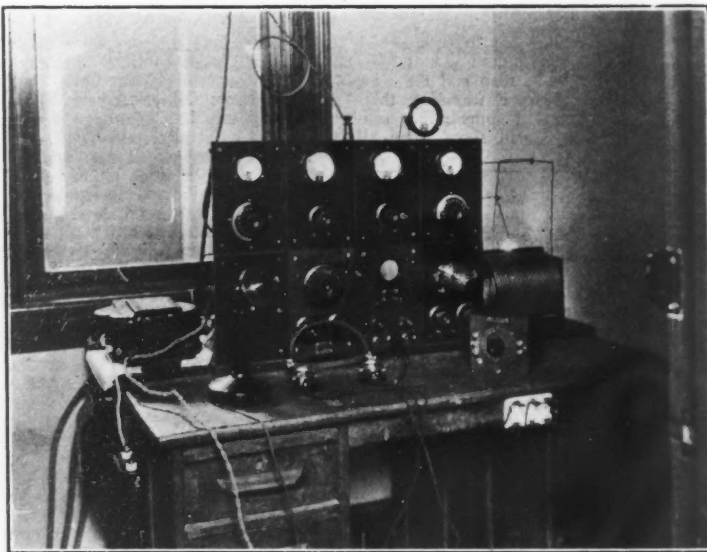
It may be thought that programs are scarce in cities of less than 100,000 population. That is not strictly the case. In South Bend there are many excellent musicians, some of nation-wide fame, and at least one pianist of international reputation, and as long as they are not called upon too often, they are more than glad to give radio an hour or so of their time. It is remarkable, the better the performer the less talk there is about pay for the show. The time when it will be necessary to pay performers is far, far away. When that time comes, the flivver station is willing to quit.

The South Bend Tribune started out in the broadcasting game independently. The Tribune's radio department had organized a radio club. A member of that club, an amateur thoroughly versed in the science, offered to sell a 100-watt radiophone transmitter for \$375. The price was paid, the set installed in the excellent modern building, and another member of the radio club, who "knew his stuff," was sent to Chicago to take the examinations for a commercial license.

The radio station is operated by the club, and has, since its start, acquired an enviable reputation among the listeners-in as being technically almost perfect. It has set what is believed to be a national distance record for broadcasting with 100-watt power, but that was not its aim. It is not an experimental affair, and is under the management of the radio editor of the Tribune, who has other duties and performs them. Aside from the money spent for radio parts to experiment with the newest kinks, a flat rate for replacements and maintenance may be set at \$2 a week. The cost of operation is nil. There is very little extra expenditure required.

The work of getting the program in the hands of a competent member of the staff. The radio editor handles the business end of the station and attends to the technical problems. Every kid in town is his friend, and persons interested in radio call upon him as a sort of a court of last resort. The station and the Tribune's radio department lend the personal touch in keeping in contact with the radio enthusiasts, and in this way the interest awakened along radio broadcasting lines gets the paper the subscriptions and the readers who would otherwise be dangerously neutral.

South Bend people and people in surrounding cities and towns have got the habit of referring more and more to the radio department of the Tribune because they are treated with courtesy, as friends, and because the radio editor has no ax to grind. It takes up a lot of his time, and sometimes at the most inopportune moments, but he doesn't care. He's a radio fan, too.



The transmitting and operating room at WGAZ is small, a dressing room off the auditorium stage. The 1,000-volt motor-generator set is under the floor on a concrete base and the heavy leads at the left of the table are connected to it, and to the box switch on the left end of the table. The announcer's microphone is on the table. The double wire leads to the broadcast microphone on the stage. The box-like instrument is a small wave-meter. The middle panels of the lower half of the instrument are for receiving. The wire from the binding post on top of the board leads to the antennae on the roof. To the right of the receiving panels is the chopper modulator for continuous wave telegraphy. It is not in use, however, as the station's license is for phone broadcasts only. The loop is the wire leading to the aerial and is for the use of the wave-meter. The switch in front of the table permits either sending or receiving.



The radio editor of the Tribune built all the apparatus. The auditorium stage, which can accommodate a full-sized orchestra, is equipped with a sound box that cuts echoes to a minimum. At the upper right is the specially-built non-vibrating horn for the broadcast microphone. Three microphones are used, though arranged in such a manner that only one is in the circuit at a time. The operating room is within 15 feet of the announcer at the left and the operator can listen in at all times.

When the consumer unwraps your package

When you pay money for advertising space, all you buy is a chance to tell a great many people what you sell and why it is to their interest to buy it.

If you send out goods in packages, such a chance is yours for nothing—for you can use space that costs you nothing.

A printed slip or folder enclosed with the goods will go directly to the men and women who open your packages. It can suggest that they buy these goods in larger units or buy other goods which are part of your line.

This enclosure should be prepared with as much care and thought as your most important magazine or newspaper advertisements.

In your advertisements you know the value of good typography and clear, attractive printing. In package enclosures better printing on Better Papers is equally worth while.

A package enclosure selling an interesting item to a selected group of people at a retailer's price, cost to you is only one of several printed items which can help your business grow.

better paper and better printing

By using our color and picture printing you can tell your customer about your goods. Use them on their orders. Booklets, circulars, and other printed matter are equally effective. We can send them to you in any quantity. If you are interested in our service, write to us for a copy of our literature. We will be glad to send you a copy of our literature. We will be glad to send you a copy of our literature.

S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are Distributed by
WESTERN NEWSPAPER UNION
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Telephone: #1-222

Old Dutch makes a clean sweep



A little Old Dutch really does more cleaning work than a large quantity of gritty material. That's because Old Dutch sweeps the dirt with its sharp corners and, of course, more of it is required to do the job.

You use less energy when you employ Old Dutch, you finish your cleaning more quickly and you are less likely to become tired.

Its fine, flaky particles, a natural substance ground from the hardest flint, sweep a natural substance ground from the hardest flint, sweep a natural substance ground from the hardest flint, sweep a natural substance ground from the hardest flint.

Old Dutch is thorough because every particle cleans.



Old Dutch is thorough because every particle cleans.



Getting Johnny Off to School

A quick, hot, nourishing breakfast for children who go to school—a problem easily solved by thousands of mothers who know

Shredded Wheat

Make it a hot dish by pouring hot milk over the biscuits, or pour hot water over them, drain it off quickly and then cover with milk or cream. The crisp, clear bran for growing youngsters. It gives strength to the body and a clear brain for work or play. Contains the mineral salts that make good bones and sound teeth.

Shredded Wheat is 100 per cent whole wheat, oven-baked and made in one piece. It is a perfect cereal for breakfast or any meal. Contains all the bran you need for adequate food movement.

THINK! It is the Shredded Wheat makes a clear brain for work or play.



Made only by The Shredded Wheat Company, Niagara Falls, N. Y.

Old Dutch Cleanser advertising, placed by Williams & Cunnyngham Agency, of Chicago, S. D. Warren Printing Paper Company advertising, placed by the George Batten Advertising Agency, of New York, and the Shredded Wheat advertising, placed by the Frank Presbrey Company, of New York, are samples of big exclusive advertisers in The Des Moines Capital.

Shredded Wheat has advertised exclusively in the Capital for more than ten years, and with great success.

Old Dutch Cleanser and the Warren Paper accounts are both new in the Des Moines field, and the Capital was chosen as the exclusive medium. All of these advertisers are meeting with splendid success.

The Des Moines Capital is the biggest evening newspaper in Des Moines and Iowa. The total circulation in February was 64,167, and the city circulation was 30,480. The 1920 census gave Des Moines a population of 126,000. This circulation means that almost every one in Des Moines sees the Capital every night, and it means that the tributary territory within a radius of 75-miles is thoroughly covered.

Other Big Important National Advertisers Who Advertise in The Capital regularly are the

- | | | | |
|------------------------|---------------------|-----------------------------|--------------------------|
| Gillette Razor | Congoleum | Royal Mail Steam Packet Co. | Domino Sugar |
| Victor Talking Machine | Ladies Home Journal | Simmons Beds | Continental & Commercial |
| Columbia Graphophone | Butter Nut Coffee | Coca Cola | National Bank |
| Munsingwear | Wrigley's Gum | Eline's Chocolates | None Such Mince Meat |
| Calumet Baking Powder | Literary Digest | William Penn Cigar | Cunard Steamship Lines |

Important Note.—The Capital competes with a publisher who advertises a morning and evening newspaper combined as a single newspaper with a single circulation. This confuses many national advertisers, but the local advertiser knows the true situation.

THE DES MOINES CAPITAL

The Department Store Newspaper

O'MARA & ORMSBEE, National Representatives, New York — Chicago — San Francisco

LAFAYETTE YOUNG, Publisher

INGOMAR GETS AN EAR-FULL FROM HIS DAD ON ADVERTISING IN WEEKLY JAZZ

Montmorency, Jr., Takes Up the Question of Selling Horse Collars and Learns a Lot About "Prestige" and Why Newspaper Suckers—A Bedtime Story for Advertisers

By JOHN WILBERFORCE PEABODY

"PAPA," said Ingomar Montmorency, Jr., "what good is an advertisement?"

"Which advertisement?" inquired Montmorency, Sr.

"Well," said Ingomar, who packed a lot of poise for one so young, "take this advertisement here in the Weekly Jazz if you want me to be specific. Here is a two-page ad in three colors of a concern making horse collars in Oklahoma."

"Ah!" said his father, after perusing the ad. "This is a very useful thing indeed. You ask what good it is. In the first place, the artist who drew that beautiful picture of an Ethiopian giant holding a bunch of lilies was handsomely paid—perhaps \$2,500 in real money, which he could spend on his little girls and little boys. Then the Weekly Jazz got fully \$15,000 to insert it, which helped to buy all the nice white paper the magazine needs to print those stories that you and the other estimated ten readers to the copy scan so eagerly. Then a person called an advertising agent received a commission of 15 per cent of the price of the advertisement for bringing it to the Weekly Jazz. This commission helped the agent pay traveling expenses when he took a trip to see another kind advertiser who was spending money in other mediums which the agent thought should be spent in the Weekly Jazz."

"But what good does this advertising do the man who makes the horse collars—the man who pays for it?"

"Well," said Ingomar's father, "it probably pleases him when he looks at it, especially when he forgets what it cost. Not every reputable person can get his name into colored print, so that all the people in the country (or a great many more, if we can read magazine circulation figures and multiply fast enough) will know how he spells it in case of argument. Then he has a lot of friends at the Merchants' Club who will say, 'I saw your ad in the Jazz.' That, in some cases, is worth all the money. Finally, he makes a speech to his employees once a year and this ad will give him something to talk proudly about."

"But," observed Ingomar with a somewhat puzzled look, "doesn't he advertise chiefly because he wants to sell more horse collars?"

"That depends upon the kind of memory he has. His original purpose in advertising was no doubt to sell more goods. But the people who persuaded him to take this ad told him so many other things the ad would do outside of selling goods, the chances are he has forgotten all about sales by this time."

Ingomar still looked puzzled and his father continued:

"You see, my dear son, the keynote of this kind of advertising is conversation rather than results. The people who push it, have to keep talking all the time."

"This manufacturer is probably a sensible, practical man when it comes to fitting comfortable collars on horses. But when he gets out on the sea of words that surrounds this type of advertising, his bump of direction becomes a dimple. When he told the advertising people that he wanted to sell more horse collars, they doubtless replied that the way to do it was to create national prestige for his trade-mark. Creating national prestige, apparently, is trying to induce people who never owned a horse to talk about something a horse should wear to make him happy and handsome."

"Does national prestige finally sell horse collars?" inquired Ingomar insistently.

"That also depends," replied his father. "If the manufacturer asks that question of the agent or of the magazine, he will be told it does finally sell goods in this way:

"The magazine man says his publication goes to the most important people in every community. He is very accommodating in offering proofs of this assertion. If he is talking to a maker of a \$5,000 automobile, he can prove that only users of this kind of car read his paper. If his prospective customer is an overall maker, he can show just as easily that all his readers wear overalls. So he has no difficulty in demonstrating that a goodly number of the owners, or at least acquaintances, of the handsomest and proudest horses, still prancing in spite of the general distribution of Ford cars, read the Jazz in every town. The national prestige behind the trade-mark, of course, induces some of these people to inquire about the advertised collar. Perhaps somebody will try to buy one if he can find a dealer who has them in stock. Presently, the word goes round that Mr. Smivins, who runs the depot cab, and other powerful citizens have spoken of the Fiction Horse Collar, and the theory is that everyone who buys horse collars will instantly follow the suggestion of these social and financial leaders and make a purchase. All the dealers who never heard of the collar now rush madly to the long distance telephone to order them and the manufacturer has sold ten million dollars' worth of goods over night."

"That," said Ingomar gravely, "sounds to me like the bunk."

"I do assure you, my son, that I am stating the magazine advertising gospel according to its greatest prophets. To be sure, it is a doctrine that requires faith, not to mention sap, but thus it is written."

"Assuming you are serious," replied Ingomar—"although I doubt your good faith in this matter—does this program ever pan out in actual results? In other words, does the advertiser finally cash in on all this conversation?"

"That is not the intention, my son," replied his father. "I have told you merely something about the hypnotic influences used to stimulate the vision of prospective advertisers. Of course, if the advertiser comes out of his trance and really insists upon getting something more than a tickling sensation in his dome, the magazine men have several cards up their sleeve."

"First, they reproduce thousands of copies of the advertisement and call the manufacturer's salesmen together. The salesmen are locked in a small room and each one is handed a strong cigar. When the apartment is sufficiently filled with smoke to induce a state of semi-coma, five expert ballyhoo artists that represent the Division of Occult Oratory rush

in waving copies of the advertisement and using a chant invented by Professor Hokum. They then convince a large number of those present that what they see before them is advertising. The salesmen then are sent to see the dealers with the idea of passing on to them a state of mind which is called Dealer Enthusiasm for Consumer Acceptance. A dealer thus inoculated by the salesmen is supposed to order horse collars and work twenty-four hours a day to sell them."

"I should think that the shots of hop passed to these salesmen by the experts would grow cold before the salesmen could reach the dealers," said Ingomar.

"Yes," said his father, "but the representatives of the Jazz are resourceful. If this inoculation fails to stampede the dealers, the Jazz directs the advertising agent to see what he can get the newspapers to do. Letters are written to newspaper publishers telling them to send men out to retailers and to ask them to buy newspaper space and to advertise the fact that they handle Fiction Horse Collars. Newspaper men are supposed to be sitting around their offices waiting for suggestions as to how they can jimmy more space out of local merchants, and the kindly advertising agent thereby gives them a grand idea about getting new business."

"Does this finally sell horse collars?" asked Ingomar, who seemed to have only one idea throughout the whole discussion.

"Yes," replied papa, "if the agent can get enough newspaper men out talking to the dealers. But the agent does not stop here. He has one other trump card to play. He writes a series of articles on 'What the Horses Will Wear This Year,' featuring, of course, the Fiction Collar.

These articles he sends to newspaper editors, who don't know anything about advertising, but who believe their readers may be interested in fashions for horses. The editors then print these articles and send a nice clipping to the advertiser and to his agent."

"What do the newspapers get for these articles they print?" asked Ingomar.

"They get called 'suckers,'" replied his father.

"Do they ever get any real advertising from the manufacturer?" asked Ingomar.

"No," said his father, "the advertiser finds out that he can get this advertising for nothing, so he says to himself, 'It is no use paying for something that someone is willing to hand you on a silver platter.'"

"It strikes me," said Ingomar, after due reflection, "that a magazine ad is a kind of ticket to an exposition with a lot of free coupons on the side. All the magazine advertisers have to do is to buy one of these tickets, walk through the gate and use the coupons for the side shows, which represent the dealers and the newspapers. It seems to me, however, to be a trifle risky, because the graft is only good so long as dealers are yaps about spending their money to sell goods that the manufacturer ought to sell, and newspapers are boobs about giving up their columns to a lot of free slush that ought to be put into decently written advertising and paid for."

Comics Appear in Savannah

The Savannah (Ga.) daily newspapers have at last instituted the colored comic supplements. In its issue of March 3, the Savannah Press appeared with a colored comic, and on March 4 the News appeared with one.

MAKE YOUR DETROIT SCHEDULE MORE FLEXIBLE

A Choice of Days Will Give Your Advertising Position Advantages.

DETROIT is experiencing a prosperity today that rivals the peak period of 1920. Already many automobile manufacturers are finding it difficult to keep production in pace with demand. There will be a shortage this spring both of cars and skilled workers.

Advertisers, realizing Detroit's unusual prosperity, are endeavoring to capture the Detroit market through The Detroit News, Detroit's greatest circulating newspaper. As a result, The Detroit News finds itself in a tight place on many days for space. This is a condition which could largely be obviated if more advertisers were to follow the practice of many prominent advertisers and allow The Detroit News some choice of publication days. Such advertisers find that The News is enabled to place their advertising most advantageously.

Twice a week advertisers would also find it advantageous to order one insertion in The Sunday News, which now has more than 270,000 circulation. The week day and Sunday combination is the ideal in Detroit where the population is composed of such variegated elements that it is advisable to reach them both through the Sunday and week day medium. The Sunday News makes one appeal and the week day News another. Some elements prefer certain sections of the paper Sundays which they do not read week days and vice versa. Cover all Detroit by using both issues of The Detroit News at pro rata cost.

The Detroit News

Greatest Circulation, Week Day and Sunday, in Michigan

"Always in the Lead"

A Busy Spring In Prospect

One of the barometers relied upon by business men to forecast basic conditions in any territory is the real estate market. The unusually good winter enjoyed by Baltimore realtors points to a splendid spring business in all lines.

When you are ready to tell your story to this busy, growing city and many thousand families in the nearby territory, remember that

Everything in Baltimore Revolves Around

THE  SUN
Morning Evening Sunday

More Than 125,000 Buyers



This picture was taken at the Fourth Annual Food and Household Exposition. It shows the multitude of buyers who were in attendance daily—more than 100,000 in a single week.

60% of Space Sold 8 Months in Advance

Even though the Exposition is eight months away, most exhibitors of the last four Expositions have already contracted for their spaces at the Fifth Annual Food and Household Exposition. Reservations are coming in every day.

If you are to secure a choice exhibition booth, it is necessary that you make reservation immediately. Wire The Journal's Exposition Department today for diagram of floor space and list of booths still open.

will be present
in person—

—at the Fifth Annual Food and Household Exposition, Milwaukee Auditorium, Oct. 15 to Oct. 21—an attendance surpassing the 100,000 mark of last year. Everywhere in advertising sales, and merchandising circles, this is known as “*America's Greatest Food and Household Exposition.*” It affords manufacturers from all parts of the national market an opportunity to establish their products in the prosperous Milwaukee-Wisconsin territory.

The Fifth Annual Food and Household Exposition will be more inclusive than ever before. Everything for the home will be shown from table delicacies to furniture—a thousand and one varieties of merchandise.

What an opportunity for manufacturers, wholesalers and advertising agencies! It comes but once a year and in only one market—Milwaukee-Wisconsin. Display—demonstrate—sell your product to thousands of new consumers and dealers. Put your product over in a big way—125,000 buyers will be delivered to you—in person.

**The Milwaukee
JOURNAL
FIRST—by Merit**

SPHINX MEN CELEBRATE BY BOOSTING

New York Is Theme of Famous Organization of Advertising Men at Dinner That Was Up to Pre-War Standards

The "Boost New York" dinner of the Sphinx Club at the Waldorf-Astoria Wednesday night was one of the most successful in the history of that organization of advertising men.

H. F. R. Huntsman and Preston P. Lynn composed the committee in charge and the menu, entertainment and Wanamaker decorations, that have made that organization famous, were up to the pre-war standards.

Mayor Hylan, one of the speakers, took



PRESTON P. LYNN R. F. R. HUNTSMAN

occasion to pay his accustomed respects to the press. He said that the news columns of the daily papers are such as to impair the value of advertisements and decrease transit population in the city.

Chairman George McAneny, of the Transit Commission, formerly an executive of the New York Times, said he could imagine no greater honesty than that displayed by the newspapers.

"This is true not only of the editorial and news departments, but of the advertising department as well," Chairman McAneny continued. "It is more difficult to get a dishonest advertisement into a New York paper than to conduct a camel through the eye of a needle. What New York owes to its newspapers for its growth, beauty and honesty is impossible to compute."

Other speakers included Senator Royal S. Copeland, Herbert J. Case, deputy governor of the Federal Reserve Bank of New York; Robert Grier Cooke, president of the Fifth Avenue Association, and William Grady, assistant superintendent of schools. Will Rogers, the actor, and "Jocko," the trained crow of the Hippodrome, provided the fun that went with the dinner. Corbett McCarthy, president of the Sphinx Club, presided. About 450 diners were at the tables.

The guests for the evening were:

Clifton D. Jackson, secretary of the New York Advertising Club; Theodore E. Damm, president New York Advertising Men's Post of the American Legion; H. O. Barnes, secretary New York Business Papers Association, Inc.; Roger W. Allen, treasurer of the National Publishers' Association; H. E. Taylor, vice-president New York Business Publishers' Association; Harold S. Buttenheim, New

York Business Publishers' Association. John Sullivan, secretary-treasurer of the Association of National Advertisers; N. H. Bragdon, president New York Business Publishers' Association, Inc.; J. George Frederick, treasurer New York Sales Managers' Club; Fritz J. Frank, vice-president Associated Business Papers, Inc.; Ralph R. Mulligan, president of the Six-Point League; Theodore P. Seymour, American Newspaper Publishers' Association.

George L. Alpers, Representatives' Club of New York; P. C. Gunion, president Technical Publicity Association, Inc.; G. Lynn Sumner, vice-president Association of National Advertisers.

FALSE ADVERTISERS CITED

Federal Trade Commission Scotches Attempt to Mislead Public

Citations for false and misleading advertising issued recently by the Federal Trade Commission indicate that the Commission is giving considerable attention to what the commissioners believe may constitute illegitimate methods of publicity.

The question of alleged misrepresentations regarding the ownership of oil and gas leases and false statements concerning the financial standing of the company, is raised in citation brought against the Roller Oil & Refining Company, Inc., of Mexia, Tex.

Charges of unfair methods of competition in connection with advertising also has been made by the Commission against the Harris-Mexia Trust Company of Fort Worth.

B. F. Steinmetz & Sons Company, a Washington retail clothing concern, cited to show cause why a recent "special sale" conducted by the company was not in violation of the Trade Commission act, has been ordered to desist from further practices similar to the ones used in connection with the sale. The sale was advertised as a "forced sale" and the facts developed by the Commission showed that the company had no intention of retiring from business.

False labels designed to lead the public to believe that its zinc products are manufactured in France, caused the Commission recently to order John McQuade & Co. of Brooklyn to cease the practice.

Advertisers' free trial of commodity when no free trial was provided brought a complaint against the Hygienic Laboratories of Chicago and Turner & Porter of Buffalo were charged with unfair competition for advertising printed stationery as relief engraving.

Wilmington Dispatch Again in Field

Publication of the Wilmington (N. C.) Dispatch was resumed March 13 under the ownership of Major Joseph W. Little and J. L. Horne, Jr. The former is president of the Wilmington Printing Company, a commercial office. The latter is publisher and owner of the Rocky Mount (N. C.) Evening Telegram. It will be published evenings and Sunday morning, open shop in all departments. Leased wire service of the International News Service and pony service of the United Press will be used, supplemented by King Features. J. Cruikshank will be editor

and Major E. W. Smith, business manager. The Dispatch suspended publication February 8, following failure of the Commercial National Bank of Wilmington, which held a mortgage on the property. Through the purchase of the mortgage from the receiver of the bank Major Little and Mr. Horne gained possession of the property.

Madam Gadski Sues N. Y. Tribune

Mme. Johanna Gadski Tauscher brought suit in the Supreme Court March 15, against Henry E. Krehbiel, music critic of the New York Tribune and against the Tribune, asking for \$250,000 in each case on a charge of libel. She based her complaint on an article in the Tribune of February 25, 1923, which it is alleged was written by Mr. Krehbiel, in which allusion was made to the sinking of the Lusitania in the war and a subsequent celebration in the home of "one of the singers of opera." The article did not mention either the name of Madam Gadski or her husband, but she contends that she was the singer referred to, that the allegations were false, and that they greatly injured her in reputation and in her profession.

Leaf-Chronicle Building Burned

Damage of approximately \$30,000 was sustained when fire gutted the building of the Clarksdale (Tenn.) Daily Leaf-Chronicle, published by Mrs. W. W. Barksdale, March 12. The loss was fully covered by insurance. This is the third fire in the history of this newspaper, now 115 years old, but it has not missed an issue. After this week's fire, the first few issues

were printed in the plant of the Hopkinsville (Ky.) Daily New Era, 26 miles away. After the second day, it was made a morning paper until temporary quarters could be procured.

Texas Bond Bill Up Again

AUSTIN, Texas, March 9.—The Jacks House bill, requiring all newspapers having more than 5,000 circulation, owning less than \$10,000 worth of real property, to furnish bond in the minimum sum of \$10,000 as protection to persons securing judgments for libel, will get on the Senate calendar.

Mother of Paul Patterson Dead

Mrs. J. March Patterson, mother of Paul H. Patterson, president of the American Newspaper Publishers' Association and publisher of the Baltimore Sun, died March 15 at her home in Chicago. She was born in Jacksonville, Ill., in 1851.

Lackawanna Journal Sold

Charles W. Ellis has sold the Lackawanna (N. Y.) Daily Journal to J. C. Graul, formerly assistant advertising manager of the Clinton (N. J.) Times. Possession will be given about April 1. Mr. Ellis will move to Oklahoma.

New Equipment in Rock Hill

The Rock Hill (S. C.) Evening Herald, recently purchased from J. T. Fain by A. W. Huckle, has installed a new model A Duplex press and has changed from a 7-column, 13-em paper to an 8-column, 12-em.



Through The Star's Rotogravure Section

you can "picture" your product effectively to the people of Washington, D. C.

With The Star, you know, you cover The "National Capital" completely. Washington is one city where ONE newspaper is ALL sufficient.

The Evening Star


WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Pittsburgh Chronicle-Telegraph 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

Year 1922

TIMES First by 7,354,494

LOS ANGELES TIMES.....26,795,244
 Los Angeles Examiner.....19,440,750

Year 1917

TIMES First by 3,483,200

LOS ANGELES TIMES.....13,629,014
 Los Angeles Examiner.....10,145,814

Year 1913

TIMES First by 2,853,466

LOS ANGELES TIMES.....16,911,972
 Los Angeles Examiner.....14,058,506

(Showing the volume of advertising in agate lines carried by LOS ANGELES TIMES and Los Angeles Examiner each year as stated, and how the lead of THE TIMES has grown.)



When Collier's Weekly showed that many of Hearst's European representatives were fictitious characters, and when the Associated Press obtained an injunction preventing the Hearst news organization from stealing Associated Press news, the same kind of trickery was disclosed that the LOS ANGELES TIMES has brought to light, year after year, in connection with the advertising claims of Hearst's Los Angeles newspapers.

Whereas it is easy to expose fraudulent advertising claims, a thing that can be measured and seen by all, it is virtually impossible to make like exposures in circulation where the opportunities for fraud are limitless and beyond detection. But there is a test of circulation which transcends all claims—*results to advertisers!*—and because of its incomparable results, the circulation of the LOS ANGELES TIMES is patronized by *more national advertisers, more local display advertisers and more classified advertisers* than any other newspaper in its field, and not only leads all California newspapers in total volume of advertising but for two consecutive years has been "*First in Advertising in the World.*"

OKLAHOMA PRESS BILL IS DOOMED

Would Put Control of News and Editorial Columns Under Political Supervision—Is Opposed by Newspaper Men

The Clark Nichols' proposal for licensing Oklahoma newspaper men which, if passed, would give the governor of the state direct control of the Oklahoma newspaper field, has met with a hot reception from Oklahoma editors. The bill, which was introduced in the State Senate by Nichols, of Eufaula, should it pass, would make it possible for the governor to prevent any newspaper man from working on any newspaper in the state.

The bill is an outgrowth of the bitter political campaign last fall when J. C. Walton was Democratic candidate for governor of Oklahoma and was opposed by a number of the largest newspapers in the state.

He made the public boast during his campaign that when he got to be governor he would show certain newspaper publishers of the state how to print a truthful paper. Walton was elected.

Nichols, who himself is not a newspaper man, is believed to have had little to do with the bill other than to introduce it in the Senate.

The Nichols' proposal has been the target of newspaper ridicule for the past week. A canvass of the state senators indicated that the bill has little chance of passing.

Almost every editorial comment on the bill has taken the form of criticism.

The Daily Oklahoman (Oklahoma City, Okla.), the state's largest newspaper, said: "One cannot but believe that Senator Nichols intended it as a subtle satire on disposition of certain members of the present legislature to create a number of new jobs for persons hungrily moving toward the pie counter and to place everything in the state under the control of the politicians in power."

The bill, which is believed to be doomed to defeat, follows:

An Act creating a Board of Examiners for newspaper men and journalists; defining a newspaper man and journalist; providing that it shall be a profession; providing for a license for those of the profession so created; providing for the appointment of said board; defining its duties; providing rules and regulations for the licensee; providing for forfeiture of said license; providing fees for said license; making an appropriation therefor and providing for the punishment for violation of this act, and declaring an emergency.

Be it enacted by the People of the State of Oklahoma:

Section 1. Definitions.—(a) For the purposes of this Act the newspaper business and the business of journalism is hereby declared to be a profession. (b) A newspaper man is declared to be any person who has the active management of a newspaper, either as managing editor or owner, or who supervises the gathering of news, or who gathers and writes news stories for a newspaper or who writes editorials in a newspaper, whether said newspaper be edited daily or otherwise. (c) A journalist is declared to be any person who

writes stories founded on either fiction or fact, either signed or unsigned, which are published in any magazine, periodical, pamphlet or tract, of regular or irregular publication of either general or restricted circulation in this State or which is published in this State, and circulated in the whole or in part of this State. (d) A Student is declared to be any person working as a newspaper man or journalist who has not passed the requirements herein provided for to be entitled to apply to the Board herein created for a license.

Section 2.—No person shall practice the profession of a newspaper man or journalist in the State of Oklahoma without first having procured a license from the Board of Examiners for newspaper men and journalists, as provided for in this Act.

Section 3.—There is hereby created a Board of Examiners for newspaper men and journalists, to be composed of five members. The Dean of the School of Journalism of the State University shall be one member; the President of the State University shall be one member, both of whom shall serve without pay; and three members to be appointed by the Governor, who shall serve the tenure of the office of the Governor appointing them unless sooner removed for cause, as provided by law for the removal of other State officers. The Governor shall designate one of the three appointed by him to be secretary of the Board, who shall devote all of his time to the business of the office of said Board, and who shall receive a salary of Twenty-Four Hundred (\$2,400.00) dollars per annum, payable monthly. All of the members appointed shall have had at least five years active experience as newspaper men or journalists in the State of Oklahoma. Each member of said Board shall take the oath of office prescribed for other State officers before entering upon the duties of office. The Secretary shall not be connected with any newspaper or publication whatsoever while holding said office.

Section 4.—The Board shall prescribe rules and regulations for the holding of examinations for all applicants, and minimum standards to be reached by all applicants before receiving a license to carry on said profession. Any graduate of any accredited school of journalism of this State or any other State may be licensed by said Board, in its discretion, without an examination, but said Board may require all who apply for license to take its examination.

Section 5.—All persons practicing in this State as newspaper men or journalists, at the time of the passage and approval of this Act, must immediately apply to said Board for a temporary license, which shall be good for one year from date, and shall expire on said date, and which may be revoked the same as other licenses as provided for herein. When said temporary license has expired by its own limitation, said licensee shall then apply to said Board for a permanent license and comply with the rules of the Board in obtaining same. A license fee of Ten (\$10.00) dollars, shall accompany each application for a license, same to be turned over to the State Treasurer within ten days after its receipt by the Secretary of said Board.

Section 6.—The said Board shall be furnished with an office in the State Capitol, and said office shall be equipped by the State Board of Affairs out of the appropriation herein provided for.

Section 7.—The Board shall have authority, and it is hereby made its duty, to forfeit any license granted hereunder for the following reasons and in the following manner:

- (a) When it shall be ascertained that any applicant made any false statements or representations in procuring his license.
- (b) When any licensee is convicted of a crime against the laws of the State of Oklahoma involving moral turpitude.
- (c) When any licensee becomes an habitual drunkard.
- (d) When any licensee prints or causes to be printed, or permits the printing and publication of any story or news article about any citizen of this State or nation which is not true.
- (e) When any licensee prints, or causes to be printed, or permits the printing and publication of any news article, story or editorial, which either directly or by insinuation, falsely charges any citizen of this State or nation with an act which hurts the standing or reputation of such citizen in the community or State or nation, either in a business or social way.
- (f) When any licensee prints, causes to be printed or permits the printing and publication

of any news item, editorial or story which is immoral or degrading.

Section 8.—The Board shall have authority on its own motion to bring charges against any licensee for the violation of the above section.

Any citizen may file charges, which must be verified, with said Board against any licensee for the violation of the above section.

When the Board on its own motion, or on the verified charge of a citizen, takes up the matter of forfeiting a license, it shall give the licensee ten days' notice of the hearing thereon. Said hearing shall be had before any member of said Board or the entire Board. The Secretary of said Board shall be authorized to administer an oath to all witnesses appearing at said hearing. The evidence shall be transcribed and preserved as a public record in the office of said Board. The complainant, the Board and the licensee may be represented by counsel, but the hearing shall be informal and under rules to be promulgated by the Board. If the Board shall decide the complaint is not justified, it shall so state in an order to be entered in the record of the case. If the Board finds the cause sufficient, it shall order a forfeiture of the license under consideration. Any licensee who has had a license forfeited shall not be allowed to apply for a new license for a period of three years. If the complainant or licensee shall feel aggrieved by any order made by the Board, said person may have the cause reviewed on writ of certiorari, to the District Court of the county in which the hearing was had. The original hearing by the Board must be held in the county where the complainant resides, or if on motion of the Board, in the county where the news item, story or editorial was published. If the hearing is held before only one member of said Board, the testimony shall be submitted to the whole Board, with the recommendations of the member hearing same, and the final decision must be rendered within thirty days after said hearing.

Section 9.—Members of the Board while attending hearings or deciding cases shall receive Ten Dollars per day, to be paid out of the appropriation herein provided. The Board may compel the attendance of witnesses as provided for attendance in the District Courts of this State.

Section 10.—Any one violating any of the provisions of this Act shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less than Fifty (\$50.00) dollars, nor more than One Thousand (\$1,000.00) dollars, or by imprisonment in the

county jail not less than thirty days nor more than six months, or by both such fine and imprisonment.

Section 11.—There is hereby appropriated out of any moneys in the State Treasury not otherwise appropriated, the sum of Ten Thousand (\$10,000.00) dollars, for the year ending June 30, 1924, and Ten Thousand (\$10,000.00) dollars for the year ending June 30, 1925. There is hereby appropriated for the same purpose for the year ending June 30, 1923, the sum of Two Thousand (\$2,000.00) dollars, all of said money to be used for the purposes of this Act, and to be paid out according to law on the voucher of the Secretary of said Board.

Section 12.—For the preservation of the public peace, health and safety, an emergency is hereby declared to exist by reason whereof this Act shall take effect and be in force from and after its passage and approval.

HAWAIIAN PAPERS CONSOLIDATE

Will Appear as Afternoon Paper With Sunday Edition

The Hilo (Hawaii) Tribune and Daily Post-Herald will be consolidated and published in the future as the Hilo Tribune-Herald, an evening newspaper with a Sunday morning edition. The Tribune-Herald is owned by a group of Honolulu and Hilo men, including Harry S. Hayward, business manager of the Honolulu Star-Bulletin, and Riley H. Allen, editor of the Star-Bulletin.

The Tribune-Herald will be represented in New York, Chicago and St. Louis by Alcorn-Seymour Company, and in San Francisco, Los Angeles and Seattle by M. C. Mogensen & Co.

Building in Medford

The Medford (Mass.) Mercury has completed arrangements for the construction of a building which it will occupy next summer.



In 1922 this Woman's Specialty Store placed more advertising in The Star than in any other St. Louis newspaper

THE ST. LOUIS STAR

National Advertising Representatives
STORY, BROOKS & FINLEY

New York Chicago Philadelphia St. Louis
Los Angeles San Francisco

In Sunday Color Page and Daily Strip

"SOMEBODY'S STENOG"—By Hayward

The Best Comic for Woman Appeal

Ask These Subscribers

- | | |
|----------------------|-----------------------------|
| Philadelphia Ledger | Boise Capital-News |
| N. Y. Evening Mail | Youngstown Telegram |
| Chicago Daily News | Okhosh Northwestern |
| Boston Traveler | Dayton Journal |
| Detroit News | Worcester Gaz. & Tel. |
| Kansas City Star | Berkeley Gazette |
| Baltimore Sun | Oakland Tribune |
| Pittsburgh Post-Sun | Bridgeport Times |
| New Orleans Item | Hoboken Observer |
| St. Louis Times | N. Haven Times-Ldr. |
| Des Moines Register | Beaumont News |
| Atlanta Constitution | Brookton Enterprise |
| Rochester Herald | Elizabeth Journal |
| Brooklyn Times | Johnstown Ledger |
| Portland (Ore.) Tel. | Meriden Record |
| Buffalo Commercial | Woonsocket Call |
| Newark Ledger | Brunn. Home News |
| Ft. Worth Star-Tel. | Norwalk Hour |
| Providence News | Portland (Me.) Press-Herald |
| Schenectady Un.-Star | Melbourne (Australia) Sun |
| Syracuse Journal | |
| Tacoma Ledger | |

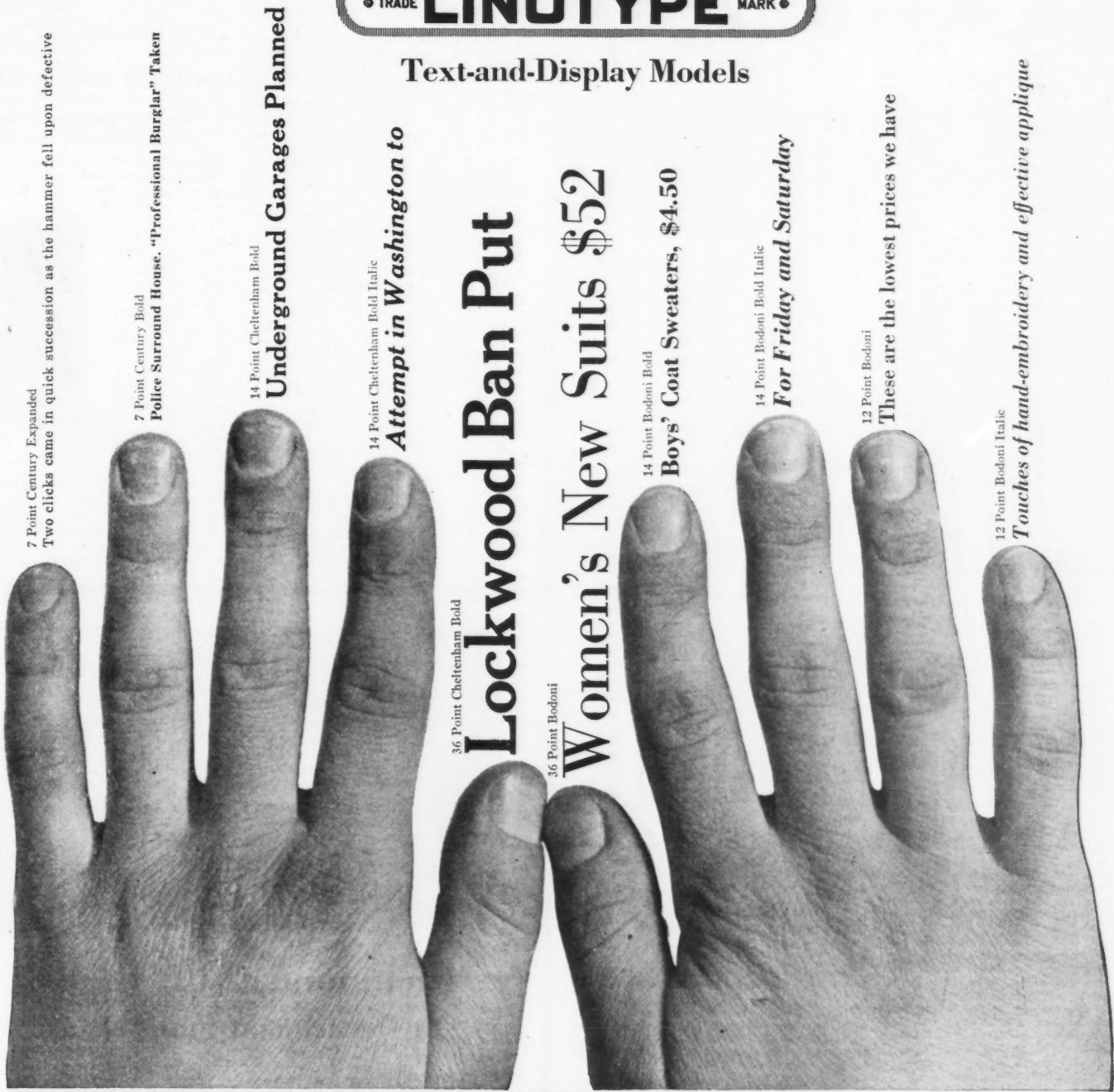


- | | |
|-----------------------|-----------------------|
| Wailuku (Hawaii) News | Oakland Tribune |
| Albany Telegram | Salt Lake Desert News |
| Durham Herald | Spokane Chronicle |
| Houston Post | Waterbury Democrat |
| Lincoln State Journal | Stamford Advocate |
| Sydney (Austral.) Sun | San Jose Mercury |

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.



Text-and-Display Models



7 Point Century Expanded
Two clicks came in quick succession as the hammer fell upon defective

7 Point Century Bold
Police Surround House. "Professional Burglar" Taken

14 Point Cheltenham Bold
Underground Garages Planned

14 Point Cheltenham Bold Italic
Attempt in Washington to

36 Point Cheltenham Bold
Lockwood Ban Put

36 Point Bodoni
Women's New Suits \$52

14 Point Bodoni Bold
Boys' Coat Sweaters, \$4.50

14 Point Bodoni Bold Italic
For Friday and Saturday

12 Point Bodoni
These are the lowest prices we have

12 Point Bodoni Italic
Touches of hand-embroidery and effective applique

10 faces at his fingertips

Without leaving the keyboards of a Model 24 Text-and-Display LINOTYPE, the operator can set and intermix 10 different faces of text-and-display matter. Of only slightly less range are Models 21 and 22, for text-and-display composition up to full 36 point. There is a model that will exactly fill your needs. Do you realize the waste of setting and distributing *display matter* by hand? Users of Text-and-Display Linotypes regard handsetting of display as dark-age stuff. Set EVERYTHING on the Linotype.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO

Composed entirely on the LINOTYPE

ARBITRATORS CLEAR A BIG DOCKET

Seven-Man Board Settles Long-Standing Disputes Between A. N. P. A. Members and Typographical Union

Five disputes between members of the American Newspaper Publishers' Association and local typographical unions were settled by a seven-man board at a recent meeting of the International Arbitration Board in Indianapolis. John S. Saulter, an Indianapolis business man, who has served in that capacity before, again occupied the seventh chair and rendered the decisions on cases that had been deadlocked at previous meetings. Five cases came before the regular six-man board, decision being reached in two. The outstanding cases were those in Cincinnati, where the seventh man reversed a wage award by a local arbitrator, and in Chicago, which involved a dispute over change in dress of the Evening Post. This dispute was referred back for local settlement. Decisions of the board follow:

SACRAMENTO, CAL.—This case involved the discharge of two union members for not representing their situations on a certain night. They had been restrained by officers of the law from being at their place of employment and, therefore, their offense was caused by acts beyond their control. The decision of the board was that the parties discharged be reinstated without prejudice, without loss of priority and without back pay.

SPRINGFIELD, MASS.—A Springfield newspaper declared that, having abandoned piece-work as a temporary expedient, he was within his rights in attempting to restore it, and that such restoration was arbitrable. The A. N. P. A. chairman, and the I. T. U. president had disagreed as to the arbitrability of the question, and the board sustained the local union as follows:

"It is to be assumed that all publishers and local typographical unions operating under an individual arbitration contract underwritten by the International Board of Arbitration of the American Newspaper Publishers' Association and the International Typographical Union are familiar with all the rules governing all matters involved during the life of the contract.

"From the evidence submitted by the publishers and union, I am convinced that the representative of the publisher of the Springfield Republican having knowledge of the International Typographical Union policy as indicated in section 98, page 74 of the International Typographical Union laws, and in sequence thereto, his communications under date of March 22, 1919, and April 15, 1919, he implied, in ambiguous language perhaps, that the adoption of the time-work scale on August 1, 1919, was to supplant the piece work scale permanently, and the arbiter so ruled."

CINCINNATI, OHIO.—The publishers of Cincinnati daily newspapers had appealed from wage increase granted by a local award. The union had appealed against other provisions of the local award. The decision of the board reverses in substance the award of the local arbiter as to wages, but upholds it on all other points. The decision is rendered as follows:

"That Section 1 of Article iv shall read: 'All employees of morning papers shall receive per week of six days, not less than:

Foreman	\$63.75
Assistant foreman	57.75
Machinists	51.75

Assistant machinists	47.75
Machine helpers	42.75
All other journeymen employed by the week	51.75

"That Section 1 of Article iv shall read: 'All employees of afternoon papers shall receive per week of six days, not less than:

Foreman	\$56.30
Assistant foreman	50.30
Machinists	48.30
Assistant machinists	44.30
Machinists helpers	39.30
All other journeymen employed by the week	49.30

"All other sections of the contract adopted by the Cincinnati local board of arbitration are concurred in."

CHICAGO.—In this case the management of the Chicago Evening Post had installed a body type larger than that theretofore in use which the men claimed would affect their earning as bonus operators. The matter came before the International board upon a dispute as to jurisdiction, and the following decision was rendered:

"I am unable to find the existence of any authority that grants the right to the publisher, or the union, to negotiate a 'waiver' implied or otherwise, that would, to my mind, break down the force of the established procedure as provided for in the arbitration agreement, viz: Paragraph 2 of the local award of the Chicago Board of Arbitration as of May 22, 1920:

(Continued on page 23)

NEW TYPOGRAPHICAL SCALES

Union Reports Increases on New Contracts in Several Cities

Recent scale increases in newspaper and job shops are reported in the current issue of the Typographical Journal as follows:

SANTA BARBARA, CAL.—A new scale for newspaper work has been signed at \$42 for day, \$45 nights, an increase of \$3 per week.

PEEKSKILL, N. Y.—Newspaper, Book and Job—Handmen, operators, \$39; night, \$42; 44 hours. Contract covers two years, from January 1, 1923, to December 31, 1924. Increase, \$3.

MORGANTOWN, W. VA.—Newspaper—Handmen, operators, day, \$42; night, \$45; 48 hours. Job, \$38.60; 44 hours. Contract covers eighteen months, from January 1, 1923, to June 30, 1924. Increase, \$2.

KEOKUK, IOWA.—Newspaper—Handmen, operators, day, \$36; night, \$39; 48 hours. Job, day, \$31; night, \$34; 44 hours. Contract covers a period of one year, from January 1, 1923, to January 1, 1924. Increase, newspaper, \$2.

HOLYOKE, MASS.—Newspaper—Handmen, operators, \$41; 48 hours. (From June 16 to September 15, inclusive, week consists of 45 hours.) Contract covers two years, from January 1, 1923, to December 31, 1924. Increase, \$2.

HAMILTON, OHIO.—Newspaper—Handmen, operators, day, \$38; night, \$39; 48 hours to December 31, 1923; thereafter, day, \$40; night, \$41. The contract covers two years, from January 1, 1923, to December 31, 1924. Increase, \$2; January 1, 1924, additional increase, \$1.

BATON ROUGE, LA.—A three-year contract with newspapers resulted in an increase of \$5 over previous scale, making scale \$35 day and \$38 night. Newspaper, 48 hours; job, 44 hours.

READING, PA.—Newspaper—Handmen, operators, day, \$44; 48 hours; night, \$46, 45 hours. Job—Handmen, \$37; operators, \$40.50, 44 hours. Contracts cover January 1, 1923, to

January 1, 1924, and continues for one year thereafter unless opened by either party. Increase, \$2.

WAUKEGAN, ILL.—Newspaper—Handmen, operators, day, \$40; night, \$43.62; 48 hours. Job—day, \$38; night, \$39.98½; 44 hours. Contract covers one year, from January 1, 1923, to December 31, 1923. Increase, news, day, \$4; night, \$4.02; job, day, \$2; night, 38½¢.

OKLAHOMA CITY, OKLA.—Newspaper—Handmen, operators, day, \$42; night, \$45; 48 hours. Contract covers one year, from January 5, 1923, to January 5, 1924. Increase, \$15. A bonus, in addition to the old scale, has been paid for several years past.

ELMIRA, N. Y.—Newspaper—Handmen, operators, day, \$40; night, \$43; 48 hours. After October 1, 1923, day, \$41; night, \$44. Supplemental contract to continue for two years to October 1, 1924. Increase, \$1; October 1, 1923, additional, \$1.

MIDDLETOWN, N. Y.—Newspaper, Book and Job—Day, \$35; night, \$38; newspaper, day, 48 hours; night, 42 hours; job, 44 hours. Contract covers one year, from January 1, 1923, to January 1, 1924. Increase, \$5.

KENOSHA, WIS.—Newspaper—Handmen, operators, 22 13/24 cents per hour (\$42.50 per week), 48 hours, day; \$1.01 4/21 per hour (\$42.50 per week), 42 hours, night. Job—Day, 88 13/24 cents per hour (\$38.96 per week); night, \$1.04 4/21 per hour (\$44.52 per week), 44 hours. Contract covers one year, from January 1, 1923, to December 31, 1923. Increase, 55/24 cents per hour, day; 579/84 cents per hour, night. Hours of work for newspapers reduced from 48 to 42 hours.

YONKERS, N. Y.—Newspaper and Job—Handmen, operators, \$46, to December 31, 1924; thereafter \$48 to December 31, 1926. Day, 44 hours; night, 42 hours. Supplemental agreement covers four years, from January 1, 1923, to December 31, 1926. Increase, \$2; January 1, 1925, additional increase, \$2.

AKRON, OHIO.—Newspaper—Handmen, operators, day, \$43.50; night, \$46.50; 48 hours, to February 1, 1923; thereafter, day, \$44; night, \$47. Agreement extends old contract from October 25, 1922, to October 25, 1924.

Increase, 50 cents; after February 1, 1923, 50 cents additional.

JAMESTOWN, N. Y.—Newspaper—Handmen, operators, day, \$36; night, \$39; 48 hours. Contract is in effect beginning January 13, 1923, and continues until either party gives sixty days' notice to reopen scale. Increase, \$3.

HOBOKEN, N. J.—Newspaper—Handmen, operators, day, \$52; 46 hours; night, \$53; 45 hours. Contract covers one year, from December 31, 1922, to December 31, 1923. Increase, \$2.

LOWENSTEIN GOES TO CHICAGO

St. Louis Star Executive Named Manager of Publishers' Association

St. Louis, March 12.—M. J. Lowenstein, for a number of years business manager of the St. Louis Star, has been appointed secretary-manager of the Chicago Newspaper Publishers' Association, and will take up his new duties March 20. He succeeds the late Henry N. Cary.

Mr. Lowenstein began his newspaper career as a reporter on the St. Louis Republic in 1882. He was with it for nine years as commercial editor, literary editor and city editor. He also was assistant business manager of the New York World, and at one time was with the business department of the Hearst newspapers in New York.



M. J. LOWENSTEIN



Richmond (Va.) Leads! In Department Store Gains

TWELVE per cent increase in business for the last five months of 1922, the largest in the Fifth Federal Reserve Bank District, according to the official government report. Compared with the one-half of 1% gain of Washington, and 7.9% gain of Baltimore, it is a conclusive proof of the growing importance of Richmond as a retail center.

THAT The Evening Dispatch is keeping pace with Richmond's development is indicated by its December, 1922, gain of 33% in advertising, as compared with December, 1921. The Evening Dispatch and Times-Dispatch can be bought in daily combination at 11c, which offers an excellent medium for thorough coverage of this fertile field. A Service Department is maintained, which will gladly cooperate with you in your sales efforts.

Richmond Times-Dispatch
MORNING AND SUNDAY

The Evening Dispatch

Story, Brooks & Finley, Special Representatives
New York, Philadelphia, Chicago

MAKING MONEY COUNT

When buying Insurance men want the best protection they can get for the least amount of money.

Men buy Newspapers on the same principle.

In a few days everyone who has any kind of an old flivver that will hang together will be giving it an airing.

Newspapers providing Travel Accident Protection with subscriptions are clinching New Circulation this spring.

Now Is the Time to Step on the Gas

HICKEY-MITCHELL CO.

Pierce Bldg. (Builds and Holds Circulation) St. Louis

U. S. Mgrs.—National Casualty Co., Newspaper Dept.

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

AMONG those who made the supreme sacrifice "Somewhere in France" was Quincy Sharpe Mills, an editorial writer on the New York Sun. His letters, written for the most part on French battle fields, have been collected in a volume entitled "One Who Gave His Life" (G. P. Putnam's Sons). It contains not only the letters but also a sketch of Mills' life by his former chief, James Luby, formerly editor of the Evening Sun.

Many of the letters are fine examples of the art of reporting for Mills was a skilled literary craftsman. If space permitted, his description of "No Man's Land" would well be worth quoting.

The letters are supplemented by the comments which Mills as censor found in the letters of his men. Some of their satirical remarks throw more light on just how the American boys in France felt than many of the recent histories.

The book is not without some criticism of those higher in authority. But such criticism is necessary if the reader is to get a true picture of the conditions as they actually were and not as a committee on public information would have you believe. In the deluge of war books, many could well be spared—but not "One Who Gave His Life."

JUST as Mr. Mills never saw his letters in print, so William McCormick, formerly editor of the Reading (Pa.) Times-Herald, never saw a bound copy of his book, "The Problem of the Working Boy" (Revell Publishing Company). Mr. McCormick died only a day or so before an advance copy was mailed to his editorial desk.

HOWARD VINCENT O'BRIEN, author of "Trodden Gold" (Little, Brown & Co.), is a member of the advertising agency of David C. Thomas & Co., of Chicago. From 1912-1914 he was editor and publisher of Art. His novel, by way of contrast, strikes a somewhat new note in fiction, in that it is a study not only of those who are afraid of poverty but also of those who are afraid of riches. For the newspaper man familiar with all phases of American life, this novel by Mr. O'Brien will have a special appeal.

HENRY JAMES FORMAN, author of that charming, whimsical love story, "The Man Who lived in a Shoe," has been political editor of the Literary Digest, associate editor of the North American Review and managing editor of Collier's Weekly.

SIR PHILIP GIBBS begins in the World's Work for March a series of articles entitled "Adventures of an International Reporter." His first article describes how he exposed Dr. Cook's polar fraud. How Gibbs reached his conclusion that the alleged discovery of the North Pole was a big fake contains suggestions that ought to be useful to other reporters in deciding questions of veracity in covering interviews with people who have just sprung into public view. But aside from this practical value, his article is a news story worth reading because it gives the reader an inside view of how a reporter works.

HERBERT S. MALLORY has compiled an anthology of essays on criticism to which he has given the title "Backgrounds of Book Reviewing" (George Wahr, Ann Arbor, Mich.).

RALPH D. PAINE'S book, "Roads of Adventure" (Houghton, Mifflin & Co.), is an autobiography of a reporter whose assignments have often been full of hazards. It will be mentioned more in detail in a later issue of EDITOR & PUBLISHER.

WHETHER literary editors, "read books" is often a subject of humorous debate but if they will read "Books Reviewed" (George H. Doran & Co.), by J. C. Squire, editor of the London Mercury, they will pick up some valuable tips about the work in their own field.

The blurb on the cover tells the truth when it says:

In place of a conscientious "review" of a new book, Mr. Squire has frequently used the new book's appearance as a springboard for his own plunge into literature, both past and present.

It might be noted that the critical essays in this volume did not first appear in the London Mercury but in the London Observer. As Mr. Squire is a critic of unusual discrimination, he is a good author for the cub reporter to read.

ANOTHER novel by a newspaper man is "The Code of the Karstens" (Little, Brown & Co.), by Henry Walsworth Kinney, editor of the Tokyo Trans-Pacific.

THE Indianapolis Times is running a series of novels by Indiana authors. The novel now being published is "Alice Adams," by Booth Tarkington.

NEWSPAPER life and newspaper characters seem to be creeping somewhat frequently into American fiction. "Black Oxen," by Gertrude Atherton (Boni and Liveright), was suggested by a headline in the New York World. One of the leading characters is a "colyum conductor." He doubtless will pass muster among lay readers, but he does not seem quite real to those in the newspaper business. As to the novel, itself, critical opinions will doubtless differ. Critics who like one kind of paper will praise the tale and those who prefer another type will want to throw the book into the hell-box.

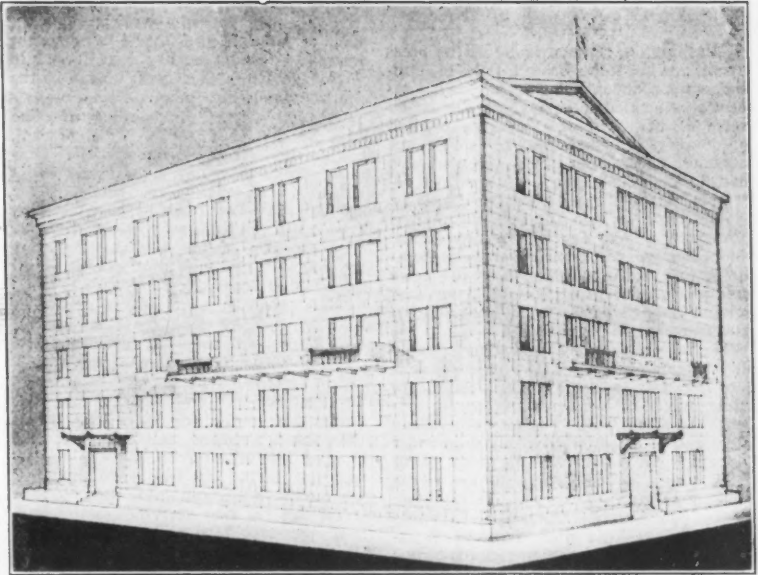
I AM not writing advertisements for insertion in this department, but "The Big Scheme of Simple Operation," published by the Mergenthaler Linotype Company of Brooklyn, ought to be interesting reading matter for reporters. They know too little about the machines which put their copy into type. This booklet describes clearly and succinctly all operations. It is so clear that any layman can understand it.

IN answer to several inquiries about the market for copy other than news I recommend "Where and How to Sell Manuscripts," by William B. McCourtie (The Home Correspondence School, Springfield). The present edition was published in 1920, but I understand another is now being compiled. It is the best book of its kind available for literary workers. The jacket says the book mentions 6,000 markets for manuscripts. The office boy will please certify.

THE Saturday Evening Post recently published another satirical thrust at the press. Because it was in the Sense and Nonsense department it may have escaped the attention of members of the staff. It would have the reader believe that the door of the news room is closed to truth. "Tell her I am in conference," says the managing editor. In my opinion, the public is more critical of the press than ever before in the history of American journalism. An explanation may possibly be found in the "Sense and Nonsense" published in the periodicals.

DEUTSCHES Museum für Buch und Schrift of Leipzig, Germany, has published a series of documents relating to the journalism of Germany. Number one of the series is a reprint of Newen Zeytung auss Presillg Landt (New Tidings Out of Brasil Land). According to a table in the pamphlet, the New York Public Library has a copy of this original news-book, one of the earliest precursors of the newspaper in Germany.

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

HOAX OF OLD VINTAGE IN WASHINGTON

When "The Flirt" Was Due on Films
of the Capital, "Anti-Flirt"
Club Broke Into the
Newspapers

By SAM BELL

Washington Correspondent of EDITOR &
PUBLISHER

Washington, reputed home of the press agent, at least the brazen type of publicity man developed in war days, recently witnessed a revival of the oldest form of the craft—the hoax—a method of obtaining entrance into news columns, common to pre-war times, when a yarn had to be planted and disguised to resemble what editors believed to be news.

And let it be said for the Washington newspapers, Washington correspondents, and even the conservative press associations, that the hoax went over for news column type and pictures in a manner seldom equaled by the most important of governmental hand-outs.

The legion of publicity men and women in Washington today are wondering if it would not be a good thing after all to revert to the days when press agents possessed imagination and talents other than mere ability to pound a wordy typewriter—the ancient days when the press agent game was confined largely to the circus and the theater.

The publicity hoax that fooled Washington was a little stunt designed to inform the public of the merits of a motion picture entitled "The Flirt," filmed from Booth Tarkington's story. It was the press agents of "The Flirt" and a Washington movie house that brought into being the "Anti-Flirt Club" pictures, some of which still are finding their way into the illustrated sections of American dailies.

Let Leonard Hall, of the Washington News, the newspaper that claims credit for exposing the hoax, tell the story of

the rise and fall of the Anti-Flirt as he did in the columns of his own journal:

"The most successful publicity hoax in recent Washington history is at its appointed end. Tomorrow newspaper advertising will trumpet the news that the Rialto Theater will show Booth Tarkington's 'The Flirt' all next week.

"And this, then, is the tale of 'The Washington Anti-Flirt Club,' and how it gained acres of newspaper space for a motion picture.

"So perfect was the working out the plan to exploit the movie among the newspapers and citizenry that it should be told in detail, as a contribution to the film history of the town.

"One day, after the booking of 'The Flirt' by the Rialto, Miss H. R. Merrill, local exploitation expert for the Universal Film Company, was taken down with a case of bright idea. She took her pet idea—that of forming a local anti-flirt club in the local schools—to the publicity director of the Rialto. Together they hatched the dark plot to slip us all the chocolate-coated cyanide.

"Miss Merrill went out, corralled a dozen girls, told them what it was all about, had some Anti-Flirt banners sewed up, elected herself secretary of the Washington Anti-Flirt Club, and was ready for business.

"Her first move was to call the three afternoon newspapers and tell them that she and the other girls had decided to fight the flirtatious tactics of naughty men on the highways. All three papers bit on the tip like starving carp. Out raced the reporters and photographers. All three papers carried stories on the first page of their final editions that day. Two of them spread big pictures of the stern young ladies across their pages.

"That evening the Daily News detected the odor of a rodent, and dropped the tale of Anti-Flirts like a hot spud. But the other journals leaped to it avidly. Twenty-four hours after publication of the story in Washington it appeared in a San Francisco paper. Rep. Manuel Herrick wrote one of his characteristic

letters in behalf of the Anti-Flirts, and yearned to address the club. A local editorial writer condescended to descend from his Olympus and speak benevolently in favor of the gals' labor for righteousness. Great news syndicates snapped pictures and wrote stories about the club and sent them broadcast. Washington was beautifully killed, stuffed, basted and done to neat, golden brown."

ANOTHER PRESS CLUB CLEAN-UP

Minnesota Range Editors Reorganize— To Fight Press Agents

The Minnesota Range Press Club is to be reorganized. According to present plans, it will embrace newspaper editors and publishers of the Iron Range and will exclude all not devoting full time to editorial work. It will work to have the mining companies on the range give the news of their activities to the home papers instead of technical magazines published at a distance. The elimination of a certain class of press agencies will also be attempted.

Detroit Times Starts New Press

The Detroit Times last week put into operation its new Pancoast-Hoe double sextuple press, erected across the street from its present office. The Times has acquired adjoining property, where it will house a new color press.

Hauser Norristown Herald Editor

Odel Hauser was this week appointed editor-in-chief of the Norristown (Pa.) Daily Herald. Frederick S. Fox will

continue as executive editor in charge of general news and other editorial features. Mr. Hauser was graduated from Columbia University in 1908 and spent the next nine years on the New York Times' staff. Since 1917 he has been in Philadelphia, as political writer for the Press, and later for the Public Ledger.

Buffalo Wants News Stands Back

By unanimous vote the Buffalo city council approved a resolution providing for the introduction in the state assembly at Albany of a charter amendment permitting news stands on the Buffalo streets. The news stands were barred by court decisions growing out of an action begun by the Buffalo Commercial.

Golden Jubilee in Belfast

The Belfast (Ireland) Weekly Telegraph has just celebrated its 50th anniversary. Sir Robert Baird, K.B.E., D.L., who is now managing director of the firm of W. & G. Baird, is the only surviving member of the organization who was present at the first issue of the paper.

Corvallis Courier Sold

The Corvallis (Ore.) Morning Courier, which succeeded the Benton County Courier a short time ago, has been bought by Miller & Water, a Corvallis real estate firm, from A. E. Frost.

Atlanta Journal Opens N. Y. Office

The Atlanta Journal has opened a news bureau at room 107, Hotel Astor, in charge of Ward Morehouse, former Journal reporter.

A Weatherproof Roller

We are a peculiar people and habitually sidestep new things until some one—like the first man to eat an oyster—tries out the thing, then if he survives a few more take a chance. After that there is a wild rush to follow suit.

Since the perfection of the modern newspaper presses, the problem has been a Roller that was not readily susceptible to climatic changes, and one that would not soften under the highest speed of the press. This has been accomplished in the Duplex Roller.

The Duplex is a twofold Roller. It is pliable, with a tacky surface to take and distribute the ink perfectly, clean out the form, and produce clean-cut presswork. It will give equally good service in hot or cold weather, humid or dry weather. It can be used in a very damp basement or a dry, artificially heated pressroom.

The Duplex Roller is manufactured at the five addresses given below.

BINGHAM BROTHERS COMPANY (Founded 1849) ROLLER MAKERS

New York.....406 Pearl Street
Philadelphia.....521 Cherry Street
Rochester.....89 Mortimer Street
Baltimore.....131 Colvin Street

Allied with BINGHAM & RUNGE COMPANY
E. 12th St. and Power Ave., Cleveland, O.



Scripps-Howard Prefer Ludlow for Display

THE Indiana Times of Indianapolis was the last paper added to the Scripps-Howard League of Newspapers. The composing room had been operated under the single-type method. This places all Indianapolis papers on the all-slug basis, the News and Star having previously been Ludlow equipped.

Fourteenth Installation

The new owners telephoned Ludlow Typograph Company for immediate shipment of one Ludlow and one Elrod Caster. They also requested that our representative visit Indianapolis the following day to receive specifications for matrices and accessories for their Ludlow equipment.

The following day this shipment went forward by express and our installation man left for Indianapolis that night.

The Scripps-Howard people have absolutely no financial interest in the Ludlow Company.

They have equipped their offices, one after another, with Ludlows because it pays, their experience with them dating from their first installation at the Cleveland Press in 1914. They have tried every other method for getting display composition and found the Ludlow method the best.

The long experience, the vast opportunity for comparison and the successful business record of this chain of newspapers should weigh heavily in the scale with those publishers who have not yet been able to decide for or against the Ludlow.

THE LUDLOW



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

ARBITRATORS CLEAR BIG DOCKET

(Continued from page 20)

"No individual agreement or contract of any character shall be made between Chicago Typographical Union No. 16, and any members of Chicago local of the American Newspaper Publishers' Association during the life of this agreement, unless said newspaper shall have first withdrawn from membership in said Chicago local of the American Newspaper Publishers' Association' specifically aims to prevent such agreement. You may well imagine the demoralization that would ensue if the specifications of the many contracts now existing between the publishers and the local unions could be set aside by such methods.

"The Arbitration Agreement, Individual Agreement Contract and Code of Procedure which govern the existence of contracts between publishers and unions appeal to me as a matchless instrument for conciliatory purposes, and should not be imperiled by overt acts however innocently they may appear to arise.

"A close study has been given to the evidence presented and I feel that the principals in this controversy, have, unintentionally perhaps, overstepped the bounds of their contract and decision is:

"That the International Board is without jurisdiction at this time and that the merits of the controversy be remanded to the Chicago joint standing committee for arbitration."

LOUISVILLE, Ky.—In this case the local arbitration award had given an increase of \$1. The International Board added another dollar, making the award as follows:

MORNING NEWSPAPERS	
Foreman	\$52
Assistant foremen and head admen	48
Admen, makeups, proofreaders, handmen, operators, machinists and all other journeymen.....	45
EVENING NEWSPAPERS	
Foreman	\$49
Assistant foreman and head admen	45
Admen, makeups, proofreaders, handmen, operators, machinists and all other journeymen.....	42

NEWS OF ASSOCIATION AND CLUBS

NEWSPAPER AND PUBLISHING

THE annual banquet of the Pittsburgh Press Club was held at the Hotel Chatham, March 8, with more than 300 present. The Flaming Torch, the club publication, was distributed. Only one out-of-town artist contributed this year to the cartoons in the Flaming Torch—Kin Hubbard, otherwise "Abe Martin," of Indianapolis. A feature was the reproduction of the front pages of the last issues of the Dispatch and Leader, with photographs of the oldest employees of both papers in groups.

Headed by Frederick G. Lieb, president of the Baseball Writers' Association of America and here to cover the New York Giants' spring training for the Evening Telegram, six New York sports writers were luncheon guests of the San Antonio City Club March 8. Mr. Lieb spoke at the luncheon, as did George W. Daley of the World; Harry Cross, Evening Post; Warren W. Brown, Evening Mail; Sam Crane, Evening Journal, and Frank Graham, Sun.

The Omaha (Neb.) Woman's Press Club is inaugurating a series of "manuscript afternoons," when members will read original manuscripts, and discussions and criticisms will follow.

At a special meeting of the Newspaper Men's Benevolent League, Inc., First Vice-President Forrest Trafford of the New York Commercial, was elected president to succeed John J. O'Connell of the New York Times, who died Feb. 16; John J. Lindley, of the New York Herald, first vice-president; Joseph A. Butler of the New York World, second vice-president, and Harry C. Klemfuss of the Daily News, third vice-president.

Harold F. Wheeler, managing editor of the Boston Traveler, was elected president of the Boston Press Club to succeed Charles E. Young, assistant managing editor of the Boston Post. Other officers chosen were: Vice-president, John J. Grant; secretary, Frank J. Supple; treasurer, Charles J. O'Malley; financial secretary, Edmund J. Carpenter; board of directors, Roy Atkinson, Frank Fay, William Somers, Frank Prescott, Theo-

The union in addition was given other concessions of a minor nature.

The following cases were settled by the International Board of Arbitration without the services of a seventh man:

CHICAGO.—In a dispute concerning the Chicago Examiner about which a question of jurisdiction was raised, the board decided that jurisdiction covering the matter lay as between the local branch of the A. N. P. A. and Chicago Typographical Union No. 16.

CHATTANOOGA.—This case involved payment for regular day off. The publisher asked for postponement.

SCRANTON, PA.—This case involved an appeal by Scranton Typographical Union No. 112 from a local award and was deadlocked.

MILWAUKEE, WIS.—In this case involving the Milwaukee Publishers' Association, Milwaukee Typographical Union No. 23 joined them in a request for postponement.

KANSAS CITY, MO.—In the case of an appeal from Kansas City against the ruling of the Executive Council as to an interpretation of the priority law, it was held by the officers of the International Typographical Union that no appeal lay to the board, but that the interpretation of International Typographical Union laws was a matter for the discretion of the executive council of the I. T. U. The board directed the publisher in question to obey the decision of the executive council.

25 Years With New York Times

Miss Florence Weinberg was the honor guest at a dinner on March 12, given by seventy-five friends and business associates, celebrating the twenty-fifth anniversary of her connection with the New York Times. Miss Weinberg was secretary to Louis Wiley, business manager of the Times, for a number of years, and is now manager of advertising on the business page. Hugh O'Donnell was toastmaster and there were speeches of congratulation by Louis Wiley, Arnold Sanchez and others, and messages were received from Adolph S. Ochs, Ben C. Franck, Charles F. Hart and others who were unable to attend.

dore Hedlund and William E. Hardy.

ADVERTISING

THE Tabor (Ia.) Business Men's Advertising Club staged a novel advertising stunt recently. It holds a special day every two weeks with a special name. This day it happened to be "chicken day." Top prices were paid for chicken brought to Tabor markets on this day. At three o'clock in the afternoon, 25 chickens donated by the merchants of the city, were turned loose on the streets. These chickens became the property of anyone who was lucky enough to catch one. On one leg is each chicken was a tag good for \$2.50 in trade at one of the stores. Besides this, each merchant had a special bargain offer for the day.

The Women's Advertising Club held their first employers' night, with employers' as both speakers and honored guests, March 6, at the Congress Hotel. John Benson of Benson, Gamble & Slaten, and president of the American Association of Advertising Agencies, told of the place the advertising agent must occupy, as middleman serving both buyer and seller for a small profit. Reuben Donnelly of the Reuben H. Donnelly Corporation talked on "Reference Media." Other speakers who talked briefly were Mrs. Hutt of the women's department of the "Progressive Farmer," Homer Buckley, of Buckley, Dement & Co., H. C. Winchell of H. C. Winchell Company, Irvin S. Paschall of the Irvin S. Paschall agency, and "Jim" Buchanan of the James Riddle Farm Papers.

The contact committee of the Associated Advertising Clubs of the Tenth District met in San Antonio, March 11, to discuss plans for forming the Tenth District Delegation to the A. A. C. W. convention at Atlantic City in June.

W. N. U. Rebuilds in Wichita

The Western Newspaper Union has let a contract to the George H. Sudhoff Construction Company, Wichita, Kan., for a \$50,000 building to replace the Wichita plant which recently burned. H. W. Albright is Wichita manager.

The Indianapolis Sunday Star

again exceeds its highest circulation peak

more than

140,000
Sunday, March 11th

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY
Marbridge Building
New York City
Lytton Building
Chicago

R. J. BIDWELL CO.
742 Market St.
San Francisco, Cal.
Times Building
Los Angeles, Cal.



WHAT OUR READERS SAY

Better Proofreading

PELHAM, N. Y., March 7, 1923.

TO EDITOR & PUBLISHER: I am sending you a check for renewal of our subscription. You ask for my views as to how EDITOR & PUBLISHER might be of more service to its readers. A difficult problem along broad lines, as I think you are filling the bill very acceptably and with refreshing enterprise at the present time.

However, if you can instill into our daily papers a desire for more accurate proofreading the current press would be improved. It seems to me that we are getting a breed of lackadaisical correctors of the press whose efforts are frequently non-effective.

Honestly, EDITOR & PUBLISHER is doing a great constructive work, standing out as a vigorous representative of a vigorous class of men. Keep it up, and here's hoping you will continue to be the banner-bearer.

THOMAS M. KENNETT,
Editor Pelham Sun.

The King-Crane Report

BEIRUT, Syria, February 20, 1923.

TO EDITOR & PUBLISHER: I have just recently learned that you have published the report of the King-Crane Commission to the Near East. We congratulate ourselves that one American journal had the courage to give to the public what our political machinery has illegally withheld for so long a time.

If in subsequent issues of the EDITOR & PUBLISHER you have quoted or commented upon letters which have come to you from various important personages dealing with this question of the Commission, I should be happy to have you send me copies of the addresses in Jerusalem.

I must admit my curiosity is great to know how and why you published this report. Perhaps during my next visit to the United States you will tell me.

CHARLES A. DANA.

Look Out for Jewelry Package Ads

LINCOLN, Neb., Jan. 10, 1923

TO EDITOR & PUBLISHER: Many papers throughout the country have been printing advertisements of reputable jewelry firms who have been conducting \$1.00 package sales, the advertise-

ment stating that some of the packages contain articles valued as high as \$50.00. We published a few of these ads in Lincoln and upon complaint of a postal inspector we were indicted and fined \$50.00 by the Federal Court. I thought maybe you might want to pass the thing along and save somebody else some grief.

J. C. SEACREST,
Publisher, Nebraska State Journal.

El Democra Circulation 95,000

MEXICO, D. F., March 6, 1923.

TO EDITOR & PUBLISHER: We beg to call your attention to the figures given in your 1923 Year Book, in the section headed "Mexican Newspapers."

You state that the circulation of El Democra is 38,000 copies while that of El Herald is of 40,000.

We beg to inform you that El Democra has a superior circulation to El Herald. The circulation of El Democra is 95,000 daily copies.

EL DEMOCRATA
G. Rousset, Manager.

Done It Again!

NEW YORK, February 1, 1923.

TO EDITOR & PUBLISHER: You have done it again! The EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER for 1923 is a corker. There is a great deal of valuable information contained in this volume that is of great moment to the busy advertising man. I congratulate you on the way you handled it.

DAN A. CARROLL.

Finest He Ever Saw

HUNTSVILLE, Ala., Feb. 3, 1923.

TO EDITOR & PUBLISHER: Your International Year Book Number was and is the finest piece of work we ever saw. Congratulations.

J. E. PIERCE,
Ed. and Gen. Mgr., Huntsville Daily Times.

Prohibition

YORK, Pa., March 13, 1923.

TO EDITOR & PUBLISHER: May I congratulate you upon your editorial in the EDITOR & PUBLISHER of March 10, 1923, in which you

speak of the manner in which the New York newspapers have ridiculed and burlesqued the prohibition enforcement. I thoroughly agree with the editorial and am mighty glad that you have the courage to point out, what must be obvious to every one, how we keep faith with the real principles of the government.

J. W. GITT, Editor
The Gazette and Daily

NEW DAVENPORT HOME

Democrat & Leader Building Ready by November 1

Plans for a new \$150,000 building for the Davenport (Ia.) Democrat and Leader have been approved and the contract awarded to John Soller & Son, Davenport. The building will be located at 409-411-413 Brady street, three blocks from the present location. The Democrat and Leader expects to occupy it by November 1.

The new building will be two stories high, with basement, and built of Bedford stone and terra cotta, with granite base. The street front will be recessed at the windows, to provide space for persons who stop to read bulletins without interfering with sidewalk traffic. On the first floor will be business offices, publisher's office, circulation, press, mailing and other rooms. A mezzanine floor will house advertising offices and other private offices. The editorial and composing rooms will be on the second floor. The press and stereotyping equipment will cost \$60,000.

Coast Weekly Turns Daily

With James Shea as managing editor, a daily edition has been inaugurated recently by Crow & Shaw, publishers of the Inglewood (Cal.) Weekly News.

NUNN BUYS AMARILLO TRIBUNE

Will Continue News in Morning, Tribune in Evening Field

Dr. J. L. Nunn, editor and publisher of the Amarillo (Tex.) Daily News, a morning paper, has purchased the Amarillo Tribune, an afternoon paper about three years old. The plant of the Amarillo Tribune was sold some months ago to satisfy a lien and was taken over by the Amarillo banks. At that time the company was reorganized and publication of an afternoon paper continued. The same men were retained as executives.

R. H. Nichols, one of the founders of the Tribune and its editor, has repurchased a controlling interest in the Vernon (Tex.) Record, a semi-weekly, which he published before going to Amarillo. Mr. Nichols will again become editor of the Vernon paper. It is understood that Dr. Nunn will continue publication of the morning and afternoon papers at Amarillo.

Newspaper Employees Lose Savings

Several employes of the two Springfield (Ohio) newspapers were hit by the closing of the Springfield National Bank due to defalcations of the cashier. None of the newspapers' own accounts were in the closed bank, but inquiry revealed that approximately \$25,000 in cash and bonds of individual employes was tied up, with possibility that most of it will be total loss. The cashier, G. H. Penfield, is now awaiting action of the federal grand jury after having confessed irregularities covering a period of ten years.

Is The Chicago Evening Post On Your Schedule?

It Should Be

If you are advertising an article that appeals to the higher intelligence or the more capable pocketbook.

This is demonstrated by the fact that it has for a number of years carried more business from several lines of high grade advertising than any other Chicago evening paper, such as passenger automobiles, electric automobiles, motor trucks, financial, railroads, music and musicians, insurance, etc.

Why not imagine that you are sending a personal representative to interview the prospective customers for your article? The success of your selling campaign would depend on the amount of sales as compared with the cost of calls, and it costs no more to call on a prospect financially able to become a customer than it does to call on one who has neither the money nor the ability to appreciate articles of merit. Would you send your salesmen to everyone listed in the Blue Book or would you attempt to cover the names in the City Directory? This is a fair comparison of THE CHICAGO EVENING POST, the class paper of Chicago, with the mass circulation papers.

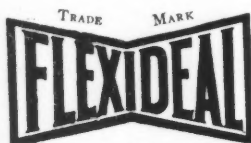
The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

The Chicago Evening Post

"Chicago's Best and Cleanest Paper"



DRY MATS

Experience
vs.
Experiment

If your experience with other mats has not been satisfactory, do not for that reason decide that dry mats are not for you.

There are dry mats and there are Flexideal Dry Mats.

Ours are easily handled; do not require any kid glove treatment.

Flexideal and Maxitype Dry Mats are made to meet the hustle and bustle in the newspaper plant and will stand a little abuse when the occasion arises.

If you want a dry mat which will fit right in with your equipment and save you time and money, try the Flexideal way of stereotyping.

We guarantee constant supply and prompt shipment from our stock at Bush Terminal, Brooklyn, N. Y.

DRY MATS

THE FLEXIDEAL CO., INC.

Sole U. S. and Canadian Distributors

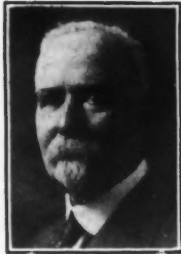
15 William Street New York City, N. Y.



GEORGE M. SAVAGE

Oldest Michigan Advertising Agent
Dead in Detroit

George M. Savage, president of the George M. Savage Advertising Agency, Inc., Detroit, died March 8, following a brief illness. He was one of the most widely known advertising men in the United States. His firm, established in 1874, is the oldest agency in Michigan, and one of the oldest in the United States.



GEORGE M. SAVAGE

The death of Mr. Savage closely followed the recent amalgamation of the Savage and E. LeRoy Pelletier firms, under the corporate name of George M. Savage Advertising Agency.

Mr. Savage was born in Goderich, Ont., December 7, 1851, and moved to Detroit at the age of 12. He is survived by Mrs. Savage, four daughters and three sons.

WILLIAM RALSTON BALCH DEAD

Raised Fund Sponsored by London
Daily Mail for Hospital

William Ralston Balch, aged 71, formerly military editor of the Boston Transcript, died March 7. He began his newspaper work in the composing room of the Concord (N. H.) Monitor as a boy in 1871. He was connected with the London Bureau of the Associated Press for several years.

Mr. Balch was responsible for the raising of the \$500,000 fund of the London Daily Mail during the Boer War. In this work he secured the co-operation of Rudyard Kipling, whose poem, "The Blind Beggar," which he wrote especially for this cause, brought so much money into the office of the Mail that it was decided to found a veterans' hospital at Portsmouth, England. This hospital has remained as one of the leading institutions of its kind.

He contributed to the London Daily Mail an exclusive account of the impending death of Queen Victoria, developed out of a noblewoman's remark to her dressmaker that black would be the fashion that winter. In Boston he tracked down by clever detective work the murderer, Chastine Cox, who had long baffled the New York police. In 1879, he was managing editor of the Philadelphia Press, and later was connected with the Boston Advertiser and Boston Herald.

Mr. Balch was the author of the War Chronicle in the columns of the Boston Transcript during the World War. He had also been on the staffs of the Boston Herald and Advertiser.

UPPERMAN DIES AT DESK

On N. Y. World 20 Years After Ten
as A. P. Night Manager

William Blake Upperman, aged 66, veteran newspaper man and long connected with the advertising department of the New York World, died suddenly March 14 at his desk in the Pulitzer Building. He had been ill two years, but felt unusually well when he arrived in his office and referred to the spring-like weather.

Mr. Upperman was a member of the Palm-Pierce family of Virginia and was born there on a plantation. He studied law and practiced it for a time, but went later into newspaper work. He became night manager of the New York office of the Associated Press and remained there ten years, when he joined the World as a reporter twenty years ago. Later he was transferred to the advertising department.

He leaves a wife and a grandson.

Obituary

JEROME B. LUCKE, aged 81, for 40 years with the New Haven (Conn.) Journal-Courier, and New Haven Palladium, died in that city March 12 of pneumonia. After serving in the Civil War, he entered the newspaper profession. He gave to C. S. Bushnell, one of the backers of Ericsson's Monitor, the first news of the victory of that craft over the Confederate Merrimac; carried to the Connecticut legislature word of the capture of Fort Fisher by Gen. Terry, a New Haven man, and made a stenographic report for the Associated Press of the speech of James G. Blaine when he made reference to a speech which had been made and in which had occurred the expression "Rum, Romanism and Rebellion."

JAMES L. MAGEE, assistant foreman of the Boston Post pressroom, and employed on that paper for 26 years, died March 5, in Somerville, Mass., following a nervous breakdown.

WALTER M. JACKSON, aged 59, a member of the firm which printed several editions of the Encyclopedia Britannica died March 11 at Gibraltar. He is said to have been instrumental in the negotiations by which Lord Northcliffe purchased the London Times in 1909.

JOHN S. REEDER, aged 80, at one time editor of the Cincinnati Commercial Gazette, and later circulation manager of the Cincinnati Enquirer, died at Mercy Hospital, Hamilton, Ohio, on March 9.

C. C. GROSS, aged 72, a veteran printer of the Sioux City (Ia.) Printing Company, and a former bookkeeper for the Western Newspaper Union, died March 2.

PROF. THOMAS SMITH PARSONS, editor of the Cheyenne (Wyo.) Stockman-Journal, died recently.

LOUIS LAFRAMBOISE, one time owner and editor of Le National, a French weekly published in Montreal, and afterwards translator in the Canadian House of Commons, died at Ottawa (Ont.) on March 5.

FRED BOGARDUS, for 35 years an employee of the Boston Herald and Boston Traveler, died at his home in Dorchester, Mass., March 7. At the time of his death he was paymaster of the Herald composing room. He was one of the organizers of the recently organized Fourth Estate Lodge, A. F. & A. M.

MRS. ETTA SILMAN KAUFMAN, mother of S. Jay Kaufman, editor of "Round the Town" column in the New York Globe, died March 9 in Atlantic City.

JOSEPH T. CAMP, Nevada newspaper man, died recently in Wadsworth (Nev.) after an illness of several years. Mr. Camp was formerly publisher of newspapers in Wadsworth, Fernley and other Nevada towns.

J. A. FOUCHE, aged 69, who edited the Dawson (Ga.) Journal for a number of years, died in McDonough, Ga., March 4.

GEORGE S. CLARK, aged 78, the oldest printer of St. Cloud, Minn., who had been in the business continuously for over 62 years, died on March 7.

P. C. CHAMBERLAIN, aged 72, for many years circulation manager of the Topeka (Kan.) Capital, and a resident of Topeka for 45 years, died last week.

JAMES J. GURNSEY, former publisher of the Rome (N. Y.) Republican, and a newspaper man of many years' experience, died suddenly March 8, in Rome.

J. RALPH BURTON, aged 70, former editor of the Salina (Kan.) Daily Union, died in Los Angeles. Mr. Burton was United States senator from Kansas from 1901 to 1906.

CAPT. JOHN H. GRANT, aged 40, former circulation manager of the Hutchinson (Kan.) Gazette and later publisher of the Southwestern Retailer of Hutchinson, died in Oakland, Kan., March 4.

HARRY B. KIRTLAND, office manager of the Audit Bureau of Circulations at Chicago, died March 9.

More Women Are Wearing Corsets— Are You Getting More Corset Advertising?

If you want more local and national corset copy, here's one way to get it:

Arrange to secure exclusive use in your city for Jane Hill's new series of eight articles on correct corsetry.

Then show your specialty shops and department stores what you are going to do—and sign them up for increases in local copy. From there it's not a hard step, nor a long one, to interesting the big national advertisers in increased newspaper space.

The eight articles will help women dress better. They stress style and comfort. They help the local merchant sell better goods all along the line. Your advertisers will welcome the Jane Hill series—which mention no type or brand of corset. The articles are exactly what your own fashion folks would have written for you, if they'd ever had time.

There's only one series of articles. They cost only your agreement to solicit local corset copy energetically. Are you the one newspaper that wants to build volume on corset advertising? Write for details.

Irvin F. Paschall, Inc.

McCORMICK BUILDING
Chicago

Swift & Company	
Balance Sheet, November 4, 1922	
Assets	
Cash	\$ 22,051,890.64
Accounts Receivable	110,903,672.66
Investments	86,428,828.99
Stocks and Bonds	42,998,171.25
Real Estate and Improvements	92,665,422.78
	\$355,043,986.34
Liabilities and Capital	
Accounts Payable	\$ 11,804,493.18
Notes Payable	15,140,000.00
7% Gold Notes Due August 15, 1931	25,000,000.00
5% Gold Notes Due October 15, 1932	50,000,000.00
5% First Mortgage Sinking Fund Gold Bonds Due July 1, 1944	28,256,000.00
Reserves	11,854,285.12
Capital Stock	\$150,000,000.00
Surplus	42,799,208.04
	\$355,043,986.34
Total Stockholders' Investment	212,789,208.04
	\$355,043,986.34
<small>* Called for payment February 15, 1933</small>	
<small>Net Earnings 1922: \$11,949,217.83</small>	

Do You Know Which is the Largest Industry in the Country?

How much money is invested in it?

How many people are engaged in it?

That in one year it spent over three times its entire capital for raw material?

What proportion of the nation's meat Swift & Company handles?

What is behind such famous brands as Premium Ham and Bacon, Brookfield Sausage, "Silverleaf" Brand Pure Lard—why they are so good?

Would you open a book to find out these facts—and many more—if you had the book?

Well, you may have it. It's here now, waiting to be sent to you. Free. When may we send it?

Swift & Company 1923 Year Book

Address: Swift & Company,
Public Relations Dept.
U. S. Yards, - - - Chicago

Swift & Company,
U. S. A.

A nation-wide organization owned by more than
45,000 shareholders



BRITISH CLUBS A UNIT IN INVITING A. A. C. W.

(Continued from page 7)

(a) An understanding of the methods of British and foreign advertising which contrary to the opinion in America, are quite successful.

(b) An increase of knowledge on the part of American publishers and manufacturers as to the possibilities of the British and other markets.

(c) The possibility of setting up an international arbitration board, or control board on international patents, trade marks, which will save American manufacturers millions of dollars yearly.

At the time which it is proposed to hold the convention, the British Government will open in London what will be known as The British Empire Trade Exposition, which will be the largest trade exposition held in the history of the world.

The exposition will be held at Wembley Common, on a site covering over four hundred acres of land, on which they world's largest stadium has already been built, capable of seating almost two hundred thousand people, and where every product manufactured in the British Empire will be on exhibition. So earnest are the British trades people in regard to the success of this exposition, that now and for the six months past, every letter sent out of the United Kingdom has been stamped by the British post office "Remember the British Empire Trade Exposition," thus advertising it to every part of the world.

I need hardly point out what benefits in the way of trade and merchandising education should accrue to American delegates who will thus be in close association with the British Empire Trade Exposition. Here our advertising men and merchants and publishers will have an opportunity to meet the leaders of trade and industry from India, China, Japan, Australia, all the countries of the Orient with whom Great Britain does business. Here will be exhibited products in which we of the United States deal, indeed, but in the trading of which—they being British Empire products—Great Britain holds the lead. For here will be the rubbers from Malay and Singapore; teas and rice and jewels from India; coffee and minerals from Ceylon; agricultural products and diamonds and gold and ostrich feathers from South Africa; wool and hard woods from Australia; silks from China; pearls and copra from the islands of Polynesia; cotton from Egypt; furs and skins from Central Africa and ivory from Zanzibar and other British protectorates on the African coast. It will be a panorama of world-trade that the American delegates will see as a side-issue to the advertising convention.

At this exposition site the convention will be held.

A hall has already been set aside at Wembley with proper facilities for committee meetings, large gathering, refreshments, etc. This exposition will give an opportunity to interested Americans to study articles manufactured by Great Britain, and doubtless many articles will be found which are commercially successful in Great Britain, and which are not now being exploited here.

If the convention is held in London, it will, in my judgment, be the first real world advertising convention, because of delegates with which I will deal later in another section.

As part of the program, but not mentioned heretofore, it is planned to arrange that delegates from America will, after the convention program is over, be assigned to be the guests of those engaged in like business on the other side of the water. For example: A manufacturer of cutlery will be assigned to the cutlery industry at Sheffield, and he and his associates will go there as the guests of Sheffield, and factories will be thrown open and production and selling methods studied.

Consequently it is possible for the American delegates to gain important information as to selling and manufacturing methods which are not now in operation in America.

One of the most important benefits to be derived from the convention being held in London is a better understanding of British and foreign marketing methods; marketing possibilities, their economic conditions, and that intangible thing, which for want of a better phrase, I will call the development of a better understanding between our countries. Nor will this trade understanding be confined only to the English speaking people, because on account of the British Empire Exposition being held at the same time, American advertisers and merchants will have a chance to meet the leading merchants of the East and Far East, Africa, Australia, and the other countries of the world.

(3) Number of delegates which can be expected from countries outside of the United States and Canada?

From information which I gathered, it would appear that we could expect from within the United Kingdom approximately 1,500 delegates; while from France, Italy, Belgium, Switzerland, Hungary, Czechoslovakia, Jugo-Slavia, Austria, Spain, China, Japan, and other countries, delegates have already signified their intention of attending in far greater numbers than ever be-

fore dreamed of. For example: it is practically pledged that fifty of the leading bankers and manufacturers, of China, and one hundred manufacturers, publishers and advertisers of Australia and India, with their unlimited possibilities, will be represented not only by manufacturers, but in all possibility by Government officials.

(4) Finance?

Unquestionably, manufacturers, publishers and associations of England are prepared to finance this convention as no American city ever financed a similar enterprise.

At the time I was in London, which was approximately sixteen months prior to the 1924 convention and almost six months prior to the Atlantic City convention, at which time the decision will be made, sixty thousand dollars (\$60,000.) had been subscribed from three sources. For example: Lord Rothermere, on behalf of his papers, subscribed \$25,000; Sir Edward Hulton, on behalf of his papers, subscribed \$25,000, and the Newspaper Publishers' Association of Great Britain subscribed \$10,000.

From statements, which were made to me by manufacturers and others, the question of finance is one which need cause no concern to the American association whatever.

These subscriptions have been entirely voluntary, as no attempts have yet been made to raise any money.

(5) What representation will the Thirty Club of London have at the Atlantic City Convention as a tangible evidence of their interest and enthusiasm in securing the convention?

The best answer to this is that reservations have been made, on the S. S. Berengaria leaving the latter part of May, for approximately one hundred delegates, which in my judgment, is more than ample evidence.

Reluctantly, and only because of instructions from America, I had to point out to the London committee that the holding of the convention in London would deprive the American Association of the revenues from convention fees to the extent of approximately \$10,000.

I was immediately assured that this would be taken care of.

(6) Hotel accommodations?

I met with the committee in charge of accommodations, and I am satisfied that more than ample first-class hotel accommodations will be available, the equal of, or superior to that which can be found at any American convention city.

(7) Time involved.

The time involved for convention proper, will be approximately three (3) weeks, including voyage.

(8) Cost?

While the final figures are not in hand, there was sufficient data in evidence before I left London to enable me to state that we can promise for the convention party proper first-class passage both ways on the Atlantic; and first class accommodations in London, at a total cost of approximately seven hundred and fifty dollars (\$750.00).

(9) Entertainment?

Will consist of civic reception at port of arrival and London. Welcome dinner, garden parties at palaces and homes of important people; theatre parties, Grand balls, sight-seeing of historical London, Country-side and Thames.

Some of England's finest country homes will be open for the entertainment of delegates and their wives for week ends should they so desire. Automobiles will be provided free, and if any number of delegates wish to visit any particular point in England, such as, Shakespeare's birthplace, Oxford or Cambridge Universities, any particular industrial center, Windsor Castle, or other places of interest, arrangements will be made for free transportation and guidance. In other words, while the entertainment will take a different form from that in an American city, it will be full of interest, comfort, education and enjoyment.

In presenting this preliminary report to the members of the committee who met in New York, I unqualifiedly recommended to them that they urge that the association should accept the invitation, and they have unanimously agreed to this.

For the last six weeks, a corps of people have been working in London preparing covering data on all points covered in this preliminary report, as well as data regarding the cost of a number of interesting continental and other trips that delegates may wish to make, and this voluminous data will arrive in America within the next week or so.

I suggest that the committee accept this preliminary report with my assurance that it will be backed up with the data which is now on its way, and that you write me immediately indicating your approval or disapproval of the plan, and authorizing me to forward this report to the president of the Associated Advertising Clubs of the World, with your unanimous approval, and that I be authorized to recommend to him that the association in accepting this invitation at Atlantic City will in 1924 hold sectional conferences in America, in place of its national conference.

In forwarding this report to the president of the Associated Advertising Clubs of the World I shall with your approval ask for an early release date to club presidents and the press.

F. A. WILSON-LAWRENSON.

February 28, 1923.

CHINA BARS WESTINGHOUSE

Won't Permit Import of Radiophone Equipment, as War Contraband

WASHINGTON, March 12.—The Government of China has refused the Westinghouse Electric International Corporation permission to import radio materials into China and to establish broadcasting and receiving stations.

Application, which was made through the American Legation at Peking, followed a decision by the concern to attempt to establish radio telephony in China. Permission was refused by the Minister of War, on the ground that radio apparatus is contraband of war, and therefore cannot be brought into China, upon penalty of seizure. Reference was made by the Chinese to the restrictions concerning radio adopted by the Washington Arms Conference.

INSURANCE PLAN OF PROFIT SHARING IS POPULAR

(Continued from page 10)

Aetna Life Insurance Company. The minimum benefit is \$100, which is increased by that amount every year up to ten years.

Charles A. Tyler, assistant general business manager of the Philadelphia Public Ledger Company, writes that group insurance is carried on lives of employes who have been in service for one year or longer. The company pays the premiums and the method contemplates the payment of 10 per cent of a man's yearly salary to the beneficiary at the time of his death, with the remainder paid in 52 weekly installments. All employes, male and female, are covered.

The Brooklyn Standard-Union carries group life insurance with the Travelers' Life Insurance Company and New York State accident compensation insurance for employes, says H. L. Bridgman, business manager.

F. A. Miller, vice-president and editor of the South Bend (Ind.) Tribune, states that group insurance with the Equitable Life Assurance Society of New York was put into effect January 1, 1923, on the lives of employes who have been with the Tribune for six months or more for amounts ranging from \$500, increasing \$100 each year to \$1,000 at five years. At ten years the amount is increased to \$1,500. The insurance is without expense to the employe and has no relationship with salaries or wages. It is payable in case of death or total and permanent disability of the employe. No medical examination is required. The policy is void if the employe leaves the Tribune, unless he desires to continue the premiums himself.

"Our plan of insurance covers only death and starts with a \$500 policy after six months' employment," declares J. M. Stephenson, publisher of the South Bend News-Times. "At the end of the second year, the policy calls for \$600, increasing \$100 a year up to the limit of \$1,500. We carry compensation insurance for injuries received in the plant, but have never gone into insurance for disability, sickness, or pensions.

"We aid through loans and endorsements on home-building, but have no fixed policy in regard to it. We have operated a profit-sharing plan among department heads, but there are no fixed rules on it, and it is given out purely on our judgment of the efforts of each department head during the year, general efficiency of his department, increases made, etc. In the mechanical department, it applies to the superintendent, stereotype foreman and pressroom foreman. Our experience going outside of that has not been good. We paid several bonuses during the war and the results led us to change our policy."

The Los Angeles Times cares for personal injury by liability and compensation insurance in one of the old-line companies. It has no definite profit-sharing plan, states J. Baum, business manager, although for several years it has given employes extra compensation at

the end of each year. Amounts awarded in each year have been based principally on continuity of service and in special instances were individuals have shown efficiency and zeal, special awards have been made. This latter applies chiefly to executives.

The Cleveland Plain Dealer's employes operate a mutual benefit association which carries life insurance for every member, ranging from \$500 to about \$2,000. Weekly dues are 25 cents. The Plain Dealer matches the total of dues with an equal amount of cash. Membership also carries a sick benefit of \$10 a week for 15 weeks. The fund now has a balance of almost \$10,000. Officers are all employes of the newspaper. This paper also distributes Christmas bonuses ranging from a few dollars to \$50, depending upon length of service.

Clayton P. Chamberlain, vice-president of the Hartford (Conn.) Times, advises that "while we have on a number of occasions carried some of our employes on a pension roll, we have never developed any definite scheme and to date have not attempted anything along the line of group insurance."

Edward Flicker, general manager of the Bridgeport Post and Telegram, writes "at the present time, we are not doing any of the things for our employes that can be construed as exercising paternalism. We did carry group insurance until it became apparent that it was not appreciated and we discontinued it."

Lafayette Young, Jr., general manager of the Des Moines Capital, says "the Capital has nothing in the way of insurance protection for employes. Would be much interested in the story compiled by EDITOR & PUBLISHER."

E. O. Syman, general business manager of the Kansas City Journal and Kansas City Post, states that while the present management has so far been occupied with the problems of reorganizing the properties and the building of a new plant, it is much interested in employe welfare and will be particularly glad to see what other publishers have to say.

F. W. Eldridge, managing editor of the Los Angeles Examiner, writes in similar vein—"We are a very young paper and have not worked out the problems about which you inquire in your letter; nevertheless we are keenly interested and will appreciate an opportunity to read the symposium you are collecting."

The Milwaukee Sentinel has insurance protecting the company against accidents which also takes care of employes who may be injured, says A. B. Cargill, general manager. This paper has no general system of profit-sharing, "merely a temporary bonus system in some of the departments that is hardly comprehensive enough to be entitled to any real recognition. We are greatly interested in the subject generally and will be much interested to read the result of your investigation along this line."

The New York Times in August, 1921, when Adolph S. Ochs celebrated the 25th anniversary of his ownership, presented every member of the staff with insurance policies, the Times paying premiums in full. The plan provides for pensions from a minimum of \$20 a week to a maximum of 50 per cent of the average annual pay of the retired employe; for sickness and disability payments, and for life insurance ranging from \$500 to \$1,000. The arrangement is not contractual and may be changed by the directors at any time.

The Washington Star is also liberal in providing for employes who have grown old in service, or are unable to work because of sickness or disability, as well as providing for the families of deceased employes by insurance based on length of service. Dental attention is also supplied by the Star. Many of its employes have been assisted in the purchase and construction of homes, according to a story of the plan which appeared in EDITOR & PUBLISHER of April 22, 1922.

Grand Forks American Sold Out

The property of the defunct Grand Forks (N. D.) American, including the real estate, was recently sold at a sheriff's sale.

Aim At the Heart of Big Business in

WEST VIRGINIA

When we say "aim at the heart of big business" we mean the big centers of a small state where retailers and the general public are most anxious to secure everything that is up-to-date for the home and personal use.

It is only through close inspection of any territory that the national advertiser can expect to realize the possibilities of every field in which he markets his product. Such close inspection reveals the fact that West Virginia, mile for mile, compares favorably with any locality in wealth, purchasing power and resources.

Space will not permit a complete analysis of the West Virginia markets, but each of the following newspapers will gladly furnish you facts and figures regarding their individual territories and the State as a whole.

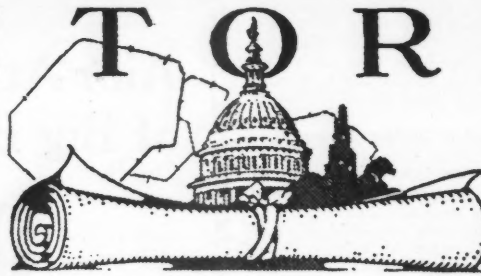
The cities represented in this list are the principal marketing and distribution centers of the State.

These newspapers promise co-operation with your sales promotion department.

It is time to "aim at the heart of big business" and learn how large this little State has become.

		Rate for Circu- 5,000 lation lines			Rate for Circu- 5,000 lation lines
Bluefield			Martinsburg		
††Telegraph (M)	10,112	.84	**Journal (E)	3,992	.03
Charleston			Parkersburg		
**Gazette (M)	19,920	.06	†News (M)	5,568	.025
**Gazette (S)	23,580	.07	†News (S)	6,368	.025
			**Sentinel (E)	6,654	.027
Clarksburg			Wheeling		
**Exponent ... (M&S)	8,205	.035	**Intelligencer (M)	12,797	.0325
**Telegram (E)	7,807	.035	**News (E)	13,117	.05
**Gazette (S)	9,792	.035	**News (S)	18,395	.07
Huntington					
†††Advertiser (E)	12,250	.035	†Government Statement, April 1, 1922.		
**Herald-Dispatch (M)	13,484	.035	††Publishers' Statement.		
**Herald-Dispatch (S)	12,753	.035	†††Government Statement, Oct. 1, 1922.		
			**A. B. C. Report, Oct. 1, 1922.		

EDITORIAL



THE OKLAHOMA BILL

THE worst thing about the Oklahoma bill for the creation of a board of state examiners to judge all persons who wish to practice the profession of journalism is that it is political, and was conceived in revenge and not in the interest of fulfillment of the high ideals of the most important profession in the world today.

Senator Clark Nichols, who introduced the measure, is not a newspaper man and it is generally believed he had very little to do with drafting it. In the heat of a bitter political campaign of last fall, Gov. J. C. Walton made the boast that when elected he would show certain newspaper publishers of the state how to print a truthful newspaper.

Gov. Walton is known best to the American press as a man who did more to feed the fires of American hate abroad than any other individual of record, by staging a great inauguration barbecue at which enough food was wasted to feed any of the starving peoples of the Old World for a week. His new effort to gain editorial control of the press of the state should be judged by that record.

No one is more awake to the fact that there can be no responsible, personal journalism so long as there is no binding, ethical, professional code and a method for enforcing it, than newspaper men themselves. Journalism is a loose-jointed thing as it exists today. It gathers its workers from every walk of life. Some are unfit, but are able to hang on to the outer edges and do inferior work simply because they are cheap labor. Others are brilliant, but dishonest, but by audacity, good fellowship and friendship, are able to continue on their way and bring reproach on the entire profession because there is no high, ethical governing body.

The Nichols' bill, however, meets none of the present ethical needs of journalism. It is one of the most dangerous measures that has ever been proposed for the control of the press. It would take the press of Oklahoma out of the hands of newspaper men and put it under a news censorship of three partisan politicians.

Lawrence W. Murphy rightly pointed out, in EDITOR & PUBLISHER last week, that we must have power of enforcement of professional standard if the profession of journalism is to be placed on its proper plane. Its standards, however, must be laid down by newspaper men themselves and enforcement must be in the hands of newspaper men as the rights of a lawyer are today in the hands of his fellow lawyers.

There is every indication that journalism is rapidly approaching a place where it will not only demand the right to set up ethical standards for all of its members, but will at the same time ask for legal machinery to enforce obedience to them in the interest of public welfare.

If the newspaper men of Oklahoma were to take leadership in drafting such an ethical code, and acquire the necessary legal right to set up its own board and empower it to enforce those standards, EDITOR & PUBLISHER would be the first to applaud.

We believe that something of that kind is necessary, but it's a job for newspaper men who have the highest conception of their profession as a public service, and not job-seeking and job besieged politicians.

A DEAD HAND'S CLUTCH

COMMUNICATIONS continue to be one of the most important problems of the world to be solved if we are to have understanding among peoples and a resultant peace.

A great many false moves are being made by politicians of the school which brought about the great war, in a last stand, to save some of their fading glory by pretending to give the people easy access to facts. Rapid communication is the key to the whole situation and regardless of the protest to the contrary, instead of aiding in opening the way for the free transmission of news, the advocates of secret dealing are erecting barriers that are more dangerous than censorship.

While great damage may be done owing to the delays of censorship, we know that the truth eventually comes through. All nations have acknowledged the danger that comes from interfering with free communication, but while they profess one thing openly today, the evidence is growing that they are secretly doing another thing that is diametrically opposed to

AN AMERICAN'S CREED

COMPILED BY CHARLES W. MILLER,
Vicksburg, Miss.

AND John answered and said, Master, we saw one casting out devils in Thy name; and we forbid him, because he followeth not with us. And Jesus said unto him, Forbid him not: for he that is not against us is for us.—(Luke ix: 49, 50) If any of them that believe not bid you to a feast, and ye be disposed to go; whatsoever is set before you, eat, asking no question for conscience sake. But if any man say unto you, This is offered in sacrifice unto idols, eat not for his sake that shewed it, and for conscience sake: for the earth is the Lord's, and the fulness thereof: Conscience, I say, not thine own, but of the other: for why is my liberty judged of another man's conscience? For if I by grace be a partaker, why am I evil spoken of for that for which I give thanks? Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God. Give none offence, neither to the Jews, nor to the Gentiles, nor to the church of God.—(I. Cor. x: 27-33).

the welfare of the peoples under their government.

This question vitally interests the press, not only of this nation, but of other nations. There should be harmony in action among the press of all nations, to force a new system and international control of communications at all times that will remove all the dangers of ignorance of one people about another. The press of the world has an agency through which it can work to these ends.

The Press Congress of the World has made this the outstanding plank in its platform for world understanding. It was largely through the efforts of that organization that the United States Navy radio was made available for the transmission of news to and from the Far East.

Efforts to reap the advantage of that concession have now been thwarted by secret politics of the Japanese government. Communications in Japan are under the absolute control of the government. Instead of meeting with the hopes of those who believed a new era had been reached and that this control would be liberalized, we find it has been tightened.

A group headed by Baron Togo wishes to erect high-power radio stations in Japan to communicate with all parts of the world. The department of communications is willing that these men shall furnish the capital for the erection of the stations, but insists that upon their completion they shall pass under the control of the government. This means that the Japanese government intends to follow a communication policy that will keep the people of Japan in ignorance of the true happenings of the outside world, except in so far as the government wishes them to be known, and likewise, the outside world will be kept in ignorance of the actual desires of the real Japan.

This communication problem is not one of the Far East alone. Every nation in the world has built barriers that must be broken down. Even England, the leader among nations in the Old World in freedom of expression, is preaching one thing and doing another within the Empire. Sir Joseph Cook, High Commissioner for Australia, says that an Australian wireless commissioner has been patiently waiting in London for six months for the government's permission to erect a high-power station in England. The money is in hand for the work and no logical reason has been stated for delaying it. This thing is not confined to Australia, according to British students of this subject, but seems to be the policy adopted toward all dominions and colonies, which are demanding freedom from the present cable monopoly.

Certainly even the politicians who now have the world as their plaything cannot help but realize that the present policy in the face of their public announcements to the contrary, is creating a suspicion that is having damaging effects on the trust of the people necessary to future peace.

LONDON BOUND

NOTHING in recent years has attracted wider attention among advertising men and publishers than the business-like manner in which the Englishmen are going after the 1924 convention of the Associated Advertising Clubs of the World. Certainly no move has been so significant of the dawning of the new day when the entire world will be the marketing place of the successful business institution of tomorrow.

The English are backing this move with their money in a way that has never before been equalled in a campaign for a convention. It is a high testimonial to advertising's leadership as the quickest means of establishing friendly trade relations.

The enthusiastic reception accorded Sir Charles Higham by the Thirty Club of London when he appeared before that organization this week to report on the prospects of success of the "On to London" movement and the detailed report of F. A. Wilson-Lawrenson on the outlined plans of the British for entertaining their prospective guests as made to the invitation committee of the A. A. C. W., and carried in this issue, bid fair for the success of the movement.

The British delegation that will come to Atlantic City in June to extend formally their invitation will be one of the largest that has ever visited this country; many Americans realizing the good that will result from a convention overseas are already organizing to help them. William Randolph Hearst announces that he will send fifteen of his executives to London in 1924 in case it is selected as the convention city.

The British Empire will profit greatly by winning the 1924 convention of the Associated Advertising Clubs of the World but in no way to compare to the profit of the A. A. C. W. and the international trade relations of the United States.

AMONG US DUPES

HARRY REICHENBACH, who found a "Virgin of Stamboul" on the East Side of New York, fed a lion in the Belleclaire Hotel, and pulled numerous other stunts that were dishonest and expensive to the newspapers of the country, has broken out again.

By juggling the names of Otto Kahn, the Green Room Club, and a play that he has let it be known is highly immoral and indecent, he has again been able to take over the press of New York and a large part of the United States, for column after column of free publicity for "Reigen."

We do not know whether "Reigen" is to be attempted in the movies or whether Reichenbach has deserted them for the higher drama, but what we do know, however, is that, on his past record, anything that bears his name should be killed by wire services and newspapers alike.

There was a time when it is possible he should have been granted the hearing to which every citizen is entitled—he removed that doubtful obligation by becoming a master faker for profit.

WALTHAM ADVERTISING

WHEN the watches of foreign makers were forcing Waltham watches out of jewelers' cases, that firm was compelled to turn from magazines to newspapers to save its business life; bankers, not advertising men, have again taken its advertising out of the newspapers and put it back into the magazines.

No story written by Hammond Edward Franklin, for EDITOR & PUBLISHER, has contained more meat for sales thought than that of the Waltham watch in this issue. We do not agree with him, however, that the loss of \$126,000 will be the newspapers'. Instead, it will be a good investment in educating national advertisers of the fallacy of unsound merchandising. Newspapers sell goods, the product is the only prestige builder.

PERSONALS

COL. ROBERT R. McCORMICK, co-editor of the Chicago Tribune, and Mrs. McCormick have returned to Chicago after a three months' trip abroad. He met Mrs. McCormick in Paris and spent part of his time between the Tribune's quarters there and in London.

V. S. McClatchy, publisher of the Sacramento (Cal.) Bee was recently struck down and painfully injured by an automobile on a Sacramento street. He escaped any broken bones but was confined to his bed for several days.

George M. Rogers, general manager of the Cleveland Plain Dealer, started for a tour of the Panama Canal Zone but was taken ill in New Orleans and returned home. Benjamin P. Bole, his traveling companion, continued the trip alone.

H. E. Rhoads, for many years general manager of the Scripps-McRae Pacific Coast newspapers, recently left his home at La Jolla, Cal., for a brief visit to Havana and other Cuban points.

Frank P. MacLennan, publisher of the Topeka (Kan.) State Journal, and Arthur Capper, publisher of the Topeka Daily Capital, have promised silver cups for the spring tournament of the Kansas Editorial Golf Association to be held in Topeka some time in the spring.

Harry E. Montgomery, editor of the Junction City (Kan.) Union, has returned from a vacation at Colorado Springs, where he practiced golf in anticipation of the Kansas editorial golf tournament.

George Carter, editor of the Wilmington (Del.) Evening Journal, has been appointed director of the Young People's League of St. Thomas' Episcopal Church, Newark, Del.

Arthur Krock, who recently resigned as editor of the Louisville Times, has been appointed an assistant to Will H. Hays, executive president of the Motion Picture Manufacturers and Distributors of America. Mr. Krock will begin his new work in New York April 1.

Clinton T. Brainard, of New York, head of the McClure Newspaper Syndicate, has arrived at Fort Myers, accompanied by his wife and daughter, for a fortnight's stay.

Philip Jackson, associate publisher of the Portland (Ore.) Journal, with Mrs. Jackson, is touring Southern California.

T. E. Harper has been elected president of the United Chambers of Commerce of the Sacramento valley in California. He is editor of the Corning (Cal.) Observer.

A. O. Bunnell, secretary emeritus of the New York State Press Association, observed his 87th birthday on March 10, at his home in Dansville.

Claude E. Ingalls, editor and publisher of the Corvallis Gazette-Times, has been appointed postmaster at Corvallis, Ore.

Bayard H. Knapp, editor of the Dansville (N. Y.) Breeze, has been nominated as Republican candidate for village president.

Mrs. Irwin M. Kirkwood, of the Kansas City Star, has organized and founded a boys' choir at the Grace and Holy Trinity Episcopal Church, in Kansas City in memory of her mother, Mrs. Willard Rockhill Nelson, widow of the founder of the Star.

Frank B. Noyes, president of the Associated Press, who with Mrs. Noyes is touring the globe, sailed from Colombo, Ceylon, March 8, for Marseilles, and from there will go to Paris. He expects to reach New York about the middle of April, and will be there for the annual convention of the A. N. P. A.

Gilbert S. Jones this week retired from the Norristown (Pa.) Herald and Times. He has been in ill health, and since the merger of the Herald and the Times, has directed his attention to cleaning up several details and to liquidation of the machinery and equipment of the Times. Mr. Jones left this week for California, where he will spend some time. He will con-

tinue to reside at his country home "Bitter-Sweet," Norristown, Pa.

George A. Eddy, president of the Goss Printing Press Company, arrived recently at Miami for his first winter season, and has taken a house there.

IN THE EDITORIAL ROOMS

C. B. CARBERRY, managing editor of the Boston Post, accompanied by Mrs. Carberry, arrived recently in St. Petersburg, Fla., after an extended stay in Cuba. They plan to spend about a month at the Florida resort. This trip is a Christmas present from the Post. Mr. Carberry being offered a choice of any journey they might like to take, to any part of the globe. They went first to Havana, and while there Mrs. Carberry suffered an attack of ptomaine poisoning, from which she has not fully recovered.

Ray E. Austin, former managing editor of the Duluth News-Tribune, who joined the staff of the Minnesota Daily Star recently, became its managing editor March 15th, succeeding Fred Coburn, who returns to New Orleans.

William Peet, former sporting editor of the Pittsburgh Dispatch, is now connected with the Pittsburgh Post sports staff.

Paul M. Young, Sunday editor of the Pittsburgh Dispatch when that paper ceased publication, is now connected with the Associated Press Pittsburgh staff.

John V. Hanlon, former Washington correspondent of the Pittsburgh Press, has been appointed city editor to succeed Louis A. MacDonald, who has gone to Greensburg, Pa., to become editor and manager of the Daily Record there. W. W. Forster has been appointed assistant city editor.

Miss May A. Stranathan, for many years club and society editor of the Pittsburgh Dispatch, has gone to Honolulu to engage in newspaper work there. Miss Stranathan is a former president of the Woman's Press Club of Pittsburgh.

Charles F. McGill for the past year city editor of the Providence (R. I.) News, joined the copy desk staff of the New York Tribune March 12. He was formerly city editor of the Bridgeport (Conn.) Times.

Mrs. Gracey Druitt Latus, who founded the travel and steamship department of the Pittsburgh Dispatch which she conducted until the Dispatch ceased to publish, is now travel and steamship editor of the Pittsburgh Post.

Miss Sylvia Cushman has resigned as movie editor and assistant dramatic critic of the Boston Telegram.

Charlie Gratke, for two years city editor of the Oregon City Enterprise, is now reporting for the Portland Oregonian. Jacob Finkle has resigned as Jewish news reporter on the Lynn (Mass.) Daily Item.

Lloyd H. Duffin, automobile editor of the Salt Lake City Deseret News, and Mrs. Duffin are receiving congratulations on the birth of a daughter.

W. R. Rose, dean of the editorial corps of the Cleveland Plain Dealer, has been confined to his home several weeks by illness.

Worth Caldwell, city hall reporter and author of the "Newcomer's" column on the Bellingham (Wash.) Herald, has been forced to relinquish newspaper work because of illness. He has returned to his home in Portland, Ore.

Allan Reid has resigned from the news staff of the Sioux City (Ia.) Journal.

E. P. Deckert, of Philadelphia, has joined the local staff of the Wilmington (Del.) Every Evening.

Miss Mary Purslev, of the local staff of the Wilmington (Del.) Every Evening, is recovering from an attack of grip.

Joseph Chaiken has been appointed managing editor of the Day, a Jewish daily of New York. He has been with the Day for some years.

A. A. McMullen, former San Francisco newspaper man, has been appointed secretary of the Sutter County (Cal.) Chamber of Commerce.

DeWitt Harry, for several years a

FOLKS WORTH KNOWING

NEBRASKA'S dean of active newspaper editors is Mentor A. Brown, proprietor of the Kearney Daily Hub, who at seventy years of age is still active in the harness of the Hub; writing a daily editorial column, supervising all departments of his paper, and keeping an especial eye on the printing and book binding departments.



MENTOR A. BROWN

Mr. Brown was born February 19, 1853, at Janesville, Wis., and started his newspaper career at the age of 13 years as printer's devil on the Jefferson (Ia.) New Era. He worked on newspapers in Omaha, Nebraska City, the Council Bluffs Nonpareil and the Beatrice Express and in 1874 bought a half interest in the latter paper. Three years later he became half owner of the Fairbury (Neb.) Gazette and then became sole owner of the Beatrice Express. He established the Kearney Daily Hub on October 22, 1888.

Mr. Brown is a rock-rooted Republican but independent of partisan dictation or behests of party machine. He fought for railway regulation and prohibition and is against the civic code administration of Nebraska. He believes a newspaper's first duty is service to the community and state.

Mr. Brown's pet diversion is golf. On his 70th birthday, February 19, he prepared a carefully compiled obituary, which he sent to the newspapers and friends at Omaha.

special writer for the Portland Oregonian, has resigned to become associated with an organization conducting health shows in various cities.

George S. Alderton, formerly state editor of the Grand Rapids (Mich.) Herald, is the new sports editor of the Lansing State Journal.

L. H. Duffin, formerly with the Salt Lake City (Utah) Deseret News, has returned to that newspaper after a period of military service.

William C. Repass has returned to the telegraph desk on the Houston Chronicle after a short sojourn in Fort Worth.

Frank Lockerby, graduate of the University of Washington School of Journal-

ism, 1922, resigned March 5 from the Associated Press at Spokane, and is now a Seattle Times reporter.

Richard ("Scoop") Hanson, long connected with the Salem (Ore.) Statesman and now with the Oakland (Cal.) Tribune, is father of a son.

E. C. Corn, formerly of Toledo, Ohio, and T. S. Davidson, formerly of the I. N. S. in Paris, are now on the Chicago Daily News staff.

William Fort, Federal reporter for the Chicago Daily News, returned to his post this week after an illness. John Keyes, of the re-write desk, is ill at his home with rheumatism.

Harry Hanson, literary editor of the Chicago Daily News, is spending a few weeks in New York.

J. Dana Jones, who has been associate editor of the Lincolnton (Ga.) Journal, has resigned to become associated with the Moultrie Observer. F. R. Taylor takes his place on the Journal.

A. J. Wiltse, late superintendent of the Hibbing (Mich.) Daily News, succeeds E. H. Denu as managing editor of the Bemidji (Minn.) Daily Pioneer. Fred Fraser has been made advertising manager of the latter paper.

Richard Carter, recently with the New York Sun, has become city editor of the Vicksburg (Miss.) Herald. Mr. Carter, previous to his connection with the Sun, worked on the Seattle Post-Intelligencer and the San Francisco Chronicle. D. S. Naason has joined the circulation department of the Herald. Charles W. Miller, former city editor, has not announced his plans.

Paul Smith recently joined the staff of the New York Daily News. He was formerly on the reporter staff of the Lancaster (Pa.) Examiner-New Era.

O. L. Hall, dramatic critic of the Chicago Journal, sailed a few days ago for an extensive tour of Europe.

A. L. Bostwick has resigned as city editor of the Albany (Ore.) Herald and is now editor of the Marshfield (Ore.) Daily News.

Walter Littlepage, formerly with the San Antonio Express, has joined the San Antonio Evening News as police reporter, succeeding J. E. Wilson, who will cover real estate for the Evening News.

George Pease, for the past three years on the Wichita Beacon staff, has leased the Pratt Republican, a weekly paper, from A. A. Cochran, postmaster.

(Continued on page 30)

VISITORS TO NEW YORK

Frank H. Bartholomew—Kansas City office, United Press.

The Haskin Information Service has more researchers in the Library of Congress than any other concern except the Government itself.

PERSONAL

(Continued from page 29)

Bruce Grant, former re-write man of the Chicago Evening American and Daily News, is now on the re-write desk of the Chicago Herald and Examiner.

Morris Edelstein, formerly on the editorial staff of the old Lynn (Mass.) News, recently passed the Massachusetts bar examination and has opened an office.

Walter E. Virmelson, formerly on the city staff of the Norfolk (Va.) Ledger-Dispatch and more recently with the Richmond Times-Dispatch, has returned to Norfolk and is now on the Virginian-Pilot.

S. Deane Wasson, Houston Chronicle and Editor & Publisher staff correspondent in South Texas, has been elected advertising counsel for the Lower Rio Grande Valley Chamber of Commerce. He retains his newspaper and other advertising connections.

James E. Pollard, telegraph editor of the Columbus Ohio State Journal, has resigned to become publicity manager for Ohio State University. William P. Dumont, former manager, returns to his old place on the advertising staff of the White Motors Company of Cleveland. Herbert U. Schneider, formerly city editor of the Pittsburgh Dispatch, is the new telegraph editor of the Ohio State Journal.

Robert Wallace, of Coshoston, has joined the staff of the Newark (Ohio) Advocate as city and courthouse reporter.

W. Roy Christian, formerly managing editor of the Austin (Tex.) American, has entered commercial club executive work with the Seguin (Tex.) Chamber of Commerce.

P. M. Barrett, formerly editor of the Wichita Falls (Tex.) Record-News, has gone with the San Antonio (Tex.) Express.

H. L. Yelvington, recently with the Austin (Tex.) American, has taken an editorial position with the Vernon (Tex.) Record.

Harry Miller, managing editor of the Bloomington (Ill.) Bulletin and Mrs. Miller are receiving congratulations on the birth of a son, March 8.

Charles Magill has resigned as city editor of the Providence (R. I.) News. James DuBall, recently with the Salem (Ore.) Journal, has accepted a position on the reportorial staff of the Bellingham (Wash.) Herald.

Frank C. Teck, courthouse reporter on the Bellingham (Wash.) American, has resigned.

THE BUSINESS OFFICE

JOHN S. MCCARRENS, business manager of the Cleveland Plain Dealer, is spending some time on the Pacific Coast.

Miss Mabel Hoffman has been made assistant cashier of the Cleveland Plain Dealer.

Sam H. Winklebleck, who has been with the advertising department of the Modesto (Cal.) Evening News for the past year, has resigned to become advertising manager of the Redwood City (Cal.) Tribune, soon to make its appearance as a daily, with John H. Robinson, recently of San Jose, Cal., as editor. The Tribune will be owned by Dallas Wood and George F. Morrell.

Clinton W. Kanaga, formerly with the Lawrence (Kan.) Journal-World, has joined the J. W. Jenkins Music Company, in Wichita, Kan.

Jesse L. Greenman has been added to the advertising staff of the Lockport (N. Y.) Union-Sun and Journal. He was formerly with the Niagara Falls Gazette.

Eugene L. Flynn has resigned as business manager of the Lynn (Mass.) Telegram-News, to join the classified advertising staff of the Hearst organization.

Fred Fox has returned to his duties as business manager of the Houston Chronicle after an absence of 18 months, due to illness.

C. E. Davis has resigned from the advertising staff of the San Antonio Express to become associated with Rogers-Hill & Co., San Antonio realtors.

W. B. Dixey and Paul C. Hinz have been added to the advertising staff of the New York Daily News. Mr. Dixey was formerly advertising manager of Garment News of New York. Mr. Hinz has previously been with Pathe Exchange, Inc., of Boston, and Moving Picture World, of New York.

Morris R. Ebersole, who has been sales manager of the Magill Weinsheimer Company, Chicago printers, has been made general manager of the San Francisco Journal, in charge of advertising.

Bligh Harvey has resigned from the advertising staff of the Ottawa Citizen to join the Cleveland advertising staff of The Christian Science Monitor, Boston.

O. N. Gingrich, recently merchandising manager of the St. Louis Post Dispatch, has been made advertising manager of the Larowe Milling Company, Detroit.

Charles L. Nicholson has been appointed advertising manager of the Hutehinson (Kan.) News.

Clifford L. McIntyre, previously in charge of the used car advertising department of the Boston Herald, has joined the sales staff of the Linscott Motor Company, Boston.

M. H. Brandon, circulation manager of the Ogden (Utah) Standard-Examiner has resigned to take a similar position in the East.

WITH THE AD FOLKS

SYDNEY S. GOLDBERG has resigned from V. Vivaudou, Inc., New York, as director of Mineralava sales.

Allan Franklin has joined the staff of the Federated Engineers' Development Corporation, Jersey City, N. J., and will direct the company's advertising. He was previously with the Class Journal Company, of New York.

H. L. Baldensperger has been appointed assistant secretary of the Toledo Better Business Commission. Mr. Baldensperger was formerly with the National Vigilance Committee of the Associated Advertising Clubs of the World.

Walter L. Houghton has joined the Luxite Silk Products Company, "Luxite" glove silk underwear, Milwaukee, as sales and advertising manager.

L. S. Honiss has resigned as general manager of the George N. Lowrey Company, Inc., New York publishers, to join the advertising staff of the Electrical Record, New York.

Stanley V. Gibson has been appointed as advertising manager of Hearst's International, New York, and Fred H. Gillespie has been appointed Western advertising manager. Mr. Gibson, who will make his headquarters in New York was formerly advertising manager of the Cosmopolitan. Mr. Gillespie, who will make his headquarters at Chicago was at one time with Erwin, Wasey & Co., and recently has been Western representative of the New York American.

Warren Kelly, who recently represented Hearst's International in Southern territory has been appointed New England manager of that publication.

Mr. Kelly was formerly advertising manager of Columbia and Current Opinion.

R. N. Luckie, formerly with the Harry C. Maley Company has been made advertising manager of The National Safety News, published monthly by the National Safety Council, Chicago, in the interest of accident prevention and health.

WITH THE SPECIALS

LEE L. SPACH, who has been with I. A. Klein's Chicago office since its organization, succeeds Howard I. Shaw, resigned, as manager of the Western office. Mr. Shaw has not announced his future plans.

Harry B. Gramm has been appointed Ohio sales manager and director of research of Robert E. Ward, Inc., with his headquarters in Columbus.

The West Palm Beach (Fla.) Post has appointed Erpst, Landis & Kohn, national advertising representatives.

Louis W. Bleser, formerly with the Charles C. Green Advertising Agency, New York, has engaged in business as a publishers' representative, with offices in New York. He will act as Eastern representative of "Folks and Facts," of which he is also advertising manager, and "How to Make Money."

F. W. Henkel has been appointed manager of the Chicago territory for Jacobs & Company, Clinton, S. C., representatives of religious publications.

Stevens & Baumann, Inc., New York, have been chosen as national advertising representatives of the Reading (Pa.) Tribune.

Howland & Howland, New York and Chicago, have been chosen advertising representatives of the Chester (Pa.) Daily Local News.

The W. B. Ziff Company, publishers' representatives, has added to its Chicago staff G. D. Reick, formerly with the Charles H. Fuller Company, Chicago; J. V. Ryan, formerly with the Western Electric Company; T. M. Bulger, formerly with Finucan & McClure; and J. P. Farrell, formerly with the Commonwealth Edison Company, Chicago. Arthur Greene has been made Eastern manager at the New York office of the W. B. Ziff Company.

IN NEWS SERVICE CIRCLES

J. KENNETH MULLEN has taken charge of the San Antonio bureau of the Universal Service.

Dr. Edwin E. Slosson, formerly editor, has been director in charge of all activities of Science Service at Washington. Watson Davis, formerly news editor, has become managing editor. Ernest S. Clowes, of the Rochester (N. Y.) Herald, has joined the reporting staff.

Kent Cooper, assistant general manager of the Associated Press, is out again after two weeks' illness. He expects to attend the meeting of the Ohio Editors of the Associated Press at Toledo, March 26, and the meeting of the Ohio operators the day previous at Columbus.

Fred S. Ferguson, news manager of the United Press Associations, has returned from a tour of bureaus that took him as far as Southern California and British Columbia.

The Montreal Star Says:—

"This booklet strikes me", says the Advertising Manager of the Montreal Star, "as a very effective and practical little piece of promotion matter."

He asks for other copies of Specimen Church Ads No. 1, a sixteen-page booklet reproducing forty-four different church advertisements from all parts of the country, including small ads of country churches and full pages used on behalf of groups of churches in cities.

This booklet was produced by the Presbyterian Department of Publicity to show Presbyterian ministers interested in advertising how other churches are using paid space. Several advertising managers, having seen the booklet, have asked for additional copies for promotion purposes. The Presbyterian Publicity Department has a few copies on hand and will be glad to send a sample to advertising managers on request.

The booklet contains several illustrations of the use of interdenominational copy such as that offered by the A. A. C. of W., as Series No. 3 of Church Advertisements.

If you care for this book, "Specimen Church Ads, No. 1," ask Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

A voluntary organization of advertising men and ministers interested in promoting church advertising.

Editor and Publisher cooperates each week by donating space to broadcast latest ideas on church advertising to newspaper publishers.

Directory of

Editors, Managing Editors and
all Other Executives of
2,500 Dailies of the U. S., their
Rates, Circulations and
Answers to 50,000 Other
Questions

That come up Daily in the
Newspaper and Advertising
World, are Found Only in

EDITOR & PUBLISHER
International Year Book
for 1923

63 Park Row New York City

Bound in Cloth, Direct by Mail or on
Subway News-stands \$2 the Copy

**"THIRTY" IS SOUNDED FOR AMAROC NEWS,
MOST UNIQUE OF AMERICAN DAILIES**

(Continued from page 11)

exceeded one cent in price even at the bitter end.

We had live circulation managers. (One man, an officer, was killed in an airplane crash delivering the Amaroc.) Our ad men were go-getters. The merchants of the area fell all over themselves to buy space. Business was flourishing. Every man on the paper drew down a fat allowance for rations and quarters and a monthly bonus besides, which brought his pay envelope up to at least \$150 a month, a fortune in Germany.

During 1921 it was discovered that despite the generosity of the board of officers who controlled the finances there was still a surplus in marks of about \$30,000. This sum was entailed for the benefit of a military charitable organization. The story of how that \$30,000 dwindled to less than \$100 was published throughout the American press. The stipulation that made it compulsory to keep the money in marks certainly cheated a lot of orphans.

The reason why it was stipulated that the money should remain in marks was that the German money looked very strong at the time and some step was considered essential to stop future speculation.

As transport after transport carried our subscribers back to America circulation figures became pathetic. Profits became deficits. We were up against it. During the last months that 68,000 circulation had dropped to less than 2,000.

Our receipts were in marks and you had to get hold of twenty thousand of them before you could buy a dollar. Our news service was costing an even hundred dollars a month. We bought it from the Paris American dailies. Our latest dope came over the telephone wires at two in the morning. The telephone bill was payable in francs. Ruin was

staring us in the face. It looked like shouldering a gun and walking post for the staff.

But you couldn't beat that captain of ours, Captain B. B. McMahon, the finest man I ever met. He didn't know an awful lot about running a newspaper, but he did know enough to leave us alone. He was a financial genius. When he took over the responsibilities of the Amaroc there was nothing but gloom in sight. When we wound up business we were on a paying basis once more.

He took a trip to Paris and got in his big lick. He arranged to get the service of the New York Herald (Paris edition) for thirty dollars a month. That was the first step. Then he wished off the cost of our German employes on the government by some dark and devious method. The eighty cents a day we were drawing was also shoved back on Uncle Sam, for eighteen men that was some item. The welfare organizations of the area were induced to pay for their publicity on a dollar basis. When the order came to pack up and go home Captain McMahon was busy on a scheme to get rid of that expensive phone bill.

It's all over now. Five of the staff are clinging around New York waiting for a chance to break into the big leagues. The rest of them are soldiering around Georgia somewhere with the 8th Infantry.

The two Polish linotype machines with the French keyboards and the German operators are now laid away in the folds of history. The Amaroc News, which for almost four years was on hand for breakfast, never missing a day, is defunct. Its death was characteristic of its whole career. It willed its fortune, some ten million marks to a charitable organization of Coblenz for the purpose of buying milk for the poor children of the city.



Here's the whole gang that put the Amaroc News to bed for the last time after a useful life that was as full of pep at the beginning as in those first palmy days when the money came in so fast that they did not know how to spend it. Left to right we have: Lloyd D. Miller, Oakley J. Ragland, Henry Gerber, Alfred Donn, Cedric R. Worth, Capt. B. B. McMahon, Norton C. Johnson, Wallace Swanson, Oliver McGrew, Julian B. Claff, John C. Quinen.

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

643 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

ILLINOIS

holds an enviable place in industry, agriculture and every field of endeavor where achievement is possible.

As a manufacturing state Illinois ranks near the top—having 18,594 factories employing over 805,000 people and producing over \$5,400,000,000 worth of manufactured goods annually.

As an agricultural state Illinois ranked first for many years and at the present time is second with 237,181 farms valued at \$6,666,767,235.

Illinois stands third among all states in coal production, producing annually nearly 80,000,000 tons of bituminous coal.

These few facts make Illinois a state to be cultivated as a market for your goods.

This list of daily Illinois newspapers stands second to none in influence and pulling power.

Use them first.

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

Government Statements, April 1, 1922.

†Government Statements, October 1, 1922.

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

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

More circulation in Washington than there are homes.

The Washington Times
 and
 The Washington Herald
 G. Logan Payne, Pub.

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

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.

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

IT'S HARD TO MAKE MAGAZINES PAY

Evidently Their Advertisers Think So,
 as They Are Hounding Newspapers
 to Get Tie-Up-Copy from
 Local Retailers

Newspapers which belong to the A. N. P. A. Bureau of Advertising are vehement in their denials that they are extending "co-operation" to magazine advertisers by soliciting "tie-up" copy from local merchants. This proposition, apparently harmless, has been made frequently in recent months by advertisers whose entire appropriation goes into magazine space. That their scheme has entrapped some newspaper publishers is certain from the clipped evidence that they show to publishers who refuse to fall for their arguments. One development has been that manufacturers who have succeeded in getting their magazine publicity tied up with retailers' copy in local newspapers have concluded that further appropriations for national advertising in newspapers is unnecessary.

Danger that thoughtless acquiescence in the plan advanced by a number of advertisers and agencies might seriously affect the standing that newspapers have achieved as the medium which is necessary to sell nationally advertised goods was realized by the Bureau of Advertising, which on March 9 sent the following letter to its members:

"Does your newspaper co-operate with exclusive magazine advertisers to get local retailers to advertise articles featured in magazines?"

"If you do this kind of work, will you kindly tell us in detail just what your policy is and what your views are upon the subject?"

"Magazine advertisers insist that many newspapers are willing to solicit retail merchants for advertising to back up magazine campaigns. The Bureau doubts this assertion, because it believes most of its members feel this kind of work is neither good for the newspaper nor for the retailer.

"Recently, a magazine advertiser took a double-page spread in one of the large weeklies calling upon dealers to get behind his line and asking newspapers to induce retailers to back up the magazine advertiser with newspaper copy at their own expense. Many newspapers wrote the Bureau asserting they had declined this request, but when a Bureau representative called upon the advertiser, he was shown an enormous number of clippings of dealer ads which the advertiser asserted had been developed by newspapers.

"Some newspapers that had co-operated with this advertiser in the belief the advertiser would presently use newspaper space direct, were informed that if it was as easy to get newspaper advertising from retailers as this experiment indicated, there was no need for any newspaper advertising on the part of the manufacturer.

"While the incident quoted may be an isolated case, the Bureau is anxious to be well informed on this important matter by its membership and we will be grateful to you if you will advise us of your views and your general policy."

Practical unanimity marks the replies from the publishers up to Thursday, when about 100 answers were in hand. None of them endorses the idea. Most of them state that they are too busy attending to the needs of regular advertisers and adding to their number to give time to boosting magazine-advertised specialties.

Here are a few specimen opinions gleaned from the correspondence:

"It is strictly against our policy to have our solicitors spend their time trying to sell space to strengthen exclusive national magazine campaigns."

"Such requests are met with an invitation to use newspaper advertising before such co-operation can be requested."

"We believe that newspaper publishers themselves through free publicity tie-ups with exclusive magazine advertisers, and poor solicitation, are doing more to discourage the use of newspapers in national advertising campaigns than any other cause."

"We certainly do not co-operate with exclusive magazine advertisers in any form whatsoever. In fact we give but limited co-operation to our own newspaper advertisers. We have found a tendency on the part of advertisers who request just a little more co-operation with each succeeding contract, with the result that we have limited our work to sending out such letters and heralds as the advertiser may furnish and pay for."

"If newspapers ever induce retailers in their territory to spend their own money to advertise articles that are advertised exclusively in magazines, it would give that class of publications the greatest leverage in the world to boost magazine advertising. Once convince a retailer that newspaper advertising is unnecessary because the goods he sells are advertised in national magazines, just that soon the newspaper publisher starts digging his business grave."

"All requests in connection with magazine advertising go to the waste basket."

"Our policy is to encourage dealers to advertise their service and business in general, but we know of few instances where they have made any clear profit from tie-up campaigns for which they footed the bill."

"All requests that come to this office asking us to solicit retailers for tie-up advertising for a magazine advertised article promptly go to the waste-basket."

"We have never solicited retail merchants to back up magazine campaigns. I cannot believe that publishers would do what magazine advertisers state to you and expressed in the third paragraph of your letter."

DAILIES SOLD WATCHES FOR WALTHAM

(Continued from page 8)

cient lines, the representative of the financial powers is reported to have at once decided to "try another agency," to get "new ideas." (Manufacturers too often have a tendency to abandon sound policies before these policies have been given a complete and fair test.

A New York agency, which leans strongly to magazine advertising—although for some clients it did use considerable newspaper space—received the account. The agency announced that "a general campaign is planned," which is understood to be a polite way of saying that magazines will be used. But one newspaper is said to be scheduled. The Waltham Watch Company has arranged to chop its prices considerably and attempt to rely on "general publications," to create demand.

According to the present outlook, the system of winning the dealer's interest and co-operation and obtaining extra Waltham advertising without cost to the manufacturer, possible only through the newspapers, has been abandoned. The intensive sales efforts of local papers has been given up for the duplication and vague response of a national magazine "splash." A newspaper advertiser which showed great promise for the future and which was only beginning to hit its stride has, for the present, it would appear, been lost to the newspapers through no fault of agency, dealer or newspaper publisher.

New York World Staff Dines

The twelfth annual dinner of the New York World took place on the morning of March 11 at the Hotel McAlpin. About 125 members and former members of the staff attended, including correspondents from Washington and nearby cities. An entertainment, in which all of the members of the editorial department received a "razzing" afforded much amusement. James E. Dever was chairman.

Checking Copies Sent Direct

The Dayton (Ohio) Daily News and the Springfield Daily News are mailing checking copies direct instead of through the Schorm-Mandel checking bureau as heretofore.

1. In the compact, rich territory of the Indianapolis Radius you can merchandise effectively with only ONE advertising cost—space in The Indianapolis News.
2. When you buy circulation you buy volume, you buy per cent coverage, you buy reader interest. The News has them all.
3. The merchandising department of The News has accurate data on every successful merchandising campaign in this territory for the last six years. This information will help you. Ask for it.
4. A market survey by the merchandising department of The News presents uncolored, unswayed FACTS. It is an obligation of The News to present the prospective advertiser with reliable FACTS on this market.
5. The News strives always to interest, to entertain, to instruct, and to interpret our people and our times. The fixed and changeless loyalty of its readers through all the years has been its earned reward.
6. In Indianapolis, people do not read an evening newspaper on the street car, but at home. The News GOES HOME. It is IN and TO the home that sales are made.
7. The impressive lead maintained by The News in local, foreign and classified lineage year after year is possible only because of proved results to the advertiser.
8. The News annually rejects hundreds of thousands of lines of objectionable advertising, the majority of which runs in other Indianapolis papers. CLEAN advertising columns are most RESTFUL.
9. In 1922 the News (six issues a week) carried 15,221 times more of national advertising than BOTH other Indianapolis papers combined (13 issues a week).
10. There are more than 335,000 prosperous, industrious people in Indianapolis. Most of them read The News. And they read it at home, where buying impressions are made.

The Indianapolis NEWS

The
Pittsburgh Press

Daily and Sunday

Has the Largest
 CIRCULATION
 IN PITTSBURGH
 MEMBER A. B. C.

Foreign Advertising Representative:
 I. A. KLEIN
 50 East 42nd St., New York
 75 West Monroe St., Chicago
 A. J. NORRIS HILL, Hearst Bldg., San Francisco

We can increase your business—
 you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
 Established a Quarter of a Century

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

Published every Saturday in
 London.

IF
 You Want to
 Buy or Sell
 Newspaper Properties
EDITOR & PUBLISHER
 Will Broadcast Your
 Message Through Its
CLASSIFIED COLUMNS

The Daily News

Leads the second paper in Passaic in Advertising Lineage for the year 1922, as follows:

Local Advertising 1,889,836
National Advertising 25,008
Classified Advertising 62,314

Total Advertising 1,977,158

Lineage Figures by
De Lasser Brothers.

DAILY NEWS Passaic, New Jersey

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
First in total; local; national lineages.

Special Representatives

PRUDEN, KING & PRUDEN, Inc.
284 Fifth Ave. Steger Bldg.
N. Y. City Chicago, Ill.
Globe Bldg.
Boston, Mass.

An Accounting and Federal Tax Service for Publishers

References on
Application

CLIFFORD YEWDALL
33 West 42nd Street
New York City

Introducing
"PUTNAM OHVER"
by
Charles Gordon Saxton
Formerly Cartoonist of
N. Y. WORLD
DAILY & SUNDAY
COMICS

C-V Newspaper Service
Borden Bldg. New York City

GATHERED AT RANDOM

THE exit of "Lightnin'" Frank Bacon from the stage of life has set to going the tongues of many old-timers out on the Pacific Coast. He is, it is to be confessed, not remembered as a virile or aggressive character. Memories cluster about his name as they cluster about a gentle spring morning of once upon a time when something more than usually pleasant came to pass.

Something in the making of newspapers attracted Bacon in the days of his youth, and he edged in at the San Jose (Cal.) Mercury as a solicitor of advertising. He did not stay a great while. The artist soul of him and the gentle disposition of him failed to hit the required note, and he ambled on his way to Napa City, where he realized a little dream and became an independent publisher. He bought the Reporter. The venture was a success, except in one particular—it didn't pay. Then he went to Mountain View, where he had been born and where everybody knew him, and started the Register. The Register did everything but produce an adequate living. He deserted it. There was really no other course for him to take. He possessed the divine afflatus all right enough, but the divine afflatus alone and unaided positively will not make a newspaper go otherwise than onto the financial rocks. Countless times has the experiment been ventured, and countless times will it be ventured, and the result has ever been and ever will be the same. Frank Bacon was not the first blithe and sanguine spirit to yield to the allurements of journalism, only to be ruthlessly kicked down the stairs. But he it said for him that he knew when he had had enough. Never after the failure of the Mountain View venture, did he go in for journalism.

Fortunately, it was not essential that he do so. He had a dream other than the one that failed to come true, and in the realization of this other dream he became an actor. It is not enough to say that he went on the stage. Once such might have been said dubiously, but the record leaves no shadow of doubt—he went on the stage and became what he already was, an actor. Wherefore we know that he had never really been a newspaper man, because he was not a newspaper man. The message which it was his destiny to give the world, and in return for which the world, tardily, showered gold and silver upon him, turned cold when put to paper.

And, reckoning the thing in dollars and cents, he failed time and time again as an actor. Old-timers up and down the Coast bear witness to the meagre financial returns brought him by his earlier efforts as a "trouper." There is still among the stuff back stage at the Grand Theater in Salem, Ore., pieces of scenery left by him because he planned to play a number of the villages where the stages were too small to permit of their use. Perhaps he forgot where he had left them. Possibly he was glad to be rid of them, as an item of expense in transportation. It may be that he forgot them entirely. It would not have been quite unlike him to have done so.

But up or down, hungry or fed, he continued to be an actor. Eventually, out of his experience, he evolved a theory. There are certain elements in human nature that are disliked by human beings. There are certain other elements they love. They want to be interested, and they want sincerity, among other things. Manifestly, people did not much care for him in the various parts he enacted. His life held nothing in that portion of it which was yet to come, unless—"I'll make a part for myself of myself," he said.

Thus "Lightnin'" came to be, and thus the gentle, whimsical Frank Bacon came for a time to know the comfort of success.

He had but one more dream to realize now. As it was with Homer Davenport, so it was with him. He wanted to go back to the old mother town beyond the mountains to let the folks there know

they had been mistaken in him and that he loved them just the same.

But this dream was not to come true. The folks out in the old home town will gather about his grave next spring, as the folks at Silverton gathered about the grave of Davenport twelve years ago, and the old paper will print a few nice things about one of America's most successful actors, and the greybeards will gather at the corner grocery after the funeral and look at one another in a puzzled way and shake their heads.

Yet as the great actor Frank Bacon was, just the same Frank Bacon that he was in the days when he tried to put the Register across at Mountain View.

Lord, send us wisdom!

D. H. TALMADGE.

A Printer of the Old School

The late JOHN F. McCABE would have been greatly surprised three days ago if he had been told that his own name would appear in "small caps" on the editorial page of THE TIMES, whose proof he has read for more than a quarter of a century. But his name deserves to be so printed; and the regret is that he could not himself have read the proof of testimony to the long fidelity and rare ability of a printer of the old school. For Mr. McCABE had learned his trade as a printer and worked at it for years before the linotype came. A master of the technical knowledge of that trade and an eager scholar, he went from the composing room into the proofroom. There his range of active interest widened with his years and with the greater sweep of the news, and he became an authority on many subjects that came up from day to day in the world's concern.

He had, moreover, a personality which impressed everybody who came near him. He would have been a welcome member of FRANKLIN'S junta. He "knew and felt the lure of type," and one who has known it and felt it cannot for long be entirely content away from the inky precincts of that "art which is the conservator of all arts." He was a printer to the end; and though in his later years he read the proofs instead of setting the types, the ink was always fresh upon the galley sheets that came into his hands, and it had for him a sweet-smelling savor—this black dew which, "falling on a thought, produces that which makes thousands, perhaps millions, think." If Mr. McCABE could have seen the proof of this, he would doubtless have put queries on the margin; but those who knew him will not question what has been written.—*New York Times*, March 14.

Like Old Wine

An Oklahoma editor tells of an old Indian who came into his office to pay for his paper. The editor took the money; then the Indian wanted a receipt. The editor tried to talk him out of it. Mr. Indian insisted. After making it out, the editor wanted to know why he was so persistent about wanting a receipt. The Indian said: "Me die some time. Go to big gate and St. Peter ask if I been good Indian. I say yes. He say, 'Did you pay editor for paper?' I say yes. He say, 'Where is receipt?' I no have it. I have to run all over hell to find you and get receipt."—Cowden (Ill.) Reflector.

A Columnist's Tribute

Maurice A. Aldrich, who runs "The Hornet's Nest" of the St. Paul Daily News, confined his department to the following words, in black border, on the day of the death of the publisher of that paper: "In Memoriam. L. V. Ashbaugh, who aided the Hornet, as he aided scores, when help was much needed."

Explosion Damages Plant

An explosion last week injured L. Glosser, a pressman, and caused a \$2,000 damage to the Madison (S. D.) Daily Sentinel plant.

New Haven Register

is New Haven's
Dominant Paper

Circulation over 35,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

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

EVENING HERALD

Leads All daily newspapers in Western America in Circulation.

Led All Newspapers in The World in Advertising Gains 1922 over 1921.

January, 1923 over 1922 gained 199,206 lines of advertising.

February, 1923 over 1922 gained 478,644 lines of advertising.

REPRESENTATIVES

H. W. Maloney, 604 Times Bldg., New York; G. Logan Payne Co., 401 Tower Bldg., 6 No. Michigan Ave., Chicago; A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

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

A Food Medium

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

Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

The NEW YORK EVENING JOURNAL

has the largest
circulation of
any daily newspaper in America.

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

Features by

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

and others

The McNaught Syndicate, Inc.
Times Building, New York

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.

AVAILABLE

for newspaper use

Published books by

Arnold BENNETT
Charles Neville BUCK
E. Phillips OPPENHEIM
Isabel OSTRANDER
Frank L. PACKARD
Mary Roberts RINEHART
Louis Joseph VANCE

and many others.

Also published short stories, serials, and novelettes by these and other prominent authors.

SERVICE FOR AUTHORS, Inc.

Aeolian Bldg., New York

Largest circulation of any Maine daily!

Although a three-cent paper since increasing to that price in 1918, the "Express" has NOW attained the Largest Circulation in its History!

Portland Express

City-of-Portland circulation average first 9 months of 1922 was 16,585 net paid. U. S. Census gives Portland 16,801 families. This indicates that "the Express" is taken in 15 of every 16 homes in Portland!

"A Truly Remarkable
Coverage!"

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

TIPS FOR AD MANAGERS

Advertising Service Company, Ltd., 70 McGill College avenue, Montreal. Making 560-line yearly contracts for the Canada Steamship Line.

F. Wallis Armstrong, 16th & Locust streets, Philadelphia. Making 25,000-line contracts for Victor Talking Machine Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Using 4 1/2 inches, 12 times for the Charles E. Hires Company.

George Batten Company, 381 4th avenue, New York. Using 30 inches, 10 times for Goodall Worsted Company ("Palm Beach Cloth").

Thomas H. Bowers & Co., 304 South Wabash avenue, Chicago. Making trade deals for Morrison hotel, Chicago.

Critchfield & Co., 337 West Madison street, Chicago. Will use papers on a few smaller cities in the Middle West for Green Circle Chewing Gum Company.

Doremus & Co., 44 Broad street, New York. Sending out weekly orders for Hemphill, Noyes & Co.

Dunlap-Ward Advertising Company, 308 Euclid avenue, Cleveland. Making 3,000-line contracts for the Climax Cleaner Mfg. Company.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts for United States Tire Company; making 12,000-line contracts for the Pollock Pen Company.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Making yearly contracts for Johnson & Johnson.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Orders and contracts going out generally on Nuradium Company.

Gardner-Glen Buck Company, 1627 Locust street, St. Louis. Making 10,000-line contracts for Valier & Spiers Milling Company.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Placing account of Tryon Stores, Inc., Lowell, Mass., "Tryon Hosiery Knitter"; placing account of the Utasal Company, New York, toilet and proprietary articles, and the Gelfand Manufacturing Company, Baltimore, food products; sending out contracts and orders for Kraeuter & Co., Newark, N. J. Using Southern newspapers for Service Sales Agency, Newark, N. J., El Food Mayonnaise and Krystal Kukes; making 1,000-line contracts for J. Wiss & Son & Affiliated Companies.

Green, Fulton Cunningham Company, 28 East Jackson boulevard, Chicago. Sending out copy in a few cities in Ohio on Federal Bond & Mortgage Company.

Green-Lucas Company, Exchange Place & South street, Baltimore. Making 2,800-line contracts for David H. Fulton & Bros.

Guenther-Bradford & Co., Tribune Building, Chicago. Issuing orders and contracts generally on Dr. Coffee.

Hanf-Metzger, Inc., 95 Madison avenue, New York. Making 1,400-line contracts for Pratt Food Company.

Hewitt, Gannon & Co., 52 Vanderbilt avenue, New York. Placing account of the Precision Castings Company, Syracuse, N. Y.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account of Parfumerie de Rameses, Cairo, Egypt.

E. T. Howard Company, 33 West 42d street, New York. Making 1,000-line contracts for L. E. Waterman.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Handling account of Puitan Malt Extract Company, Chicago; also account of Stanley Rogers Company, 145 West 39th street, Chicago (mail order clothing) in the Southwest.

J. Roland Kay Company, 161 East Erie street, Chicago. Reported that company will handle accounts of Coleman's Mustard and Robinson's Barley from its New York office.

Lord & Thomas, 400 North Michigan avenue, Chicago. Issuing contracts on West Indies Fruit Importing Company; will start copy in April in roto sections on Palmolive. Three-time orders in black and white going out also; handling the account of Freeman Perfume Company, Cincinnati, advertising in a few cities in Ohio and nearby where they have secured distribution.

H. K. McCann Company, 61 Broadway, New York. Using 38 lines, 156 times for the French Line.

C. Henry Mason, 136 East avenue, Rochester, N. Y. Placing account for The Small-clothes Company, Geneseo, N. Y.

Herbert M. Morris Advertising Agency, North American Bldg., Philadelphia. Making 5,000-line contracts for A-1 Mfg. Company, Chase, O.

Harry Porter Company, 15 West 44th street, New York. Making yearly contracts for Richard Hellman, Inc.

Frank Presbrey Company, 456 4th avenue, New York. Placing annual statement, 489 lines for the Prudential Life Insurance Company.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Issuing contracts on Wasmuth, Endicott Company, Andrews, Ind. (kitchen cabinets) to papers generally.

H. E. Remington Company, 225 East Superior street, Chicago. Issuing 800 line copy on Remington Typewriter Company, Chicago, to a number of large city papers.

Joseph Richards Company, 9 East 40th

street, New York. Making 5,000-line contracts for the Nairn Linoleum Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago. Contracts and orders issuing generally on Dearborn Supply Company.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 2,800-line contracts for the Resinol Chemical Company.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Using papers in Illinois, Iowa, Wisconsin and Michigan for Linn Products Company, Chicago; issuing orders and contracts on R. L. Watkins company.

F. R. Steel Advertising Company, 210 East Ontario street, Chicago. Doing a little advertising in southwest territory for Charles Laboratories, 1018 South Wabash avenue, Chicago.

Tracy-Parry Company, Lafayette Bldg., Philadelphia. Making 1,000-line contracts for Dr. Jaeger Company.

Wales Advertising Agency, 141 West 36th street, New York. Making 10,000-line contracts for the Kohler Mfg. Company.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Using rotogravure and black and white copy for Northwestern Yeast Company.

STEPHEN FARRELLY DEAD

Long Associated with American News Company in New York

Stephen Farrelly, aged 80, vice-president and general manager of the American News Company, died March 9 of influenza in the home of his niece, Miss Elizabeth Farrelly, 43 East Twenty-fifth street. He had been ill five days.

Mr. Farrelly was born in Ireland and came to this country in 1843. He founded the National News Company in 1865 and three years later became associated with the American. His home was in Harrison, N. Y., where he leaves a wife, three sons and three daughters.

Mr. Farrelly was prominent in Catholic circles. He was treasurer of the Catholic Orphan Asylum, an official of the Catholic Institute for the Blind, a member of the Catholic Club, New York Yacht Club, Chamber of Commerce and the Merchants' Association.

Requiem Mass was celebrated at St. Patrick's Cathedral by Archbishop Hayes March 13 and was attended by newspaper men from all over the metropolitan district. Frank A. Munsey, proprietor of the New York Herald and Sun, was among the pall-bearers.

Advertising Woman a Candidate

Miss Helen Hill, president of the New York League of Advertising Women, has been nominated as a candidate in the contest being conducted by the American Committee for Devastated France. As a result of this contest, seventy-five business women will go to France this summer, to carry a message of good will. Candidates will be elected on the basis of ten cents a vote, and it will require 60,000 votes or \$6,000 to elect a candidate. It is expected that Miss Hill will receive the general support of the advertising fraternity in New York.

Johnstown Tribune Is Fifty

The Johnstown (Pa.) Tribune celebrated its 50th anniversary March 3, with a special section detailing its history, written by J. Campbell Murphy, managing editor. Pictures of all employees and departmental offices and machinery, with a list of long-service employees and photographs of chief executives were included, as well as pictures of the staff in years gone by.

Martinsburg (W. Va.) Journal Sold

Max von Schlegell, publisher of the Martinsburg (W. Va.) Journal, has sold it to H. C. Ogden, of Wheeling, W. Va. Mr. Ogden also owns and publishes the Wheeling Evening News, Wheeling Intelligence and the New Castle (Pa.) Herald.

A Correction

In the tabulation of the February lineage of the New York papers last week, a footnote was inadvertently omitted stating that the American's 1923 figure did not include 53,734 agate lines carried by the American weekly. This edition's lineage was a part of the February, 1922, figure.

GOSS PRESSES

Deliver the "Goods"
Do beautiful Work
Stand up under Service
(Have many exclusive features.)

Send for catalog
THE GOSS
PRINTING PRESS CO.
1535 South Paulina Street
Chicago, Illinois

in MILWAUKEE

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

WISCONSIN NEWS

REPRESENTATIVES—

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

PAID

Circulation Spells Supremacy

Let our organization put you in first place in your field. A permanent organization—sixteen years old—conservative service—positive results. No wild claims or questionable methods, but real service—service you will like. 60% of our present business is return contracts. Ask anyone.

THE PULTZ COMPANY

LIMITED
32 2nd Nat. Bank Bldg., Reading, Pa.
Long Distance 2418-R

From nothing—to

200,000

in seven months

DETROIT

SUNDAY

TIMES

CIRCULATION BUILDING SUPREMACY

Employed by Best Ask Any of These

- THE LOS ANGELES TIMES (3)
- THE PHILADELPHIA INQUIRER (2)
- THE CLEVELAND PLAIN DEALER
- THE WASHINGTON POST (2)
- THE INDIANAPOLIS NEWS
- THE ATLANTA JOURNAL
- THE MEMPHIS COMMERCIAL APPEAL

Write or Wire Care Atlanta Journal

HOLLISTER'S CIRCULATION ORGANIZATION
 Largest in the United States
 300 MERRITT BLDG., LOS ANGELES, CAL.

FIRST IN PUBLIC SERVICE



The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year



Pulitzer Building, New York
 Maller's Building, Chicago
 Ford Building, Detroit

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.



Tut-ankh-Amen Treasures

Official photographs of individual objects taken from the tomb of Tut-ankh-Amen (king of Egypt 3400 years ago), reproduced in The New York Times Rotogravure-Picture Section, Sundays, March 18 and 25 and April 1. They portray in detail many treasures of priceless value unrivalled in the annals of archaeology.

THE NEW YORK TIMES

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.

THE Houston Post of Houston, Texas, with the view of stimulating added interest in the members of the Advertising Association of Houston to attend the annual convention of the Associated Advertising Clubs of the World to be held in Atlantic City in June, has offered a round trip ticket including pullman reservation to this convention for the best all around page advertisement appearing in the Houston Post of Sunday, April 8, written by an advertising man in the city of Houston. Copy is to be regular store copy, and the award which the Post is offering will be made upon the vote of the members of the Dallas (Texas) Advertising Club. The pages will be cut from the Houston Post of April 8, mounted on cardboard and sent to The Dallas Club, and at their regular meeting they will be analyzed and a vote taken on the copy which they consider the best all around page advertisement. Not only will the trip to the convention benefit the advertising man receiving it, but it should benefit his firm, and in addition to this it will bring out the very best efforts of the advertising men in the city of Houston in producing what they consider their very best piece of copy.—B.

Whenever ads come in too late for publication in the Frankford Gazette, a Philadelphia weekly, space is sold the advertiser in the window. A brush is used in making up a neat card which is placed in the window for \$1 per week. James France, editor, states that it is a live source of income and that the ads are widely read. "Office window advertising and publicity can be made a quick method of distribution of news and advertising in any weekly newspaper office during the intervening time that the paper goes to press," says Mr. France. "The popularity of the window is made more valuable by the display of any sort of local or foreign news bulletins that causes people who pass by on the sidewalk to stop and read. People in search of work are also quick to look over the signs in the window. The idea originated with me when a manufacturer wanted help quickly and requested me to put a notice in our window. He obtained the help and ordered the notice removed. There is little expense as all one needs to do is to write out the sign with a little paint brush. Through this method we have received as high as from \$25 to \$30 per week. The window also helps to advertise the newspaper and the printer.—R.

A middle western real estate dealer gets a different slant into his newspaper advertising by running his ads under this heading, "My Dad Says." With the heading is a cut of a smiling youngster. Under the heading the realtor comments on the property he is handling in the way that his son talks about it. This makes folks read the advertising and helps the real estate man greatly in selling more property. Couldn't the same sort of a stunt be suggested to other real estate men and wouldn't this idea be apt to make good advertisers out of some who aren't doing much advertising?—F. H. W.

One of the best ways of soliciting new subscriptions for a paper is for the solicitor to cover a route with the boy who delivers the papers and make notes while doing so of the houses on the routes which do not get the paper. Then he can solicit intelligently and quickly without ever going to homes that are already taking the paper and he can also give data to these prospects about how they are the only houses on the block not taking the paper. The solicitor can also tell the people about how conscientious the boy who delivers the paper is in doing his

work and can also give them the approximate minute of the day when their papers will be delivered.—F. H. W.

To sell to the homefolks and the outside world the big new gusher oil field that has just been brought within 6 miles of the city, together with the other many resources, the Corsicana (Tex.) Daily Sun, through the Corsicana Advertising Club, has contributed forty-eight pages of free space. The forty-eight pages are to be used immediately, twelve pages being distributed to each of the following clubs: Advertising Club, Chamber of Commerce, Lions Club and Rotary Club. The advertising copy, data, etc., for the campaign will be furnished by special committees appointed by these organizations and run over the names of the above clubs. The advertising department of the Daily Sun will co-operate with all four of the clubs in the preparation of forceful selling ideas. This is believed the first campaign of the kind any paper has ever put on, and with resolutions from these clubs thanking The Sun for their liberal contribution and loyalty to the city, Corsicana is looking for much growth and a substantial good. The advertising space contributed for the campaign amounts to \$2,500. The proprietors of the Daily Sun are A. A. Wortham and Lowry Martin, who have been its publishers for over twenty years.—R.

Based on the supposition that he had received a million dollars, a reporter wrote a lengthy story on how he spent part of it, working in the names of local firms and the goods they handled. The firms equally shared the cost of the page.—B. A. T.

Suggest to some live wire local clothier that this Spring he put on a style show, in much the same way that department stores put on such events, and that he have attractive girls model the men's apparel that he shows. For instance, the girls could model golf suits, Norfolk suits, regular suits, sweaters, etc., with perfect propriety. And, of course, such an event would attract a tremendous amount of attention and be a very big boost for the clothier and, of course, the paper would get a lot of extra advertising out of the stunt.—F. H. W.

What has become of the horse-drawn night lunch wagons which used to be so common in our big cities? We can't find one in our city. Can you? The nearest thing to it that we could locate are the little lunch rooms built somewhere in the shape of a wagon. Why have they disappeared? Did the cost of upkeep suddenly increase, or did the patronage fall off for some reason?—C. E. L.

A groceryman put a very large pile of small hams in his show window on Monday morning and ran an ad in the paper stating that these hams would be sold at one dollar each on Saturday. These hams went like hot cakes Saturday morning, there not being nearly enough to supply the demand. But those who failed to get a ham got bargains in other merchandise. This store did a big business that day. The customers got what they paid for, the local paper got paid well for their ad, and obtained a little unusual feature for their paper to boot, and all concerned were satisfied.—B. F. C.

An Ohio newspaper has had greater success in getting suburban store advertising by grouping the advertisements of stores in one locality under the same heading.—B. A. T.

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.

"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

NEW

Multi-Mailer Adaptation at Installation and Maintenance Cost of 4c to 9c a Subscriber a year.

For mail lists of 1,500-5,000. Imprints addresses direct. Provides for daily correction of mail list. Eliminates preventable complaints. Makes Circulation Manager independent of Composing and Galley Rooms. Permits use of time and labor-saving methods. Gives subscribers infinitely better mail delivery service. Write today for details.

The Speed-a-matic
 Company
 MANUFACTURING
 THE MULTI-MAILER SYSTEM
 817-825 WASHINGTON BLVD.
 CHICAGO



An NEA Full Service Client Writes—

"Really and truly, your service is marvellous. Indeed, perhaps many clients cannot thoroughly appreciate it as we do here, for at this time with full leased wire service just installed, just beginning a farm section, etc., and playing for much increased circulation, words fail to express our appreciation of the value of your entire service, not forgetting the splendid features such as 'Charm' and which are making a distinct hit in this city and wherever we circulate."

Send for Samples and Rates.

NEA Service, Inc.,

1200 W. Third St., Cleveland, O.

COMBING EUROPE FOR TODAY'S NEWS TODAY

(Continued from page 5)

asset to him. Everyone has access to the news the London papers print. He can get exclusive news only by knowing people.

He drops in to call on friends during the afternoon. They are government officials in Whitehall, men in the Foreign Office, Home Office and India Office. The correspondent has, by reading the morning papers, roughly decided what he will take as the day's important story. He asks his friends for more details.

On Wednesday he goes to Ambassador Harvey's 3 p. m. weekly press conference, where the Ambassador tactfully answers questions. Daily he drops in at No. 10 Downing street about 5 when Bonar Law's private secretary holds two meetings, one for English and Colonial newspaper men, one for the American and foreign press. Questions are asked; mimeographed statements are handed out.

On his way back to the office he stops at the Carlton and the Savoy to see if any prominent Americans are in town. They may have valuable news.

With information thus obtained he returns to the office, and reads the afternoon papers thoroughly. About 6 p. m. he writes his night's file, using interviews and information he himself has obtained, and information taken from the London press which, by means of a thorough understanding of both the general situation and the ownership of the particular paper, he is able to analyze at something other than face value.

His office day his over. The assistant correspondent takes on the night trick. The relay job begins.

Manchester local correspondent has wired in a column on the Jones story. Manchester is a good English newspaper man, but his essay style must be re-written. He has also forgotten that American papers want addresses. It is necessary to call him on the long distance telephone.

His story is then written in condensed cablese wherein superfluous prepositions are omitted. New York will put these prepositions in again, but despite the outworn belief that a cabled stick turns into a column in the hands of a clever rewrite man, cabled stories are never padded in any way. A good cable writer can tell 1,000 words in 500 of cablese however.

The finished story is given to the office messenger who takes it to the cable office. It can be sent either by Commercial or Western Union cables, or through the Leaflet British government wireless station.

When it is 6 p. m. in London on the meridian of Greenwich, the sun, traveling slowly westward against the practically instantaneous cable spark, registers five hours behind or 1 p. m. in New York. Allowing for all the delays of messenger boys at both ends, stacking up of copy on both ends of the cable, a message averages only 4 hours' time in crossing the ocean. Sent from London at 6 p. m., this message arrives in New York at 5 p. m., an hour before London faces time of sending.

Relaying Copy

London acts as a relay point. The Constantinople correspondent has filed a cable by "Eastern" at 2 p. m. It arrives in Fleet street at 7. The assistant correspondent decides whether it is to be forwarded. Perhaps some development in Paris or London (told in the afternoon papers) entirely alters the situation Constantinople filed about. Hundreds of dollars' worth of cable tolls have been spent uselessly. The story may be thrown away in London. If important it is re-typed and forwarded.

If it is sensational—a war declaration or an assassination—it will be sent simultaneously by both cable routes and by wireless. A speedy operator on one line, the chance of a dispatch being shelved

a half hour on one operator's desk, means the difference between getting the fact and getting a nation-wide beat.

During the evening Moscow, filing via "Northern," may also come through. Paris may telegraph a story to be relayed if big news has clogged French cables.

Other Sources

In the office stands a ticker of the Exchange Telegraph Company, London's city news service. This keeps the correspondent in touch with all that breaks during the evening.

He has also another source. Each American service in London is linked up with some London newspaper, and pays heavily for the advance proofs of that paper nightly. Copy boys bring in the still wet galley proofs of London's tomorrow's papers. These furnish adds and angles to the earlier day's file.

Each American office, however, obtains only the proofs of the one paper with which it is affiliated. At midnight all London morning papers have their first runs on the streets. It is now only 7 p. m. in New York, and news picked up from these papers can reach New York by 10 p. m. They form a checking and supplementary source.

From midnight on there is little news.

The Ruhr may come through with a story for relay. The Constantinople native correspondent may file 200 words (in French, for although a leading Turkish journalist, he does not speak English).

This must be translated and forwarded. The ticker may give some important item. Verbatim reports of a late session of Parliament may still be coming in on the ticker at 12:30 a. m.

To assure fullest efficiency the office should be kept open until 5 a. m. Moscow, Constantinople, Belfast or Athens may have important news somewhere en route. At 5 a. m. it is midnight in New York. The cables have a light load after midnight, and a London message filed at 5 will still make the final editions at 1:30 or 2 a. m.

London's day of news gathering and relay is paralleled in Paris and to a lesser degree in Berlin.

(Note: The next article of this series deals with the work of the traveling staff correspondent—the swing man on Europe's explosive political circuit.)

P. A. Stovall's Son a Director

The annual meeting of the Savannah Press stockholders on March 7, reflected all the old directors and added

Joseph G. Stovall to the board. He is the son of Pleasant A. Stovall, publisher and editor of the Press, and has been associated with the paper about a year. Officers and directors are P. A. Stovall, president; B. C. Mason, vice-president; T. S. Whitfield, secretary; Mrs. Mary G. Stovall, Joseph G. Stovall and W. G. Sutlive. Mr. Sutlive has again been appointed managing editor.

Hanford Sentinel 27 Years Old

The Hanford (Cal.) Sentinel during the last week celebrated its 27th anniversary, and issued a 56-page paper in honor of the event.

Newspapers For Sale

Have you received the last issue of "LISTINGS"? If not, send for it, it's free. In it are listed over 50 papers that can be purchased with, from \$300 to \$50,000. Here are a few taken at random:

w-53 Penna. dly., 25,000 city, making money; long established, business, real estate and equipment; \$5,000 down.
w-2 Penna. wkly. over \$6,000 profit yrly. Can be increased, \$5,000 cash needed.
w-5 Ohio Semi-wkly., 5,000 city, gross yrly. Business over \$30,000. Requires \$16,000.
w-45 Ill. wkly, nets \$3,000 yrly. Good field. \$2,250 cash or terms in part.
w-44 Ill. wkly. doing about \$5,000 yrly. Only \$700 down.
w-26 Ill. wkly. net \$2,000 yrly. \$1,000 down.
w-6 Ill. wkly. \$2,700, net. \$2,000 down.
w-13 Ind. wkly. \$22,000 yrly, fine town. \$11,000 for business and real estate. Terms.

w-28 Ind. wkly. net \$3,000 yrly, \$4,000.
w-34 Okla. dly. and wkly., \$15,000 gross \$8,500 down.
w-41 Okla. dly. net \$11,000 in 1922. \$8,000 down.
w-24 Kans. wkly. nets \$400 mo. \$4,500 down.
w-30 So. dly. and wkly. Circ. dly. 9,000; wkly. 80,000, making money. \$50,000 down.
w-36 Iowa wkly. \$200 net mo. \$1,000 down.
w-46 Ohio dly. and semi-wkly., 15,000 city, gross \$25,000 yrly. \$15,000, half cash.
w-37 Ala. wkly. 3,500 town, about \$1,000 down.

If you want a newspaper, we have over 100 good propositions. We are receiving additional listings daily. Let us know what you want, where you want to locate and cash available. We will find you what you want. We have several papers that can be leased.

WE WANT YOUR NEWSPAPER

Send for "LISTINGS" and for information upon any of the above papers that you wish.

If you want to sell, our aggressive, persistent methods will bring results. We have a large list of buyers (39 new inquiries for newspapers last week) and we must have 100 more papers at once to take care of the demand.

No matter where your paper is located, how large or small it may be, we can find a buyer.

EVERYTHING CONFIDENTIAL

Act promptly and you can have your paper published in "LISTINGS," our official publication, issued semi-monthly. It will appear under key number with neither name of paper or location given. Upon request, we will NOT submit name of paper until your consent has been secured, thus you receive no publicity and the fact that you want to sell is not made generally known.

SEND FOR BLANKS

If you want to sell, now is the time and we can give you quick service.

Publishers Service Bureau

(Established 1916)

119 N. Bowman St., Mansfield, Ohio
Owned and Managed by Experienced
NEWSPAPER MEN

SUPPLIES & EQUIPMENT For Newspaper Making

For Sale

Two Model No. 4 Linotype machines, excellent condition. What is your best offer? A-953, Editor & Publisher.

SCOTT USED NEWSPAPER PRESSES

replaced by larger Scott machines

Scott Three Tiered, Two Page Press, prints insets and folds 4, 6, 8, 10, 12, 14, 16, 18, 20 and 24 pages of 8 columns, 12 ems to page; speed up to 15,000 per hour.

Scott Four Deck, Two Page Wide Press, prints 4, 6, 8, 10, 12, 14, or 16 page papers at speed of 24,000 per hour. 20, 24, 28 or 32 pages collected at 12,000 per hour. Length of page, 23 in. Seven or eight columns to page.

Write quickly if interested.

WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK CHICAGO

1457 Broadway 1441 Monadnock Block

Printers' Outfitters

Printing Plants and business bought and sold, American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

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

STEREOTYPE MACHINERY FOR SALE

Metal Pot, Pump & Pyrometer (3 ton)	\$200.00
1 double Steam Table-Gas Heat... ..	300.00
1 plate finisher	1,000.00
1 Drose Refining Pot	50.00
1 Cast box	250.00
1 Goss rocker casting box	250.00
1 Goss 15-in. single cutter tail saw with 3 H.P. 2 phase 60 cyc. General Electric Motor 220 volt	250.00
1 Goss Shaver with 3 H.P. 2 phase 60 cyc. motor	250.00
1 Goss Chipping Block	75.00
1 Hoe Equipose Casting Box	300.00
1 Hoe 1½ in. Double cutter tail saw belt drive	200.00
1 Hoe Shaver-Belt drive	200.00
1 Hoe Chipping Block	75.00
4 curved pieces of plate making machinery for 14½" cylinders. Casting box, tail saw, shaves and chipping block.	
4 curved pieces of plate making machinery for 15" cylinders, casting box, tail saw, shaver and chipping block.	

OBSERVER-DISPATCH, Inc.
Utica, N. Y.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Composing Room Steel Equipment

We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Gallies, Portable Page Trucks, etc., etc. Write us when in the market.

Chicago Metal Mfg. Co.

3724 So. Rockwell Street
Chicago, Ill.

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager.

Live wire, energetic and clean-cut, with a record of accomplishments. Age thirty, married, unquestionable reference. Fifteen years' experience in newspaper game; thoroughly versed in writing, planning and selling advertising. Know how to make friends for myself and paper and hold them. Can deliver the goods and get maximum results from solicitors. Fifty dollars a week to start and will earn it. A-908, Editor & Publisher.

Advertising Manager

A thoroughly trained newspaper executive with sixteen years' experience wants new connection with a live newspaper where ability and hard work are necessary. At present advertising manager of the best newspaper in one of the largest cities, where I have again proven my ability to produce and handle men. The results obtained in my past and present connections are my best recommendations. Young, married and now want to locate permanently. If you need such a man, let me go into detail. Address Box A-961, Editor & Publisher.

Assistant Manager and Advertising Manager.

Sixteen years in newspaper business, going from devil to assistant manager, capable director of display and classified departments. Now on paper where I've been for 12 years, in city over 100,000. Reasons for changing—desire broader field. 35 years of age, steady and dependable. Will earn every dollar paid for services and make money for employer. Address A-968, Editor & Publisher.

Circulation Producer

Here's a man who wants to secure a situation with some publisher wanting more circulation for his newspaper. Records show 25% to 100% increase on all papers employed upon during the past ten years. Can analyze the field, make plan that will secure best results at least expense. Prefer situation where entire time can be given to promoting new business, but can organize the department and put it on a systematic basis. Permanent or short time propositions. Might consider position as general manager of circulation on chain of papers. Have had experience in putting over the circulation on new newspapers. Hard worker, aggressive, wide-awake and able to secure business under keen competition and under the most adverse conditions. Some publisher, who wants to put his paper in the lead in his field, will be interested in this man. References show extraordinary ability to produce real, permanent subscribers. Address A-957, Editor & Publisher.

Classified Manager

desires position in near future. Now employed but wishes to advance to bigger paper; 2 1/2 years' experience. Have good record and can furnish evidence and references to prove. Prefer paper of 18,000 to 25,000 circulation in Far West or Southwest. Will go anywhere, if the offer is right. Box A-969, care Editor & Publisher.

Editorial Work

Assistant editor leading paper in Eastern city of 100,000 wants editorial work in or near New York on newspaper, magazine or trade paper. Capable executive, skilled editorial writer and paragrapher. Eight years' experience. A-947, Editor & Publisher.

Executive—Business, Advertising or Circulation

wants newspaper connection requiring first-class man capable of organizing, selling and promoting. 18 years' varied experience, large and small cities. Prefer circulation in large city, advertising in medium city or business connection in smaller city of importance. Address A-958, Editor & Publisher.

Experienced Man

in newspaper lines, now employed, desires further experience in editorial writing with publication offering opportunity. Reference good. Write A-955, care Editor & Publisher.

GUY BEARDSLEY LOSES \$500,000 SUIT

Complaint That Binghamton Press Caused Failure of Binghamton Herald Dismissed—Court Ruled It Legal Competition

The Court of Appeals, March 8, heard arguments in the appeal of Guy W. Beardsley, former publisher of the Binghamton Herald, from the affirmance by the Appellate Division, third department, of a decision of Justice Albert H. Sewell dismissing his complaint in an action brought against Willis Sharpe Kilmer and Jerome B. Hadsell, of Binghamton, to recover \$500,000 damages for an alleged conspiracy to destroy his business. The action was instituted in October,

SITUATIONS WANTED

Foreman of Newspaper Composing Room, recovered from illness, seeks to locate. Experienced with evening (6 edition) daily, with Sunday and bulldog. Thoroughly competent, sober and industrious; union. Handled battery of 25 lines, 2 monos, and Thompson, running day, night and lobster shifts, employing 90 to 100 journeymen. A-1 references. A-971, Editor & Publisher.

Legislative Writer, experienced in Ohio, Indiana and Michigan court work, wants job in state capital. A-1 references. Style good. \$40. A-928, Editor & Publisher.

Investment Position Wanted

Publisher, who would turn over details of advertising, circulation and business departments of his paper to a competent young man willing and eager to take as much interest in the business as though he owned it, and in the habit of working to the limit, is invited to investigate my record. Willing to invest \$5,000 to \$8,000 as soon as demonstrated that both are agreeable. Write A-945, Editor & Publisher.

Managing Editor,

morning paper in town of 25,000, desires change to afternoon field. Address Box A-948, Editor & Publisher.

Newspaper or Advertising

Young man, 35, over fifteen years' experience in newspaper and printing business, experienced all branches, editing, proofreading, management and mechanical, seeks connection in newspaper or advertising field as understudy to busy executive. References. Box 307, Lakewood, N. J.

Newspaper Foreman,

assistant foreman and head make-up, would like to correspond with publisher needing composing room foreman. Address A-835, Editor & Publisher.

Newspaper Man Wants Position

on editorial staff. Can fill any position and make friends for the paper. Forty years experience on large and small papers. Feel fully capable of conducting an interesting religious department. Can give good references. Address A-962, Editor & Publisher.

Reporter, Assistant Business Manager,

23 years old. Six years in newspaper work. Knows every department thoroughly. Educated and intelligent. Can do any assignment. Exceptional nose for news. Desires position as reporter, assistant in business department or understudy to publisher. Reasonable salary. Box A-966, Editor & Publisher.

Sporting Writer.

Position wanted as feature sports writer or reporter on any newspaper throughout the country. I am well qualified to chip on any sporting event, particularly boxing, being a local representative for several European sporting publications. Will gladly consider practically any proposition offered. Address W. V. D., 2157 Belmont Ave., Bronx, New York.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Lease,

with privilege of buying in one year, small daily in good field. Have had experience on both large and small publications and can furnish references as to ability to handle and character, etc. Give full details in first letter. Box A-952, Editor & Publisher.

Would Like to Buy or Lease

the circulation on a paper that has from four to ten thousand subscribers. South preferred. Best references. Write fully what you have. Will come for interview. Box A-950, care Editor & Publisher.

Would Take Charge

of advertising department on commission, with opportunity of buying an interest in paper later. Small daily preferred in city of not over thirty thousand. Best references. Can report on short notice. Box A-951, care Editor & Publisher.

1914, and alleged the defendants conspired with the late Jonas M. Kilmer, father of Willis Sharpe Kilmer, to ruin him by beginning the publication of the Binghamton Press as a competing rival. Beardsley had published several articles in the Herald to which the Kilmers objected as reflecting on them and their business, that of the manufacture of "Swamp Root," and in June, 1901, they brought an action for libel against Beardsley, which was never tried. They threatened to put Beardsley and his paper out of business and incorporated the Binghamton Press Company in January, 1904, which started the Press in April.

The complaint alleged Willis Sharpe Kilmer obtained his employees, newsboys, subscribers and advertisers by special inducements and the municipal printing by

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager,

who can secure results, wanted on suburban paper near New York. A. B. C. 12,000; growing. Must take full charge and keep A. B. C. records. State salary wanted and experience. Advance, Staten Island, New York.

Circulation Manager Wanted

by a newspaper in the Metropolitan District. Must be capable, experienced, honest and well recommended by former employers. High class job for the right man. Address Box A-959, Editor & Publisher.

Circulation Manager Wanted

for morning and evening newspaper in town of 75,000 in eastern Pennsylvania. Leaders in field. Man experienced in all branches of circulation work required. Prompt response necessary, immediate connection. Box A-963, Editor & Publisher.

Circulation Manager Wanted

Evening daily in city of over 50,000, seeks circulation manager full of pep and willing to work to the limit to build circulation. Permanent position in live organization if you make good. Send photo, state salary, experience and references. This is a real opportunity for a worker. Confidential. Address Box A-949, care Editor & Publisher.

Circulation Manager Wanted.

A morning newspaper in the Middle West, with a circulation of about 11,000, seeks circulation man to take full personal charge of all the outside circulation and supervise the city. A steady position is offered. The paper, at the present time, has the most circulation it has ever had and is fully the equal of its evening competitor. This is a real job for a producer and the position is a permanent one. Address A-909, Editor & Publisher.

Editor Wanted

Excellent future for highly qualified man to edit national monthly devoted to citizenship and discussion of political, economic and social questions. Kindly give your experience and qualifications in detail. All applications will be considered strictly confidential. Address Samuel Adams, 621 Albee Bldg., Washington, D. C.

Wanted

Reporter, unmarried, good on features and news. Must be good photographer. Address A-960, Editor & Publisher.

Wanted

High grade mechanical superintendent in first class printing establishment. Must be thoroughly experienced and give the best of references. Exceptional opportunity to man of ability. A-956, Editor & Publisher.

Wanted

First class advertising salesman for well-established Florida magazine, unique in its field, well financed, and with brilliant future. Liberal commissions. Applicant must have previous successful experience and furnish references. Give full details in first letter. Address "Magazine," Box 565, Tampa, Florida.

Wanted

Young man with country newspaper experience, printer-operator preferred, to assume charge, lease or act as partner on old established county seat weekly. Capital not necessary, but man must be a hustler and absolutely honest. No windy crook need apply, as references must be gilt-edged. Apply Heaveridge, Spencer, Indiana.

under bidding with the intent of preventing him from continuing in business. The Herald had a circulation of about 13,000 at the time, had no debts and paid a ten per cent dividend, but by reason of the competition, suspended publication in 1910. After the suspension of the Herald, Kilmer turned over the publication of the Press to Hadsell.

The Appellate Division in upholding the dismissal of the complaint, held that acts of competition were not rendered unlawful by the malicious intent of the defendants to injure the plaintiff in performing them; that the acts complained of interfered with no legal rights of the plaintiff, were not oppressive or unfair and fully justified as an exercise of the lawful right of competition.

Prize Named for Veteran Editor

The \$100 annual prize given to the writer of the ten best editorials appearing in the University of Washington Daily

SOUTHERN DAILY

(Morning and Evening Combined)

Only paper in city of 13,000 population. Wealthy trading territory; 1922 profits over \$28,000. Equipment ample; no replacement needed. Price \$105,000. Reasonable terms.

PALMER, DE WITT & PALMER

Newspaper Properties,

225 Fifth Avenue New York

Pacific Coast Representative:

M. C. Moore, 513 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

IS YOUR SPORTS STAFF

fully manned for the coming season? We can tell you about some good men who are seeking new connections. From boxing to baseball, minor to major league, cub writer to department head—your need is not likely to be outside of our ability to supply. No charge is made to employers for our service.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS

UPBUILDERS OF NEWSPAPERS
BROKAW BLDG-42ND AND BROADWAY
NEW YORK

Wanted.

Will pay 25 cents for a copy of EDITOR & PUBLISHER of January 7, 1922. Box A-970, Editor & Publisher.

will be named in honor of Dan Cloud, veteran Washington publisher, who died January 24, according to a decision announced February 13 by Bert Brintnall and William Horschey, alumni members of Sigma Delta Chi, professional journalism fraternity. Mr. Cloud published newspapers in Washington practically all his life, and was publisher of the Montezano Vidette until shortly before his death. Alumni and associate members of Sigma Delta Chi have donated the prize, which is awarded each spring.

A Big Daily Fiction Feature

26 Weeks Series

J. S. Fletcher

DETECTIVE STORIES

The Red Book Magazine

and

New York World

Feature J. S. Fletcher Stories

Wire for Samples

The McClure Newspaper
Syndicate

373 Fourth Avenue New York City

Another Good
Metropolitan Serial
for Newspapers

THE EVIL SHEPHERD

By

E. PHILLIPS OPPENHEIM

MELODRAMATIC ACTION
MYSTERY LOVE

METROPOLITAN
NEWSPAPER SERVICE

Maximilian Elser, Jr., Gen'l Mgr.

150 NASSAU ST. NEW YORK

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International

Feature Service, Inc.

New York

FIRST IN SCIENTIFIC NEWS

(By Science Service)

Since January 1, Science Service's Daily Science News Bulletin has scored these striking news beats: Cure for dread diabetes obtained from fishes. New process for rejuvenating rubber. Discovery of new vitamin controlling reproduction. First detailed account of sending photographs by radio with radioed photo of inventor. Comet has freak tail unexplained by science. Health record for 1922. First picture of influenza germs. New vaccine for flu tried on human beings. New chemical element, hafnium, discovered. First authoritative account of fog dispersing and rain making experiments. Astronomers deny reported star flare-up. Germans discover chemical fatal to moth. News photographs and art in matrix form now accompany the daily mailings from Washington. Wire stories, when necessary, now supplement this general news report on science. Ask Allied Newspapers, 52 Vanderbilt Ave., New York City, selling agents, for rates and territory still open.

SCIENCE SERVICE
1115 Conn. Ave., Washington, D. C.

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.

WHO is the outstanding figure in your city in any of the old or new lines of craftsmanship? Not the outstanding business house in that line, but the real workman, the artist who puts his whole heart in his work—the top-notch bricklayer, woodworker, printer, blacksmith? There are lots of good human interest stories in this tip, as well as a chance to refute the argument that no workman takes individual pride in real quality any more.—R. M. F.

Who is the first citizen in your city? The Atlanta Constitution recently presented a silver loving cup to Atlanta's first citizen, who settled in that city in 1873.—J. A.

To stimulate interest in their classified section, the Cedar Rapids (Ia.) Gazette put a short story at the top center of the page, telling of want ads in old time Rome. The Romans had to walk to town where the ads were written in chalk or scratched on the walls of public buildings. Why not try this in your paper? Enclose the story in a box and change it every day.—A. R. D.

For your department "Hunches," I would suggest that each year in the cities throughout the country the police departments throw into the rivers the annual collections of pistols, knives and other weapons taken from criminals. Photographs of these just before being thrown into the water, with a resumé of the crimes and sketches of the affairs in which the weapons were involved during the year, would make a feature which could be secured annually.—C. M. L.

Investigation of soldiers' relief payrolls at city halls will reveal many interesting facts if the names of those to whom aid is extended are checked. In one city, an exposé disclosed the fact that many war veterans who were working on good jobs were unlawfully receiving aid, and that in some instances men whose names appeared on fire department and other city payrolls were illegally getting aid. This story can be handled without reflection on the deserving war veterans.—M. T.

At every factory of any size, employees leave without notice and never call for the two, three, four days' pay—perhaps more—that is due them. Find out the percentage of leaving workers who do this at a prominent local industry or industries, the nationalities which do it most and least, the season of the year it is most common, whether highly paid workers or those receiving low wages are most prone to it; in how many instances the worker applies for his balance in later years. Learn what factories are legally required to do with these uncalled for pay envelopes.—J. T. B.

"Here's a new use for the phonograph that can be made into a talked-about local story most anywhere. Any pastor will tell you that he has plenty of trouble finding someone to sing at funeral services 'at the home.' When the expected singer failed to appear at a recent home service' here, the family substituted phonograph music, playing selections that were at once appropriate and loved by the 'departed one.' Struck by the common sense of the plan a prominent minister has endorsed the idea and has expressed the intention of securing a number of high class sacred records appropriate for such services. Besides providing as good, if not better music than the avail-

able talent, the plan gets around the difficulty of securing singers. Get the expressions of your local divines."—R. L. B.

Why not change the slogan of your paper every month or so, or use a new slogan every month or so in addition to your regular one? And why not offer a monthly prize to the person sending in the best slogan that month? This stunt would impress the good qualities of your publication on the folks and would arouse a lot of interest and be a good stunt generally.—F. H. W.

"A Message to You!" reads the head on a double column headed short "editorial" written daily by some different local leader, and appearing on the front page of an Ohio newspaper. The writers are permitted to select their own subjects and some real literary gems, as well as commendable suggestions, have been forthcoming.—B. A. T.

One paper gave a party for the subscribers who have taken the paper regularly since it was started. The party not only furnished a good news story, but a feature story was run each day about one of the members of the party until the series was completed and a story based around each old-timer was used. The veteran subscribers' reminiscences included many of the banner heads of twenty-five and thirty years ago.—D. R.

Who is the youngest grandfather in your city? Who is the youngest grandmother? A contest to determine the identity of these people would arouse a lot of interest and the photos of the grandparents with their grandchildren would add greatly to the interest of the contest.—F. H. W.

A young man who lives up to his boxing ring name of Knockout was found to be the teacher of a class of boys in a Sunday school, not so long ago. Investigation revealed that he was a good teacher, too. The boys all liked him. A little prowling into the hobbies of sportsmen will reveal that many of them do regularly what a good many would never dream of them doing. A series on college professors who teach in Sunday schools may not come amiss.—J. A. W.

Hobbies are always of interest and afford excellent material for a series of daily or Sunday articles. Pick out three or four of the leading men in each profession and business in your city and get a story about their favorite sport. Divide the men into groups, such as preachers, lawyers, merchants, public officials, etc. The stories may be made more attractive by having your artists illustrate them or better still by getting a lay-out of pictures of the different sports of the men interviewed.—J. H. B.

Whenever you save money for a reader, you are making his friendship firmer. Run a series of articles on how various local housewives are effecting economies through purchases of cheaper cuts of meats; making use of odds and ends, etc.—B. A. T.

Get an interview with a piano tuner on the variety of objects which he finds in pianos, such as hairpins, chewing gum, candy, and all sorts of trinkets which fall into the interior of this particular kind of musical instrument.—L. C. P.

America's Greatest BEDTIME STORY

Written
and
Illustrated
by
JOHNNY
GRUELLE



Entitled
"RAGGEDY ANN and
RAGGEDY ANDY"

A Daily Feature
WRITE FOR SAMPLES
to the

UNITED FEATURE
SYNDICATE

World Bldg.

New York

Thomas W.
Briggs
Company
General Offices
Memphis, - Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our

Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's

A new three-a-week sports feature

Training for

TRACK and FIELD

by "Bob" Simpson

Head Track Coach University
of Missouri

THE INTERNATIONAL SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best
Magazine Pages
Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

LIMITLESS OPPORTUNITIES IN

Southern Markets

There is no other region in the world of like area equal to the SOUTH in its possibilities or limitless opportunities for merchandising your product.

The increase in diversified agricultural production, lumber, minerals and manufacturing in the SOUTH has opened a most fertile and profitable market for advertisers of every class.

A survey of the SOUTH shows that the value of farm products increased over 200 per cent from 1910 to 1920. In value of manufactured products the SOUTH produced, in 1880, about one-eighth of the aggregate of the United States, by 1920 it produced one-sixth of the country's total. The value of minerals taken from SOUTHERN mines has grown, in forty years, from almost nothing at all, to practically one-third of the country's mineral values. This same story of progress is true in every line of endeavor throughout the SOUTH.

Never before was there such a time to establish "good will" and buying habit for advertised merchandise. The market of the SOUTH offers vast and increasing opportunities to the American manufacturer.

The SOUTHERN market is ready and anxious to buy those products which are sold under a trade mark, and has the means to pay.

The newspapers will help you if you give them a chance. In the newspapers listed below, you will find a tried and tested class of mediums for covering the vast SOUTHERN market.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA				NORTH CAROLINA			
††Birmingham News.....(E)	69,381	.15	.15	**Greensboro Daily News.....(S)	27,250	.07	.07
††Birmingham News.....(S)	75,581	.15	.15	**Raleigh News and Observer.....(M)	24,593	.06	.06
*Mobile News-Item.....(E)	10,392	.05	.05	**Raleigh News and Observer.....(S)	29,338	.06	.06
**Mobile Register.....(M)	21,264	.07	.07	**Raleigh Times.....(E)	8,275	.04	.03
**Mobile Register.....(S)	32,715	.085	.086	SOUTH CAROLINA			
FLORIDA				FLORIDA			
†Jacksonville Journal.....(E)	18,090	.07	.07	*Columbia State.....(M)	22,097	.06	.06
**Florida Times-Union, Jacksonville (M&S)	36,172	.06(9cS)	.05(9cS)	*Columbia State.....(S)	21,760	.06	.06
*Pensacola News.....(E)	4,795	.03	.03	**Greenville News.....(M)	13,938	.055	.05
*Pensacola News.....(S)	5,291	.03	.03	*Greenwood Index Journal.....(E&S)	4,185	.025	.025
†St. Petersburg Independent.....(E)	4,031	.03	.03	*Spartanburg Journal.....(E)	4,165	.04	.04
GEORGIA				SPARTANBURG HERALD			
**Augusta Chronicle.....(M)	10,661	.045	.045	*Spartanburg Herald.....(M&S)	5,511	.04	.04
**Augusta Chronicle.....(S)	11,075	.045	.045	TENNESSEE			
**Augusta Herald.....(E)	12,277	.05	.05	**Chattanooga News.....(E)	22,514	.06	.06
**Augusta Herald.....(S)	12,121	.05	.05	**Chattanooga Times.....(M)	23,067	.07	.07
*Columbus Ledger.....(E&S)	8,789	.04	.04	**Chattanooga Times.....(S)	23,596	.07	.07
**Macon Telegraph.....(M)	23,017	.06	.06	†Memphis Commercial Appeal.....(M)	84,862	.16	.15
**Macon Telegraph.....(S)	24,395	.06	.06	†Memphis Commercial Appeal.....(S)	111,176	.19	.18
*Savannah Morning News.....(M&S)	20,875	.055	.05	*Nashville Banner.....(E)	41,700	.07	.07
KENTUCKY				NASHVILLE BANNER			
*Lexington Leader.....(E)	16,760	.05	.05	*Nashville Banner.....(S)	42,931	.06	.06
*Lexington Leader.....(S)	16,663	.05	.05	VIRGINIA			
†Louisville Herald.....(M)	44,363	.09	.09	†Bristol Herald Courier.....(M&S)	8,582	.04	.04
†Louisville Herald.....(S)	54,159	.09	.09	†Danville Register and Bee.....(M&E)	12,032	.045	.045
NORTH CAROLINA				NEWPORT NEWS			
†Asheville Times.....(E)	7,785	.04	.04	Newport News Times-Herald.....(E)	9,941	.05	.05
**Asheville Citizen.....(M)	12,693	.045	.045	Newport News Daily Press.....(S&M)	6,951	.05	.05
**Asheville Citizen.....(S)	11,665	.045	.045	*Roanoke Times & World-News.....(M&E)	21,429	.07	.06
**Durham Herald.....(M)	7,083	.04	.04	*Roanoke Times.....(S)	14,560	.07	.06
**Greensboro Daily News.....(M)	19,287	.05	.05	Government Statement, April 1, 1922. *A. B. C. Publishers' Statement, April 1, 1922. **A. B. C. Publishers' Statement, Oct. 1, 1922. †Includes Bristol, Tenn. †Government Statement, October 1, 1922. ††Government Statement, December, 1922.			

R&P

*Advertising
Is
Constantly
Becoming
a More
Exact
Science*

R&P

A FEW years ago the advertiser bought his space in accordance with the ability of the salesman. He had no exact measure of circulation in most cases and there was no such thing as a definite fixed rate on sound basis of costs.

The coming of the Audit Bureau of Circulations, with its thousand members and annual audits, has reduced the factor of circulation to the same dependability of a Federal bank examination. There are still some few who doubt the accuracy of A. B. C. audits, just as some still believe the earth is flat, but even these doubting ones are willing to concede that conditions are much better than before the existence of the A. B. C.

The matter of fixed rates for definite service is gradually adjusting itself by insistence on the part of most advertisers on a clause in their contracts that no one else shall have a lower rate for a like service.

Through reports of the Audit Bureau of Circulations we know not only the exact circulation a medium has, but where it is sold, whether circulation has been produced through schemes, and the price paid by newsdealers and subscribers. The advertiser can thus buy circulation for definite cover of desired territory, and with access to abundance of industrial and commercial data he can aim his advertising guns directly at those most likely to buy his wares.

To one with over forty years' experience in the newspaper industry this wonderful progress in the science of advertising is conclusive proof that civilization advances and that those who follow us will reap substantial harvests from our efforts toward improvement.

JASON ROGERS
Publisher The New York Globe

New York, March 17, 1923

