



EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, JULY 7, 1923

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

10c Per Copy

Tell It to SWEENEY

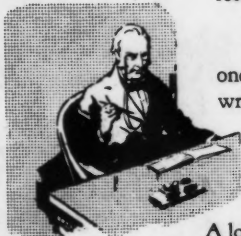
{The Stuyvesants will hear!}

BECAUSE we have been advising advertisers to "Tell It to Sweeney" in The News, urging them to appreciate and use the market available in New York through our mass circulation of more than 600,000 copies, the impression has become current in some circles that none but Sweeneys—average, everyday folks—read The News, that we have no Stuyvesants, or class circulation.

Of course we have. A paper with so much circulation per day can't be kept out of the hands of some millionaires and society leaders. They are human, just like the Sweeneys—and they like The News for the same reasons.

For instance

The Chairman of the Board of one of the largest banks in the world wrote us recently asking us to stitch our tabloid paper so it could be handled more easily in the draughty subway cars where he read it mornings.



A local shoe shop ran a small exclusive test advertisement in The News. The wife of one of the largest automobile manufacturers in the country saw the advertisement, came in, and made purchases amounting to seventy dollars.

Last year the engagement of the daughter of a merchant prince of New York was reported while the young lady was at Palm Beach. The Sunday News ran her picture and the report exclusively. Two weeks later, her father (who questioned the suitability of The News for the advertising of his merchandise) requested that a denial be printed, as his daughter had been much

embarrassed by congratulations from her friends who read the story

Furthermore, you'd be surprised how many of the wives of men who think The News is read by very common people try to get their social items into our limited columns.

SO WE DO have our share of class readers! But there aren't enough bank presidents, wives of millionaires, girls who winter at Palm Beach or society women to keep our circulation—or your business—alive



And there are sufficient Sweeneys—the ordinary people who live, raise families, earn money and spend it, read advertisements and respond to them—to give us the largest morning circulation in America, and to give you a lot of business if you advertise to this circulation.

Don't have any false notions about the limitations of the Sweeneys as customers, or The News as a medium. The Sweeneys buy everything; and The News sells anything that can be sold by advertising. The Sweeneys represent 95% plus of the population of New York. The News reaches more than a third of all the people in New York City who buy a morning newspaper. Ask us for the facts.

When are you going to start to Sell It to Sweeney in The News?

The Sweeney series has been reproduced in individual folders. Write for the full set.

THE NEWS
New York's Picture Newspaper

25 Park Place, New York
Tribune Bldg., Chicago

NEW YORK STATE AND HER DAILY NEWSPAPERS

The combined circulation of all the daily newspapers published in the state of New York is.....	5,331,889
The combined circulation of the daily newspapers in this list is	2,279,552
The combined circulation of all the morning newspapers published in the state of New York is.....	2,432,286
The combined circulation of the morning newspapers in this list is	1,082,131
The combined circulation of all the evening newspapers published in the state of New York is.....	2,899,603
The combined circulation of the evening newspapers in this list	1,197,421
The combined circulation of all the Sunday newspapers in the state of New York is	4,270,869
The combined circulation of the Sunday newspapers in this list is	1,808,742

The newspapers listed here co-operate one with another in boosting the State of New York as the greatest market on earth.

They co-operate with the powers that be in their respective communities in making their home towns the best place on earth in which to live.

They co-operate with their local merchants in keeping their business in their home towns as much as possible.

They co-operate with National Manufacturers in popularizing trade marked goods.

Every manufacturer, every national advertiser, has this co-operation available, and at a rate so very low per line that it is almost beyond belief.

A combined circulation—morning.....	1,082,131
At a combined agate line rate of.....	\$2.262
A combined circulation—evening.....	1,197,421
At a combined agate line rate of.....	\$3.095
A combined circulation—Sunday.....	1,808,742
At a combined agate line rate of.....	\$2.805

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press.....(M)	81,585	.09	.09	*The New York Herald.....(M)	175,403	.49	.45
Albany Knickerbocker Press.....(S)	49,175	.11	.11	*The New York Herald.....(S)	188,814	.49	.45
†Auburn Citizen.....(E)	6,816	.04	.085	The Sun and The Globe, New York.....(E)	180,379	.55	.48
*Brooklyn Daily Eagle.....(E)	68,679	.20	.20	*New York Times.....(M)	841,174	.65	.697
*Brooklyn Daily Eagle.....(S)	76,687	.20	.20	*New York Times.....(S)	844,820	.75	.788
*Buffalo Courier and Enquirer.....(M&E)	82,869	.18	.18	*New York Tribune.....(M)	180,842	.40	.36
*Buffalo Courier.....(S)	120,788	.25	.22	*New York Tribune.....(S)	186,288	.40	.36
†Buffalo Evening News.....(E)	114,408	.21	.21	†New York World.....(M)	355,553	.595	.58
*Buffalo Evening Times.....(E)	84,528	.18	.18	†New York World.....(S)	591,619	.595	.58
*Buffalo Sunday Times.....(S)	102,809	.18	.18	†New York World.....(E)	277,570	.595	.58
*Corning Evening Leader.....(E)	7,383	.04	.04	†Niagara Falls Gazette.....(E)	15,572	.05	.05
†Elmira Star-Gazette.....(E)	24,708	.09	.07	*Olean Times.....(E)	6,857	.03	.03
*Geneva Daily Times.....(E)	5,780	.04	.04	†Poughkeepsie Star and Enterprise.....(E)	11,748	.05	.05
Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union.....(E)	68,181	.20	.13
†Gloversville Leader Republican.....(E)	6,736	.03	.03	Saratoga Springs Saratogian.....(E)	7,981	.04	.04
†Gloversville Morning Herald.....(M)	5,605	.035	.035	*Staten Island Daily Advance.....(E)	18,049	.05	.05
*Ithaca Journal-News.....(E)	7,455	.04	.04	Syracuse Journal.....(E)	45,014	.12	.13
*Jamestown Morning Post.....(M)	9,743	.05	.05	*Troy Record.....(M&E)	32,693	.05	.06
*Middlestown Times-Press.....(E)	6,298	.03	.03				
*Mount Vernon Daily Argus.....(E)	8,590	.04	.04				
*Newburgh Daily News.....(E)	10,833	.05	.05				
*New York Evening Mail.....(E)	144,135	.42	.40				

* A. B. C. Statement, April 1, 1922.
† Government Statement, April 1, 1923.

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

The PRESS

is Cleveland's Leading Contact between

ANY-class Advertising
and
EVERY-class Home

and has been such
for 45 years

The Press

First in Cleveland

A Scripps-Howard Newspaper

CHICAGO
CLEVELAND
CINCINNATI

National Representatives
ALLIED NEWSPAPERS, Inc.,
52 Vanderbilt Ave., New York

ST LOUIS
ATLANTA
SAN FRANCISCO

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

"Yes, business is good in
Philadelphia"

Philadelphia's 16,000 manufacturing plants and 55,000 business places are all going full tilt, and every day The Bulletin is carrying more and more Help Wanted advertisements.

All selling records were broken by Philadelphia's Department and Dry Goods stores, according to the last report of the National Retail Dry Goods Association, and retailers in all lines in Philadelphia are doing fine business.

Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



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

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

NEW YORK
 814 Park-Lexington Bldg.
 After August 1, 1923

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

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

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

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

PARIS
 Ray A. Washburn
 5 rue Lamartine (9)



EDITOR & PUBLISHER



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FROM FIRST LADY TO HURLY-BURLY OF BUSINESS

Declaring That Every Unmarried Woman Should Earn Own Living, Margaret Wilson, Daughter of Former President and Once Ruler of White House, Enters Advertising World

By ROSALIE ARMISTEAD HIGGINS

FROM acting "First Lady of the Land" to the field of the advertising agency is a wide jump, but a jump upward, not downward, if the bright smile on the face of Miss Margaret Wilson, daughter of the former President, is indicative of anything. It will be remembered that after the death of the former President's first wife Miss Wilson assumed the social reins of the White House and was hostess there, filling that important post most excellently. Today, Margaret Wilson is in the business world, for on July 1 she became associated with the Biow Company, Inc., a national advertising agency, located at 116 West 32d street, New York.

I found Miss Wilson busily engaged at work, sitting behind a large mahogany, glass-topped desk. She smiled a gracious welcome and grasped my hand in cordial friendliness, as she bade me be seated. Entering with me was a photographer, who had been waiting some time to photograph the newest addition to the advertising world. Miss Wilson made an apology for keeping me waiting, but I was not sorry as it gave me a good opportunity to observe her and to take in the details of her costume. She wore a becoming gown, of brown Roshanara crepe, artistically embroidered in silk in self tones, and shoes and hose of champagne color, which toned in attractively with the darker shade of her costume. With her sparkling blue eyes, golden hair and fair coloring, one on first sight rather imagines Miss Wilson in blue, but it could not have been more becoming than the costume that she wore on the day when I met her.

I had always heard that Miss Wilson bore a striking resemblance to her distinguished father, and it is true. Occupying a prominent place on the wall just at the side of her desk was a picture of President Wilson, and she certainly looks very much like him.

The photographer silently moved his camera hither and thither, and took a pose this way and that and finally departed. And now to find out why Miss Wilson decided to become an advertising woman.

"Yes, this is my first job in the business world," Miss Wilson said in reply to my question, "though being in the White House when my father was President was a job in itself, more than people realize, with one appointment after another, all day long, and I really think the experience which I gained there will be of great help to me in the advertising field. But you are right—this is the first time I have come down to an office every day, and I am delighted with the prospect of a busy work-a-day life.

"Why have I taken up a business career?" Miss Wilson continued. "Because I think it is the duty of every unmarried woman to be self-supporting. It is her duty to herself. She can be more self-respecting if she is self-supporting. I think an unmarried woman who does not work is after all a parasite, and I do not see how she can be contented with the emptiness of life. It is a great thing to feel that you have a part, even if it is a small part, in producing something, in feeling that you are giving something to

the world, and not just taking. For several years I have wanted to enter the world of business and I thought of several different lines. First, the selling of bonds came to me, but it seemed that it was not just what I wanted. During all of this time I was deeply interested in advertising and I made it my business to read many advertisements.

"I had several friends who were engaged in advertising, and I talked with them and I became so interested that I helped one of them write copy. The more I considered the matter, the more firmly convinced I became that of all professions open to women advertising offered a greater field than any of the others, and then, too, it is a business with so many different angles.

"With large scale production the keynote of American business, and this dependent upon universal demand, advertising has become an integral part of industry. So I have chosen it, firm in the conviction that it is exactly the thing I want, and I shall work hard to make good."

"How did you select the agency with which you wished to become associated?" I asked Miss Wilson, thinking perhaps that she had a friend in the Biow Company. I was mistaken, and her reply told me that if she used the same, practical common sense in all of her dealing in the business world, that she did in selecting her agency, that success would indeed be hers.

"I wanted to be sure that I would select the right agency," Miss Wilson said, "so I had some of my friends who are in advertising work look up several agencies, their methods of doing business, and many other things about them. The

Biow agency appealed to me from the beginning because of its absolutely straight business methods, and when I talked with the president, Milton Biow, I found him a man of such broad vision that I decided that the Biow Company was the place I wanted to work. And, here I am," she continued with a merry laugh and a flash of her keen blue eyes, "and I'm very happy.

"My father is deeply in sympathy with my work, and when I was down there on a short visit in May we had a long talk about it. I do not know just when I can get away, but when I can make an opportunity I shall go down to Washington and see him, for he is eager to hear all about it.

"The greater part of my time will be spent in selling the services of the Biow Company, and I shall also act as a member of the consulting board of the company. While I have not been in the business world before, I have had wide and varied dealings with people through my interest and work in civic affairs, and I think that experience will be very helpful to me.

I have already secured one prospective client, and while a deal is never assured until the name is on the dotted line, I believe this one is going through, and it is a good one, and I am greatly pleased. However, I am not looking out just for spectacular deals; I simply want to make good day by day. I have not abandoned my interest in music. I love to sing too much to give it up, nor have I relinquished my interest in civic affairs, but those interests are now only avocations.

"My real career from now on is going to be in the business world right here in

New York, and what city is there so inspiring? This going into business is not a plaything or a hobby, but a big thing to me, and I hope to be a real business woman in every sense of the word."

"While we are discussing women in business, what do you think of married women continuing their business life?" I asked Miss Wilson.

"Well, of course," Miss Wilson answered, "I do not think that is a question about which you can make a sweeping statement, as individual cases are different, but I do feel that there are many things more important than making money and married women have the opportunity and the privilege of doing those things.

"Of course, the married woman should be equipped for self-support in emergencies, and that is another one of the reasons why I think a woman should be self-supporting before her marriage. Afterwards, if misfortune comes and she is again forced to work, she has something which no one can take from her, something by which she can earn a regular livelihood.

"Working does not take away the home-making instinct from a woman if she ever had it," Miss Wilson said, "and I know that is true because of the love I have for my own little apartment on West Fourth street. I have one floor of an old-fashioned house, and it is cozily furnished, and I have my friends there, and there is actually nothing I enjoy more.

"The nicest part of the whole apartment is the kitchen, for I just love to cook, and really I am a very good cook, if I may be permitted to sing my own praise in that direction. There is only one thing nicer, and that is a little country place out a few miles from New York, in easy commuting distance. This is something I am hoping to have some day, and if I am a success as an advertising woman I may attain it."

After I finished my chat with Miss Wilson, I sought out Mr. Biow, president of the company, and asked him about Miss Wilson's entry into the Biow Company.

"The limelight belongs to Miss Wilson," he modestly declared, "and I have little to say except that we are very proud and happy to have her with us, and after all, our action in taking Miss Wilson with us is the strongest possible proof of the way we feel about it."

During the war, it will be remembered that Miss Wilson made a tour of the Middle West and South for the Red Cross and later another trip for general war relief work. She also sang in many "Y" huts in cantonments throughout the country and the soldiers grew to love the President's daughter, not only for her lovely voice but for her democracy. In 1919 Miss Wilson entertained members of the American Expeditionary Force in Belgium and France, singing at many times and billet towns.

Since the war she has spent most of her time in New York. She will continue her work in the evenings in the interest of community centers and community councils.



"... of all the professions open to women, advertising offered a greater field than any of the others."
—Margaret Wilson.

"THE CANADIAN PRESS" SEES BREAKERS IN WITHDRAWAL OF SUBSIDIES

General Manager Livesay Comments on Action of Dominion Parliament in Statement to Editor & Publisher—Challenges Opponents to Prove Monopoly

(Special to EDITOR & PUBLISHER)

TORONTO, ONT., JULY 3.—Commenting upon the action of the Dominion House of Commons in passing for the current financial year, but for this year only, the annual grants of \$58,000 to the Canadian Press, J. F. B. Livesay, general manager, gave the following statement today to EDITOR & PUBLISHER:

"The Canadian Press has of course no quarrel with Parliament on its decision to withdraw the two grants in question, but one feels a little sorry that the debate came up at 5:30 in the morning last Saturday after an all-night sitting when the House of Commons was working feverishly winding up the business of the session to enable Parliament to rise before Dominion Day, our national holiday. One would have welcomed a full and unhurried debate when one feels sure many members of the House would have been found willing and anxious to testify to the value of the national work performed by the Canadian Press in linking up in a news sense Canada from coast to coast.

"The Hansard report of this debate is not yet to hand but the report Canadian Press carried is of course fair and comprehensive. The two chief critics were Mr. Cahill and Mr. Healy, Liberal Members for Pontiac and North Essex, respectively. Mr. Cahill said that the grants were "indisputably blackmail" and that the subsidy had been given in 1917 by the Union Government for the purpose of propaganda against the Liberal party and the people of Quebec. These are of course serious charges, and, if EDITOR & PUBLISHER is good enough to afford the space, some brief reply is in order.

"The charge of blackmail is absurd on the face of it. The daily press of Canada, representing an investment running into many millions, is not to be bought by \$50,000 a year voted in aid of its mutual and co-operative news gathering and distributing association, which is precisely what the Canadian Press is. In reply to Mr. Cahill, the Minister of Finance, Rt. Hon. Mr. Fielding, himself a former daily newspaper publisher, to quote our news report, explained that the vote for the cable service was of long standing and he believed that it had served a good purpose. The other vote, he understood, was to bridge the sparsely settled region between East and West and the object was a good one. It was not blackmail. It helped the smaller papers to exchange news.

"Who made the demand for the subsidy?" asked Mr. Cahill.

"Nobody has made any demand," replied Mr. Fielding.

"Since it was first made in 1917 the Canadian Press has not applied for a renewal of this grant and would not in any event have applied for it. But last winter the Prime Minister, Rt. Hon. Mackenzie King, intimated that its renewal being then under consideration the Government would like to have some information from Canadian Press as to the object and use of this grant. Accordingly he was furnished with a memorandum, in connection with which it should be noted that since that date Canadian Press, Ltd., has been re-incorporated under the name, 'The Canadian Press,' dropping the word 'Limited.'" The memorandum follows:

A.—\$50,000 grant for Canadian Press leased wires.

1.—Canadian Press, Ltd. is the co-operative non-profit making association of all the daily newspapers of Canada. It was incorporated in 1911 purely as a holding company for the Canadian rights of the Associated Press of New York, then, as now, the basic foreign news service of Canadian daily newspapers. Up to that time news services in Canada were in the hands of the two commercial telegraph companies.

2.—At the outset of its existence under contract with the Associated Press, all foreign news was brought in as follows: For

the Maritime Provinces from Maine; for Ontario and Quebec from New York; for the Prairie provinces from St. Paul; and for British Columbia from Seattle. This bulk service was supplemented by a small interchange of Canadian news between these territorial sections.

3.—Prior to the war, the Western section leased a night wire between Ottawa and Winnipeg with the object of getting more news from eastern Canada, particularly parliamentary reports, and of getting a better foreign service from the Associated Press at New York than was available at St. Paul. British Columbia morning papers leased a night wire from Calgary to Vancouver, thus carrying through the service. These Canadian transcontinental wires could not be duplicated by day because of the prohibitive cost of day leased wires, and evening papers of the Prairie and Coast still got their news direct from the United States.

4.—Under heavy costs brought about by the war, it became a question whether western members could even maintain their night wire from Ottawa. At their suggestion a general meeting of Canadian Press members was held at Ottawa in January, 1917, when the western section asked support of eastern members in a request to the Dominion Government that it place at the disposal of the Canadian Press free of cost leased wire mileage between Ottawa and Winnipeg and Calgary and Vancouver.

5.—A delegation subsequently waited upon the Prime Minister and after pointing out the national benefits to be derived from an all-Canadian news service, asked that this be done. The Government suggested that the similar disability of the Maritime newspapers be taken into consideration at the same time, and offered to defray the cost of bridging the three natural and unproductive gaps, Montreal-St. John, Ottawa-Winnipeg, and Calgary-Vancouver, with the result that an annual grant of \$50,000—the actual cost of the lease of this wire mileage—was made for this specific purpose.

6.—The object of the grant and the effect of its withdrawal has been recently summed up by J. W. Dafoe of the Manitoba Free Press as follows:

"The grant is, of course, a subsidy, but not a subsidy in the sense that it is a gift from the treasury to meet an outlay which otherwise the papers would have to meet themselves. It is a grant by the Government to enable the newspapers to do a national service which otherwise they could not perform. The Canadian Press, in the event of the withdrawal of the subsidy, could—and probably would be obliged to—fall back upon the pre-subsidy arrangements. We should then have the British Columbia newspapers getting their news service by leased wire from Seattle; the prairie provinces going to Minneapolis; Ontario and Quebec to New York; and the Maritime provinces to Portland, Me. Canadian inter-provincial news would be transmitted over the commercial wires at commercial rates; it would amount, perhaps, to 20 per cent of the volume now carried. We should revert to the old argument of getting American news by leased wire and Canadian news by a word rate.

"This was a state of affairs which a former government thought highly detrimental to the national interests; and they agreed to make a grant sufficient to pay the mileage rates from the leased wires over the three 'gaps' which divide Canada into four newspaper districts—between the Maritime provinces and Quebec, between the East and Winnipeg, and between Calgary and Vancouver.

"I should say that no money ever expended for the purpose of furthering national interests has had such beneficial results. Thanks to the national leased wire which operates over the whole of Canada, night and day, the Canadians in the various provinces are really beginning to know something about one another; and it would be a very serious matter for Canada if some one were to take an ax and chop our national system of news distribution into its four original sections."

7.—By aid of these transcontinental wires there is now a free interchange of news from coast to coast, news services of Canadian Press being both comprehensive and impartial. During the last Dominion elections, its staff correspondents accompanied political leaders with the result that for the first time an accurate and non-partisan review of the campaign was placed at disposal of every Canadian paper. It collected with speed and accuracy the actual election returns. It covers with its trained correspondents every

form of national activity, including absolutely impartial reports of the proceedings of the Dominion Parliament and Provincial Assemblies. Its most recent development has been the supply over leased wire of a service in the French language to the French evening newspapers in the Province of Quebec.

8.—Its growth has been accompanied by increased expenditures and during the current year, its budget, inclusive of the \$50,000 Government grant, will approximate half a million dollars. Loss of such grant will bear most heavily on the smaller papers of the Maritime provinces and the West, with the result that Canadian Press limited as now constituted must disintegrate. This, it is submitted, will not be a loss so much to Canadian newspapers as to the public of Canada.

B.—\$8,000 Grant for Cable Service.

1.—This grant was made originally to the Canadian Associated Press, with the provision that the latter must spend an equal amount to earn it. With formation of a national association in 1917, Canadian Press took over this service, which was confined to cable from London bearing directly on Canadian domestic affairs, and operated it, receiving the grant direct from the Government.

2.—In order to meet the charge that the foreign service supplied by the Associated Press was American in character, Canadian Press, aided by this grant, and in collaboration with Reuters, is building up a comprehensive cable service from London of British and foreign news. Thus, during the recent British election campaign Canadian Press carried verbatim speeches of some of the political leaders and furnished full and detailed election returns.

3.—During the current year Canadian Press is spending \$22,000 on this cable service in addition to the Government grant. It is a service of increasing usefulness for the people of Canada.

All of which is respectfully submitted.

E. Norman Smith, President.
J. F. B. Livesay, General Manager.

"In a word, this grant in aid was given not for propaganda but to enable the free exchange of general and domestic news, unbiased and non-partisan, throughout the Dominion.

"Mr. Healy charges a monopoly. In a sense Canadian Press under present conditions is a natural monopoly because with the great distance and limited number of daily newspapers—about one hundred—conditions confronting a news agency in Canada ambitious of serving all sections of the country are very different than those encountered, for instance, by the Associated Press, whose leased wire mileage per member is probably not one-quarter that borne by each Canadian Press member so served, and this without taking into account the 2,424 miles of day and night wire covering the "gaps" now defrayed by the grant of Parliament.

"But where is the monopoly in Mr. Healy's sense? Where are the signs of it? Where are the daily newspapers arbitrarily shut out from the Canadian Press fold? There are none. So far as the writer is aware there are in Canada only four small daily papers, at Fredericton, N. B.; Quebec, P. Q.; Belleville, Ont.; and New Westminster, B. C., not members of Canadian Press. Two of these were members but dropped out on account of financial inability to meet the cost, and the other two have been invited repeatedly to join but have refused on the ground of what they regard as the excessive cost, but cost nevertheless that affords no profit of any kind to the association. Never in the history of Canadian Press has a membership been refused to a daily newspaper publisher who has demonstrated his ability to enter with any indication of permanence a particular field. Mr. Healy himself, as former owner of the Windsor (Ont.) Telegram, is a conspicuous example of this. He applied for membership before he had started publication and was told to come again. He did this and after three months was granted a membership. Within a fortnight he sold out his paper, whose value lay no doubt to some considerable extent in its newly-acquired Canadian Press membership, to the existing Canadian Press member in Windsor.

"Mr. Healy refers to the refusal of a membership to the projected organ of the Liberal party at Ottawa, a city of 100,000 at present served by two English morning papers and two English and one French evening paper. The promoters

did not disguise the fact that they intended to secure Canadian Press membership as a preliminary to proceeding with the project. The resolution, adopted by the board of directors unanimously with one exception, declining the application, speaks for itself and is as follows:

"Whereas an application for evening paper membership in the City of Ottawa has been received from Mr. Andrew Haydon acting on behalf of the Liberal party;

"And whereas the five existing newspaper members of the Canadian Press, published in the city of Ottawa have protested against the granting of said membership in accordance with the right of protest conferred upon them by the by-laws and Mr. Haydon has been heard in support of the application;

"And whereas Mr. Haydon has not in the opinion of this board satisfied the burden of proof which rests upon the applicant or reduced reasons which indicate that the proposed establishment of a sixth newspaper in Ottawa is required in the interests of the citizens of that constituency or is a commercially feasible proposition;

"And whereas this board is not satisfied that the application has been brought within the provisions of the by-laws and particularly Article IV, Section 7, thereof as follows:

Business Conditions and Public Service to Govern New Franchises: The privileges of membership in the Canadian Press Limited shall be open to the widest extent compatible with sound business and the public service; new applications shall be considered by the board of directors primarily in the light of conditions established by the history of newspaper publications in the district, with a view of deciding the feasibility of commercially profitable operation; and such applications shall not be granted except under conditions which, in the opinion of the board of directors, are essential to commercial success, and lacking which, no real, adequate, permanent and satisfactory service can be rendered the public.

"Therefore he it resolved that the protest of the Ottawa members of the Canadian Press Limited be sustained and the application of Mr. Andrew Haydon on behalf of the Liberal Party for an evening paper membership in Ottawa be not granted.

"In passing this resolution the board desires to record the opinion that the recognized political parties in the Dominion are receiving from the existing daily press a fair presentation of their views and activities as demonstrated by the complete and impartial reports of addresses of the various political leaders in the last Dominion campaign furnished by the Canadian Press to all of its members."

"Mr. Healy sees danger in the number of memberships held in a single proprietorship. But his figures are incorrect. The Southern interests publish six daily newspapers in Canada (two in Ottawa; one each in Hamilton, Winnipeg, Calgary and Edmonton). The next biggest holding is three, by W. J. Taylor, at Woodstock, Stratford and Chatham, a natural group in Western Ontario. There is indeed a marked tendency—especially in Western Ontario—towards amalgamation in smaller cities of two weak evening papers into one strong one. Whether or not this is a good thing is a matter of opinion, but such mergers of Canadian Press members generally result in the supersession of pony services by the leased wire service, thus undoubtedly rendering better news service to the community concerned.

"In conclusion, while the issue must be decided by our Board and Members, one may venture to hazard that few Canadian daily newspaper publishers would revert willingly to the chaotic and sectional conditions governing their basic news service prior to 1917."

Libel Suit Defeated

The Nampa (Ida.) Leader-Herald, owned by Ned and Harold Jenness, was declared victor June 22 in the action brought against it by H. H. Keim, ex-Mayor of Nampa, for \$25,000 damages, the alleged injury to his business and reputation having been caused by the publication of certain articles in the Leader-Herald. The jury returned an unqualified verdict for the defendant.

Iowa Publisher Missing

A state-wide search is in progress for Archer W. Brant, prominent Iowa City publisher, brother of Irving Brant, editorial page editor of the St. Louis Star, who has been missing more than a week. Archer W. Brant was formerly editor of the Iowa City Republican.

JOHN F. REDMOND, MANAGING EDITOR OF EDITOR & PUBLISHER, DEAD

Infected With Rare Malady This Spring While Nursing Dying Brother, He Continued on Duty Until a Month Ago—Had Been Active in Newspaper Offices for 20 Years

JOHN FRANCIS REDMOND, managing editor of EDITOR & PUBLISHER, died July 2 at St. Vincent's Hospital, New York City, after an illness which had kept him from his desk for the previous month. His illness, diagnosed last week as sarcoma of the lymphatic glands, is believed to have developed from a throat infection Mr. Redmond contracted while caring for his brother during the latter's fatal illness in March. Mr. Redmond was 34 years old and had been associated with the newspaper profession since his fourteenth year. He is survived by his widow, Alice Guilfooy Redmond; two daughters, Alice, aged three, and Ann, aged nine months; his mother, Catherine Morrissey Redmond, and his sister, Mary.

Born in New York on Christmas Day, 1888, Mr. Redmond was a high school student when the death of his father twenty years ago made it necessary that he earn his living. He continued his high school course to its conclusion at night, and, shortly after his father's passing, he joined the staff of The Fourth Estate as an office boy. His industry and ability to master details resulted in his rapid advancement, and, after experience in all other departments of the office, he became a member of the news staff. In this work he continued to display the capacity that had marked his efforts in other lines and he assumed a growing share of the editorial responsibility, until, a vacancy occurring at the head of the staff, he was made managing editor in 1914.

That post included a host of duties which managing editors of organizations larger than the newspaper trade journals of a few years ago usually turn over to other departments or to subordinates, but their pressure did not disturb the young executive. During those years he was known throughout the city in amateur athletic circles as a long distance walker and runner, able and ready to take on any contest from the quarter-mile run or the mile walk to the modified marathon race that the New York Evening Mail staged annually a decade or more ago. In the latter he twice finished well in the first score of the thousand or more contestants. He was also an expert swimmer, and in recent years an enthusiastic motorist and an occasional visitor to the golf links.

And, while he was keeping the office routine moving and taking his recreation, he was also building an army of friends among newspaper executives throughout the country, especially since 1918, when he joined EDITOR & PUBLISHER.

Mr. Redmond's first association with this publication, as news editor, was early in the war year and was interrupted after a few weeks when he joined the U. S. naval forces. His request for assignment at sea availed him nothing when his commander learned that he had been a newspaper man and he was detailed as a yeoman to the task of censoring cables at New York, duty which continued for several months after the armistice had been signed.

He returned to EDITOR & PUBLISHER in the spring of 1919 and on July 1 of that year he was appointed managing editor, a post which he filled until his death. Early this year he was called to Kansas City by a message that his brother had been stricken with pneumonia and was near death. He stayed at the sick man's bedside night and day for almost a month, and during his vigil his throat became infected with what he and the local physicians believed to be tonsillitis.

His brother died in April and his funeral was followed by the publishers' conventions in New York and the succession of news events of the past three months which put an unusual pressure upon all members of EDITOR & PUBLISHER staff. Mr. Redmond refused a leave of absence, although his throat continued to trouble him, and worried along with the

casual medical attention that the affliction seemed to warrant, until June 1. Symptoms that the throat trouble was more serious than had at first appeared then became noticeable, but Mr. Redmond proceeded with his plan to report the convention of the Associated Advertising Clubs at Atlantic City and went there a few days beforehand. His return was forced on June 2 by suffering that was becoming intense, and his physicians determined on an operation to remove his tonsil, which was performed the following week.

The immediate improvement that was expected did not manifest itself, and, although Mr. Redmond came to the office on June 9 to attend a meeting of the company's board of directors, of which he was a member, he was unable to resume his duties. Ten days later he was removed from his home to the hospital, where his condition baffled a number of the country's leading specialists in various ailments until last week. Then a second operation disclosed that his malady was incurable and that the end was probably a matter of only a short time. It came early Monday morning, peacefully and without suffering, his last hours comforted by the rites of the Roman Catholic Church and the presence of his family.

Requiem Mass was celebrated for him Wednesday at the Church of Our Lady of Esperanza, near his home on Washington Heights, and interment was at Calvary Cemetery in Queens. It was attended by his colleagues on EDITOR & PUBLISHER staff, members of the Newspaper and Advertising Clubs, of Mar-

quette Council of the Knights of Columbus, of the Society of the Friendly Sons of St. Patrick, and of the S. Rankin Drew Post of the American Legion.

A special meeting of the directors of the EDITOR & PUBLISHER Company, held July 3, passed the following resolution: "The Board of Directors of the EDITOR & PUBLISHER Company assembled in special meeting in the offices of the corporation at noon July 3, 1923, resolved that:

"WHEREAS the EDITOR & PUBLISHER COMPANY has lost a valued, faithful, and conscientious worker; and

"WHEREAS the owner and workers of EDITOR & PUBLISHER have lost a loyal, helpful and trusting friend; and

"WHEREAS, American journalism has lost a member of clean mind, high ideals, and concentration to the advancement of truth and honesty; be it hereby

"RESOLVED that from the depth of our hearts we extend to Mrs. Alice Guilfooy Redmond and Mrs. Catherine Morrissey Redmond our sincere sympathy; and be it

"FURTHER RESOLVED that this resolution be spread on the minutes of the EDITOR & PUBLISHER COMPANY and copies of it be sent to the loving wife and mother in condolence of their greater loss; and

"That this meeting adjourn out of respect and love for our departed co-worker, John Francis Redmond.

"Signed
 "FENTON DOWLING,
 "J. B. KEENEY,
 "BEN MELLON,
 "ARTHUR T. ROBB, JR.,

"JAMES WRIGHT BROWN, president of the EDITOR & PUBLISHER COMPANY, who is in Europe, absent and not voting."

OTHER FRIENDS PAY TRIBUTE TO MEMORY

JAMES WRIGHT BROWN:
 "Please convey my heartfelt condolences to John Redmond's family in

their loss. I am deeply moved at the loss of a long time associate, loyal, able and devoted friend."

LOUIS WILEY, Business Manager, New York Times:

"I learn with sorrow of the passing of Mr. John F. Redmond and offer you my sincere condolence. The newspaper profession, in common with yourself, has sustained a severe loss by the demise of a thoroughly equipped, upright and fearless writer and editor. He had the goodwill and admiration of those who came within the sphere of his influence and we are all the poorer by his untimely death."

COLLIN ARMSTRONG, chairman Committee on Newspapers, American Association of Advertising Agencies:

"I have just learned with very deep regret of the death of Mr. Redmond, and I wish to assure you and your associates of my great appreciation of Mr. Redmond's ability. I have sympathy for you all in the loss of so valued an associate."

J. L. STURTEVANT, publisher Wausau (Wis.) Daily Record-Herald:

"Have just heard of Redmond's untimely death. Though I never had the good fortune to know him intimately, I have a sense of a personal loss. He was always interesting, cordial and courteous. I shall miss him whenever I go to New York. His work on the EDITOR & PUBLISHER showed him to be a brilliant newspaper man. You have my sincere sympathy."

JAMES MELVIN LEE, director Department of Journalism, New York University:

"The newspapers this morning contained an item especially sad to both of us who knew him so well. At this time I am reminded of the words spoken by Halleck of his friend, Joseph Rodman Drake:

'None knew him but to love him
 Or named him but to praise.'

These words may be found upon the stone which marks the almost forgotten grave of Drake, in the little cemetery up in the Bronx. They are equally true of John Francis Redmond."

W. C. JOHNSON, secretary-treasurer Southern Newspaper Publishers Association:

"Please convey to the family of John F. Redmond the heartfelt sympathies of the members of the Southern Newspaper Publishers Association in this hour of bereavement. Many of our members enjoyed close personal acquaintance with Mr. Redmond as a result of his attendance at the annual conventions. His death is keenly felt and we will miss him at future conventions."

U. S. TAX ON BILLBOARDS

Senator Curtis Plans Action at Next Session of Congress

A Federal tax on billboards may be proposed at the next session of Congress by Senator Curtis of Kansas, Republican whip.

"I have given much thought to the idea of taxing the billboards and signs which are springing up like mushrooms along the highways of the country," said Senator Curtis in Washington, "and I believe they would prove a fruitful source of revenue, without placing an additional tax burden on the back of the people: I believe these billboards offer a legitimate object of Federal taxation and I have decided that if a bill is introduced the proposed tax will be based on the square feet of space in each."

NEW TRAFFIC CHIEF

Crosswy Takes Charge of A. P. Central Division in Chicago

Jesse D. Crosswy, who started as an office boy twenty years ago in the Denver office of the Associated Press, has risen to traffic chief of the Central Division, in Chicago. This division, the largest in the A. P., comprises Illinois, Ohio, Indiana, Michigan, Wisconsin, Missouri, Iowa, Minnesota, Kansas, Nebraska, Oklahoma and North and South Dakota. Crosswy's appointment comes when he is only 34 years of age, making him one of the youngest executives of the Associated Press.



JOHN FRANCIS REDMOND

SHOWING THE PUBLIC HOW IT IS MADE SELLS GINGER ALE

Newspaper Copy of a Philadelphia Bottler Takes Public on Personally-Conducted Inspection Tour, Avoiding Pitfall of Technical Explanations Which Might Kill Interest

By HAMMOND EDWARD FRANKLIN

FINDING a fresh angle of presenting a much-advertised product is a problem for many advertising agency executives and newspaper advertising men. It is of interest also to nearly all other newspaper officials because, although they do not do the actual writing themselves, they may be able to pass along ideas which produce new advertisers or which inject new virility into old advertisers who have not found their copy as productive as it should be.

Yet in searching for the bizarre or the sensational, the advertiser and his adviser sometimes overlook the obvious.

If the successful manufacturer could take his average prospect on a personally conducted tour of his plant and could show him all the interesting things there which insure the quality of his product, Mr. Average Prospect would be quickly sold.

For years all the honeymoon and other couples who have visited Niagara Falls have explored the Shredded Wheat factory located close by. These thousands of visitors have become enthusiastic boosters and consumers because they saw for themselves the great pains taken. The same idea has been used by the Frank E. Davis Fish Company at Gloucester, Mass., where Summer tourists always are welcomed and shown exactly how the fish from the deep are selected and handled. "You can bet our family is going to buy Davis' fish" is a common remark heard.

Yet very few companies have succeeded in accomplishing the same thing through newspaper advertising space. Thousands of business concerns, many of them not advertising now, could tell some wonderfully fascinating stories about their goods from this angle. And it would enable them to have copy with a flavor which, to some extent at least, gets away from the usual.

John Friedrich, owner of Blue Anchor Inn beverages, Philadelphia, has been presenting some copy of this sort which will be suggestive of what can be done by others who want to "show the customer through the factory"—copy, by the way, which almost any manufacturer who takes pride in his establishment would feel proud to O. K.

Prohibition had made an expensive bottling plant a white elephant. Mr. Friedrich promptly converted it into headquarters for the production of ginger ale and other permitted beverages. But he found that he had on his hands a plant which produced hardly more than 10 percent of its possible output.

However for 15 years he had been known in Philadelphia, from the time when he himself made house-to-house deliveries. Blue Anchor Inn Ginger Ale has been advertised spasmodically locally, but space was small, and with better known brands "grabbing" the lion's share, consumption of the Friedrich product was limited to a comparatively small number of people. The product was wholesome and delicious—of real quality. The problem was to get the public to call for this brand.

"There must be some way to make our appeal different and make the truth about our product ring sincerely," the plant owner argued.

"There is, and the public will respond," his advertising agent affirmed, in conversation a few minutes after he had made a detailed inspection of the plant. "All you need to do is to tell the simple truth plainly and without frills or stunts. Show the readers of Philadelphia newspapers what you have shown me this afternoon, and they will be as enthusiastic as I am.

"Clever copy, so-called, and pretty pictures will not do so much for you as a

frank, heart-to-heart fact talk with consumers which really gives them a trip through your factory."

A campaign was determined on, with these lines as a foundation. The main purpose was to create in the local public mind a greater conviction of the quality to be obtained by calling for Blue Anchor Inn Ginger Ale, since the bottler knew that with the public in this attitude old customers would continue and new ones gradually be created.

The opening advertisement in the Philadelphia papers occupied 14 inches across three columns, standing out well on the page. It showed a pen sketch of the modern plant as contrasted with the humble original business home occupied by John Friedrich 15 years ago when he started. A huge bottle stood out prominently in the left foreground in this as in other advertisements of the series. Decorative anchors formed a base for the copy.

The first advertisement pointed out some of the general reasons why the company's large plant was peculiarly well equipped to make pure ginger ale.

When William Penn landed at Dock Creek in 1682, he broke his fast at the Blue Anchor Inn. Reference to this origin of the name, "Blue Anchor Inn," was made in the second advertisement headed, "The inspiration behind the name." Another advertisement centered attention on the label as a pledge of purity.

Up to this point the copy was much as the proprietor might be imagined telling interesting facts about his business to a visitor who has arrived at the front office. The next advertisement suggests

the idea of the guest being shown the laboratory.

A line drawing showed a chemist at work in the laboratory above the caption, "Think of ginger ale mixed in a laboratory," and the copy said:

"At every step in the making of Blue Anchor Inn Ginger Ale, rigid sanitary precautions are taken to insure its healthfulness. Only the finest ingredients are used—selected ginger root, natural fruit flavors, choice cane sugar, and distilled, sparkling water—clearer and purer than water drawn from a natural spring.

"These are mixed in great, glass-lined tanks in our spotless, scientifically equipped laboratory. Expert chemists blend their formula with varying uniformity and the utmost sanitary care. The fluid is then piped directly to machines which fill the sterilized bottles automatically.

"No human hands touch Blue Anchor Inn Ginger Ale; nor the bottles that contain it, from the start of the process until the sealed bottles are ready to go to you.

"No ginger ale can be more pure. Its unequalled quality and palatability will delight you."

"Each bottle is washed 35 times," the next advertisement announced in headline, "Twenty-five times in hot water—and ten times in cold water before they go to you."

The copy stated in part:

"The bottles we use for Blue Anchor Inn Ginger Ale are placed on a 'magic railroad.' It carries them through every process from cleaning to capping—without their once being touched by human hands.

"In the giant 'Soaker' pictured, they are thoroughly washed in sterilized water and soapsuds—varying in temperature from 140 degrees F. to their final rinse in a cold crystal bath. This process takes twenty minutes and our giant 'Soaker' delivers 6,600 clean bottles an hour.

"This care in cleansing is but one example of the sanitary safeguards that surround every step in the making of Blue Anchor Inn Ginger Ale. No purer ginger ale can be made—and none is more delicious."

Another advertisement showed the "magic railroad" itself, always a feature which appeals to visitors, and explained how it helps insure purity.

"This daylight plant is housecleaned daily," another advertisement drove home through its headline below a picture showing the "housecleaning" process.

The advertisement said:

"Critical housewives would be amazed at the spotlessness of the plant where Blue Anchor Inn Ginger Ale is made. Airy windows, concrete

floors, and shining, polished machines are housecleaned every day.

"Each machine is thoroughly washed with sterilized water, and neither Blue Anchor Inn Ginger Ale nor the bottles that contain it are touched by human hands from the time the syrup is mixed until the bottles are sealed. Rigid sanitary rules safeguard each separate process.

"Only selected ingredients are used by our expert chemists, who blend their formula in glass-lined tanks in our scientific laboratory. That is why Blue Anchor Inn is the purest ginger ale that can be made. Once you taste its tempting tang you will always want to drink Blue Anchor Inn Ginger Ale."

At the bottom of the various advertisements appeared the suggestion, "No higher in price, but better in flavor—and absolutely pure."

The possibilities of copy of this sort are clear, but a warning should be given. The reader should not be so involved in technical information that he loses sight of what it is all about. The various steps in the plant should be brought in one at a time clearly, and always in text, headline and art the big idea is to show wherein that process affects the quality or selling points of the product. When this is done, good advertising, such as this (which is the work of the Richard A. Foley Advertising Agency, Philadelphia) should result.

Under direction of H. M. Wiener, the sales manager, the advertising in portfolio form was merchandised to the trade by the company's crew of salesmen. New accounts were opened in a number of cases and dealers volunteered window display space. Reprints of the advertising were supplied dealers to paste on their windows as well as folders for distribution to consumers and attractive display cards. Department stores made special displays and mentioned the beverage in their own copy. Some of the newspapers issued letters to the trade.

Letters to various women's clubs offered to serve the soft drink at their social functions.

Advertising executives who want facts about conditions in the soft drink market in widely separated sections should write to the National Bottlers' Gazette, which in four instalments published a national survey of the ginger ale situation. This trade journal is located at 99 Nassau street, New York City. The work on this survey was performed by the Bureau of Advertising of the American Newspaper Publishers Association, 63 Park Row, New York, based on questionnaires sent to newspapers.

The survey showed that there are opportunities for increased sales open to every bottler—especially through building up home case trade. The business as a whole is still in its infancy from point of actual volume as contrasted with possible volume. Nationally known ginger ales, of course, register strongly nearly everywhere (especially Clicquot Club, a big newspaper account), but local quality bottlers who advertise in the newspapers aggressively and sell vigorously were found to be getting generous slices of business. Making known the product to the community was proven to be fundamental to progress.

If a company cannot go after sales through the whole country, it can at least make an aggressive campaign for local, county or state business, whether in beverages or other forms of merchandise. And if a new "slant" for effective copy is desired, advertising which takes the prospect on a trip through the factory may "ring the bell," if it features points which make the product especially desirable to the consumer.

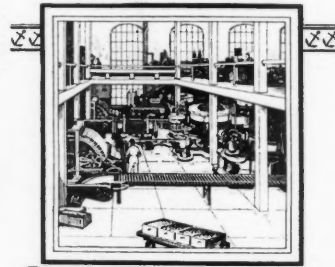
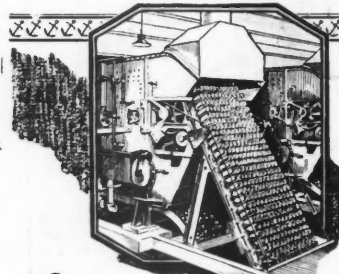
Ozark Press Banquet

(By Telegraph to Editor & Publisher)

SPRINGFIELD, Mo., July 2.—An Ozarks products banquet will be one of the features of the Summer session of the Ozark Press Association at the Conner Hotel here, July 6 and 7. President, J. F. Hall of the State Press Association will be one of the speakers. C. W. Fear of Joplin is president and Mrs. May Stafford Hilburn, Webb City, secretary.

Rome Papers Merged

The Rome (Ga.) Tribune-Herald and the Rome News have consolidated under the title of the News-Tribune.



Each bottle is washed 35 times

This Daylight Plant is Housecleaned Daily



Twenty-five times in hot water—and ten times in cold, before they go to you.

Critical housewives would be amazed at the spotlessness of the plant where BLUE ANCHOR INN GINGER ALE is made.

Each machine is thoroughly washed with sterilized water, and neither BLUE ANCHOR INN GINGER ALE nor the bottles that contain it, are touched by human hands from the time the syrup is mixed until the bottles are sealed.

Only selected ingredients are used by our expert chemists, who blend their formula in glass-lined tanks in our scientific laboratory.

That is why BLUE ANCHOR INN is the purest ginger ale that can be made. Once you taste its tempting tang you will always want to drink BLUE ANCHOR INN GINGER ALE.

JOHN FRIEDRICH
Owner of Blue Anchor Inn Beverages
PHILADELPHIA

JOHN FRIEDRICH
Owner of Blue Anchor Inn Beverages
PHILADELPHIA

Advt. No. 5 Size 200 lines 4.3 cols.

Advt. No. 7 Size 200 lines 4.3 cols.

The idea is that this ginger ale will sell itself once the public knows that its ingredients, the combining process, the machinery and the manufacturer present the best attainable degree of perfection.

THEY ARE ALL IN THE DAY'S NEWS



A couple of jazz babies seem to be in great agony, but think of their auditors. Rube Goldberg (left) claims to be an old hand, but George McManus (right) is playing "It's nothing to blow about." This naturally raises the question: when is a newspaper cartoonist not an artist?



Ruining the creases in a gentleman reporter's trousers. James M. McClain, Japan Advertiser reporter and Tokio correspondent for the International News Service, drops in for rice and tea with S. Kazeko of the Jiji Shimpō.



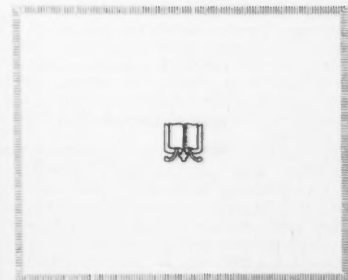
Back home and back to health. S. Jay Kaufman (below), collyum conductor, has arrived back home, much recovered in health after nearly dying of cholera while gathering material for a series of articles on Turkey, Arabia, and Greece.



What will Polly think about this? Cliff Sterrett (above), brain father of Polly and Her Pals, accompanied by Mrs. Sterrett and their son, Paul, have left for an extended joy-ride through Europe.



Money to give away. Miss Esther Everett Lape (below) is the young woman who has been placed in charge of the committee which is going to give away \$100,000 of Edward W. Bok's money, under the American peace award plans announced by that Philadelphian. Don't be surprised that her desk is not stacked with mail. This picture was snapped a few minutes after the new office was opened, and an announcement of the plans was made.



Looking for bedtime story material. Eugene E. Early (below), owner of the Queens County (N. Y.) News, and Mrs. Early, who is well known professionally as Mary Graham Bonner, author of children's bedtime stories, have sailed for Paris and other points across the Atlantic.



DON'T TRY TO CURRY FAVOR WITH YOUR ADVERTISERS, WARNS ROGERS

Relations With Merchants Have Important Bearing on Success of Newspaper—Keep Those Who Buy Space Conversant With Your Situation

By JASON ROGERS

THE MATTER OF RELATIONS with advertisers often has a very important bearing on the success of a newspaper enterprise. The storekeeper as a rule is a mild sort of a little despot, or likes to make himself think he is. If we permit him to make us think that his advertising is more important to us than to him, our relation is hopeless. If we allow him to dictate to us, we are lost.

Owing to financial worries usually incident to the launching of new newspaper enterprises, we are very apt seriously to complicate our future relations with the merchants of our towns. Their advertising dollars look much bigger than the possible small margin of profit we can earn by taking them. More often than not the dollar accepted is swallowed up in handling the business it is supposed to pay for.

There is just one sane way of handling the situation. Either wholly ignore quest of advertising until you get on an established basis of circulation and costs, or to base rates on an estimated basis of costs which is sound and a probability. Most newspapers base their estimates on the theory that water always runs downstream; in other words, in the confidence that everyone is hungrily waiting for the paper.

In real life the picture is vastly different. There may be a curious interest in town to see the first numbers. This will seldom be as large as we expect. In some way or other expenses are always from 25 to 100 percent greater than we had planned.

The newspaper business consists of two widely different functions: the editorial end having to do with news, editorials and features, and the business side, having to do with securing enough revenue from sale of papers and advertising to enable the property to become a successful independent publication. Few men are qualified to effectively combine the two duties, and yet for best results the two men doing the two services should operate in closest sympathy and confidence.

No newspaper can ever become great or influential until it is known to be making money. Everyone is suspicious of the newspaper which is desperately struggling for every cent in sight to keep afloat. No editor can speak with absolute freedom and independence in an unsuccessful newspaper. It is not an evidence of commercialism for a newspaper to seek financial success.

It is owing to these underlying principles that many a newspaper gets set with the dollar sign as the chief goal. The dollar is essential to continued publication, but is not the reason for publication. Increasing costs for publication have put higher premium on the man able to secure the much needed revenue, but it is a badly equipped newspaper that forgets its real purpose, the publication of news and real service to its community.

Wide experience clearly shows that very few really influential newspapers have ever been built up through business energy alone, although there are such, which around the mere shell of a sheet that looks like a newspaper a money-making enterprise has been made a fact.

In the case of the Chicago Daily News, Melville E. Stone, its founder and editor, very early in the life of the launching of our first real independent newspaper found he must have business assistance and brought in Victor F. Lawson, who from the business office pumped into the enterprise just as high ideals as those possessed by its editor.

The Kansas City Star, another notable example of modern independent journalism, was inspired by the late Colonel W. R. Nelson, a man of previous sound newspaper training, who while both editor and publisher always surrounded himself with

able lieutenants qualified to carry forward the work along both editorial and business ends ably and in close harmony.

Joseph Pulitzer, whose masterly inspiration and untiring work created the St. Louis Post-Dispatch and the New York World, is another example of the great man who can be both editor and publisher, and broad enough to delegate authority to lieutenants able to carry on the details of the business. Pulitzer's lieutenants worshipped him for he always treated them like men and recognized ability.

Adolph S. Ochs, after a successful experience in building the Chattanooga Times, came to New York in 1896 and started building the New York Times into the world's greatest newspaper. He was a sound newspaper man from every angle. His inspiration was masterful. His execution surpassed anything ever previously attempted. His ability to pick able lieutenants he acknowledges was an important item in his success.

W. L. McLean, who since 1896 has built the Philadelphia Bulletin from practically no circulation to now over 505,000 a day, through sheer newspaper merit and enterprise, stands as another notable example of sound and commendable journalism.

I could go on indefinitely reciting similar cases all over the country, a trifle less noteworthy by reason of smaller opportunity, to show that the real-worth-while achievements in our business are accomplished by men of sound mind possessing ability to associate themselves with or surround themselves with an organization equally concerned in the upbuilding of real community institutions.

To the superficial observer unable to discern the finer things in the equation, the ephemeral growths created for cheap and nasty yellow newspapers under the direction of men who know better are puzzling. It is perhaps well to say that these things are merely hot-house breeding plants for newspaper readers. In a short time they grow tired of crazy antics and sensationalism, and switch to the real newspapers.

The difference between a real yellow newspaper and others is that the real yellow one keeps yellow continuously, while other newspapers which once were yellow have turned sane and are fairly respectable today. Those who trade in pandering to the unthinking masses who can be humbugged by make-believe, big headlines, sensational stuff and sex dirt will never achieve the same recognition as those who conduct decent newspapers.

The organization of the business for the care and treatment of the advertiser is a point generally overlooked by beginners in the newspaper business. They look around to find out what others are charging per line or per inch for advertising and adopt the average of such quotations for a rate. Of course the advertiser rebels and very often the newspaper weakens.

In certain circumstances I sincerely believe that it is sound business to make a rate in order to produce quickly certain much-desired results, but it should always be done as part of a very definitely worked out plan with the advertiser or advertisers fully informed as to the purpose and temporary duration of the expedient for rapid promotional development.

As a general rule I believe that it is much safer to produce a satisfactory rate by adopting it and fighting for it until the business comes in volume than to buy the business by offering low rates and then gradually to seek to raise them. If the low preliminary rate is based on a certain reasonable quantity of circulation, with an increase to be paid as circulation grows, we have a very desirable situation.

Many publishers of long experience will tell us such a thing is impossible. I have

found it quite to the contrary and signed up contracts on such a basis with the leading merchants of New York and Chicago. There is no reason why long-term contracts on this basis with option renewal clauses and protection of the advertiser against arbitrary advances are not good business.

There are successful publishers who try to keep entirely free from all personal contact or relations with advertisers. They think that they are then in a better situation to decide matters of rates and business relations. As a rule such men are generally misunderstood by their customers and there grows up a feeling of antagonism and suspicion which is not wholesome for the best long-haul results.

I have always sought to keep in fairly close relation with the large local advertisers, and to keep them informed and interested in what the newspaper was doing. During the period of print paper shortage and high prices I found they were much interested in the way the increased cost of newspaper production would affect advertising rates and therefore the cost of doing business.

Once in a while I met a customer who pretended not to be interested in costs, one of the kind who would cheat at solitaire, who claimed that competition made rates, that advertising did not pull as well as it used to, that he sold about as much merchandise when he did not advertise as when he did so, and that hereafter he was going to limit his business to certain papers other than the Globe.

Of course this was old stuff, the argument that had its inception among the kind that years ago made Baxter street famous as a place to stay away from.

This is all in the day's work. There are smart advertisers who feel that after they have pounded the readers of one newspaper for a year or two, it is well for them to fit to another and work them. They entirely lose sight of or are ignorant regarding the greatest value in advertising, its cumulative effect, represented in the almost universal respect and confidence of the public like that in Chicago toward Marshall Field & Co.

Not many years ago we entered into an arrangement with a certain firm for an unusually heavy advertising campaign behind numerous local outlets, based on a minimum rate plus a certain sum in each unit of sales. We went through with his campaign of advertising and established the business, but conveniently persisted in ignoring the percentage of sales payment.

Another slippery individual whose contract was dated at a different time from several others in his line, and thus gave him a longer advantage of old rates, boasted of his advantage at a conference with the others, which led to a mass of unpleasant discussion and readjustments for a certain newspaper which had acted absolutely on the level.

The clause which newspapers carelessly insert in their contracts, providing that all advertisers shall have the same rate for the same service, often works to the serious disadvantage of the newspaper. When it is desired to increase rates, it is found impossible to do so until the expiration of some contract which has many months to run.

I am strongly in favor of a clause providing that as a consideration of the guarantee of the same rate to all for like service that the publisher reserve the right, in case a general change of rates is desired, to cancel any contract on 60 days' notice without short-rate or penalty.

It may be urged that this is unfair to the advertiser who must buy by the year. You don't hear him yapping where the newspaper reduces rates. If we guarantee him any reduction, why on earth are we not entitled to a bit of flexibility for possible increase in case of such emergencies as grow out of unsettled print paper and labor conditions?

Chevon Ad Campaign Dropped

A proposition to raise \$10,000 to nationally advertise chevon, the name for goat meat adopted by the Sheep & Goat Raisers Association of Texas, was abandoned temporarily at a meeting of the association in Del Rio June 27.

STAFF OF MINNEAPOLIS NEWS SCATTERED

Editors and Reporters Are Finding Jobs After Paper's Suspension—Hodgson May Buy Small Daily in the State

The suspension of the Minneapolis News June 27, and sale of its circulation to the Tribune, affected the entire staff of employes, numbering about 200. Many of the business office, mechanical, advertising, and circulation department employes have found other places in Minneapolis or St. Paul, but the editorial staff is scattering from one end of the country to the other.

Lawrence C. Hodgson, "Larry Ho," former Mayor of St. Paul and Democratic candidate for Governor two years ago, who served many years on Twin City papers prior to entering the political field, expects to devote himself to syndicate writing and lecturing, but is considering purchasing a country daily or weekly newspaper somewhere in Minnesota.

Kenneth Duncan, managing editor, and formerly managing editor of the Wisconsin State Journal at Madison, has left for New York, where he expects to line up with an agency. Jack Dadsell has joined the staff of the Chicago American. M. H. Hedges, assistant city editor, is doing publicity in the Twin Cities for the Northwest Dairy Exposition. E. R. Hosking, for years sporting editor of the St. Paul Dispatch, and Pioneer Press, who was covering State politics, have joined the St. Paul Daily News. Thomas H. Moodie, city political man and city hall reporter, is now in California, where he expects to locate.

Leo Ryan, news editor and slot man, has joined the copy desk of the St. Paul Dispatch and Pioneer Press, and David Neill, telegraph editor, has joined the day copy desk of the Minneapolis Tribune. Earle Buell, assistant telegraph editor, expects to join a St. Paul paper. Hubert M. Dustin, sports editor, expects to join a Minneapolis paper after a vacation, and Ronald McIntyre, assistant sports editor, goes to the St. Paul Pioneer Press sports department. Lloyd Evans, rewrite, goes to the St. Paul Dispatch, and R. S. Gilfillen, rewrite, has left for Chicago.

Val Sherman, general assignment man, has left for Denver, where he will do publicity for the American Grain Growers Association, and James R. McCarthy, court reporter, has also gone to Denver. Al Wagner, police reporter, and Milton Leise, assistant police reporter, are taking vacations, after which they will look for new places. R. R. Barlow, a copyreader, who was on leave from the University of Minnesota, returns to resume his work as instructor in the Department of Journalism at the University of Minnesota. Agnes Taafé, society editor, and Josephine M. Fredricks, feature writer, are as yet without positions. Tom Foley, artist, expects to join another Minneapolis paper after a vacation, and Leo Moore, photographer, has left the city on a vacation.

IOWA CONSOLIDATION

Boone News Republican and Boone County Pioneer Are Merged

S. G. Goldthwaite, publisher of the Boone (Ia.) News-Republican, has announced the consolidation of the News-Republican and the Boone County Pioneer, which he recently purchased. The last issue of the Pioneer appeared June 29. This gives the Boone field only one local daily. Mr. Goldthwaite has also announced many improvements and additions to the News-Republican and Pioneer.

The consolidated newspapers include mergers of the Boone Daily News, Boone Daily Republican, Boone County Democrat, Boone County Independent, Pilot Mound Monitor and the Boone County Pioneer.

S. N. P. A. MOVING ON WHITE SULPHUR FOR TWENTY-FIRST CONVENTION

Association May Decide to Change Meeting Place Annually—Executive Sessions Will Be Tried This Year for First Time

MANY well-known faces will be seen amid new surroundings next Monday, Tuesday, and Wednesday, when the Southern Newspaper Publishers Association gathers for its 21st annual convention at White Sulphur Springs, W. Va. The change of venue is a new departure for the S. N. P. A., which has met for seven years at Asheville, N. C., and the 1923 step may result in rotation of the convention city annually throughout the South.

Registration and reservations at the Greenbrier and the White Hotels are said to indicate possibly a larger attendance than that at Asheville last year. Florida publishers are planning to start

the medicinal baths, and located in this building is a very handsome mosaic tile swimming pool, 35 by 110 feet long.

The hotel operates a livery, where riding and driving horses may be had for hire. They also conduct a garage which has touring cars for hire.

The management of the hotel operates a club about a mile from the hotel located in the mountains, called Kate's Mountain Club, where southern cooked luncheons and dinners are served, and special arrangements made for private parties. There are two other tea houses some distance from the hotel which offer the same service.

E. K. Williams, president and manager of the Temple (Tex.) Daily Telegram, will attend his first convention this year, traveling in one of his airplanes. The Telegram acquired its first airplane twelve years ago and E. K. Williams has been referred to as "the flying editor." The Telegram has been using airplanes in their news and circulation for four or five years.

73 GET AD DIPLOMAS

Cleveland Club Holds Exercises for Its School Graduates

The Cleveland Advertising Club held graduation exercises for the 73 who finished its year's course in advertising. Those who got diplomas were:

Helen Adams, Lloyd O. Arneson, Arthur A. Beduhn, Virgil A. Biggs, Frank A. Brennan, S. E. Burgdorff, Dorothy L. Buss, Martha C. Collins, Edith J. Conway, Leo J. Cooper, May Couch, Stanley A. Dale, Harold G. Driver, Elizabeth Duffy, Betty E. Emas, H. W. Ernst, H. G. Fergus, John J. Gleason, Mildred Gorsline, William Greenburger, Nelson R. Groh.

Mrs. Richard T. F. Harding, Sara Harmon, Raymond A. Hirschert, H. B. Hiser, F. J. Horagan, Egan Jainshij, Leslie R. Johnson, M. A. Katzenmeyer, Mary A. Kibble, William Edward Krieger, Florence M. La Ganke, Lawrence J. Leahy, Paul Lepetsky, L. R. Lewis, Charles R. Lonsdale, W. L. McAfee, Margaret McCready, A. H. Midigan, Helen Madigan, Florence M. Manning.

R. W. Manning, Clara Miller, Ralph B. Miller, George E. Mills, E. F. Moldstad, C. S. Moses, Patti Norris, Laura Paddock, Janet L. Powers, Neely Powers, R. W. Price, M. D. Pugh, Stewart H. Rogers, Lester W. Roxbury, Mariou Rubenstein, Erwin William Senghas, Martha L. Shirkey, Elsie Shoemaker, Lillian Simon, Anne Simmen, Charles H. Springer, W. Quincy Stanton, Betty Sykes.

HARDING STARTS A NEW MACHINE FOR PORTLAND OREGONIAN

PORTLAND, July 5—President Harding knows them all—all the presses that pressmen have moiled over since the time of the first one—the weary Washington hand-press, the clanking Vaughn Ideal, the Country Campbell and the many, many others, for he was a printer before he became a president, and he is a printer still.

In fact, he asserted a pardonable pride in the craft and his association July 4 in the Oregonian pressroom, when he set thumb to the magic button that caused the huge five-decked decuple Goss, bright from the factory, to rumble and roar and whirl smoothly into its stride for its first regular run. He was escorted to the Oregonian by Edgar B. Piper, editor, and was received by C. A. Morden, manager.

Outside on Sixth street, faces pressed to the broad plate glass. The crowd watched their President become a craftsman again. Mrs. Harding stood beside him, as interested as the distinguished printer, for she helped him run the Marion Star years ago, and knows a great deal about makeup and white space and display and other matters that are mysteries to the uninitiated.

President Harding pressed the control,

Harold Olan Taylor, William A. Toker, Norman W. Townsend, Walter C. Vogt, Alex J. Wey, Samuel Wohl, Edward C. Yeske, Howard C. Young and O. M. Zeman.

FEARS FOR PULP INDUSTRY

Speaker at Canadian Dinner Stresses Wood Conservation Need

The urgent importance of wood conservation on the American Continent was stressed by R. S. Kellogg, secretary of the Newsprint Service Bureau, speaking at the banquet given in Montreal by the Canadian Pulp and Paper Association, June 22.

Mr. Kellogg compared the fast disappearing wood supply of this continent with the European system of keeping pace with their consumption by reforestation and conservation methods. If forest fires on this continent were not arrested, the papermaking industry must die, he declared.

NEVADA SCHOOL EXPANDS

Four Courses in Journalism and a City Room Added

The work in journalism at the University of Nevada, Reno, started last year, will be expanded in the coming university year by the addition of four courses, the provision of a fully equipped city room, and arrangements with a Reno newspaper and the U. of N. Sagebrush, a college publication, by which the students will issue these papers frequently throughout the year.

Leslie Higginbotham, a graduate of Oberlin College and formerly State editor of the Cleveland Plain Dealer, is director of the courses in journalism.

Wins Save-the-Surface Prize

E. Irvine Haines, New York journalist and advertising man, captured first laurels in the \$1,000 prize contest competition of the Save-the-Surface Campaign of Philadelphia, a co-operative movement by paint, varnish, and allied interests. The contest was for the best stories and pictures of notable American landmarks which have been preserved to posterity by paint and varnish or ruined through neglect. Haines' story was of "Castle Philipse," or Philipse Manor Hall, near Irvington-on-the-Hudson, the home of Elsie Janis.

Amateur Editors Elect Woman

CLEVELAND, July 5.—Mrs. Hazel Pratt Adams of Plainfield, N. J., was elected

president of the National Amateur Press Association at its annual convention here last night. Boston was selected for next year's meeting place. Other officers include: H. L. Lawson, Detroit, and William Labovitz, Akron, vice-presidents; Miss Edna Hyde of New York, secretary; Clyde G. Townsend, Pontiac, Mich., official editor; and C. J. Kidney, Cleveland, treasurer. Mrs. Adams is the third woman to be elected its president in 48 years.

MEREDITH WILL DIRECT TREK TO LONDON

Publisher of Successful Farming Appointed by Holland to Head Committee for Convention Attendance

E. T. Meredith of Des Moines, publisher of Successful Farming, former president of the Associated Advertising Clubs of the World and a member of President Wilson's Cabinet, has been appointed chairman of the On-to-London Committee of the Associated Advertising Clubs of the World to promote attendance at the 1924 convention.

Representative British advertisers who attended the Atlantic City Convention have recommended early June for the date.

It is Mr. Meredith's hope that the association shall take to London a thoroughly representative delegation from all sections of the United States and Canada.

In announcing appointment of Mr. Meredith as Chairman, Lou E. Holland, president, stated that other members of the London committee would be appointed following a consultation with Mr. Meredith.

U. S. PRINTING ECONOMY

More than a Million Now Saved in Fiscal Year's Budget

Elimination of de luxe editions of Government publications, reduction in the number of "annual reports," and more efficient proofreading assisted materially in lowering the Government's printing bill for the last fiscal year. The cost of printing for the year is estimated by Brig.-Gen. Lord, director of the budget, at not more than \$8,900,000, as compared with \$10,169,436.42 for the fiscal year of 1922 and \$12,876,362.86 for 1921.

Morocco and leather bindings have been eliminated by the Government Printing Office and the embossed letter head, with few exceptions, has disappeared from departmental offices. The permanent conference of government heads, created by the budget bureau, saved \$60,000 in proofreading and \$80,000 was saved by reducing the number of reports. A big item was realized, Director Lord explained as the result of an order which prohibited the popular rush of bureau chiefs near the end of each fiscal year to work out unexpended appropriations in printing bills.

ST. JOHN, N. B., MERGER

Journal Buys Times and Telegraph from McAvity and Moore

The New Brunswick Publishing Co., Ltd., owner of the St. John Journal, has also purchased the St. John Times and St. John Telegraph, two of the leading papers of eastern Canada, it is announced. The Telegraph and the Journal will be merged.

The Telegraph and Times had been owned for many years by George McAvity and John E. Moore.

N. Y. Office for Philadelphia Bulletin

The Philadelphia Bulletin will open its own advertising office in the Park-Lexington Building, New York, on August 1. The staff in charge will consist of Frank Pita, John H. McMurtrie and Joseph W. Simpson. Resignation of Dan A. Carroll as special representative of the Bulletin was announced last week.



CHARLES I. STEWART,
President
S. N. P. A.



W. C. JOHNSON,
Sec'y-Treas.,
S. N. P. A.

from Jacksonville in a special car, picking up members from Georgia, the Carolinas, and Virginia, on their way north. Another group will start from New Orleans under the guidance of A. G. Newmyer of the Item, meeting other bodies at Chattanooga.

No formal program has been announced by the committee which President Charles I. Stewart heads. It has been completed, however, and approved by the directors. All sessions will be executive and will be given over strictly to business, it is promised.

Sessions will begin every morning at 9 o'clock and will end at 1:30 o'clock. Monday morning, President Stewart will open the meeting with his annual report. He will be followed by Secretary Walter C. Johnson of the Chattanooga News who will give his report. Appointment of committees will follow, then the report of the committee on advertising agency relations. Discussions will follow this report and that of the committee on Southern advertising development.

Short talks will then be made on accounting, traffic and circulation.

President Stewart will recommend that the new officers be elected Tuesday and installed as the last part of the program on Wednesday. The rest of the Tuesday program will consist of the report of the finance committee and discussions on labor, news print, local advertising and mechanical problems.

Wednesday will be devoted to news and editorial departments. Legislation and Washington activities, and cost and standards in the news room will be discussed. A report will be made on the Washington and Lee school of journalism and the committee on resolutions will make its report.

Amusement facilities are not lacking to fill the afternoons. There is connected with the hotels one 18 and one 9-hole golf course. Both of them are considered to be among the best in the country. There are five clay tennis courts adjacent to the Casino, which is located at the first tee of both courses. The clubhouse contains men's and ladies' locker rooms and luncheon and tea is served daily in the Casino, with music in the afternoon from 4:30 to 5:30.

Directly adjoining and connected with the hotel is a bath establishment fully equipped with all modern appliances for

PAGE COSTS SHOW GREAT VARIANCE IN SURVEY OF FLORIDA DAILIES

C. C. Carr Says Interest of All Departments Should Be Secured in Reducing Unit of Composing Room Expenses— Pays Foreman on Bonus Basis

By C. C. CARR

Formerly Business Manager of the St. Petersburg (Fla.) Times and now with the Carr Advertising Agency. This report, presented to the Associated Dailies of Florida and the State Press Association, represented a year of cost survey work by Mr. Carr.

PAGE COSTS, secured by the simple method of dividing the weekly composing room payroll by the total number of pages printed during the week, give the publisher a unit cost basis on which he may figure at all times the efficiency of his shop. The number of printers he employs, the price he pays, the amount of overtime he has, and the efficiency he secures from his mechanical department are all directly contributing factors to this page cost.

Not only is this true of the mechanical department but of every other branch of his newspaper as well. Lack of co-operation from the news department in feeding copy to the composing room at the proper time, carelessness or inefficiency on the part of the advertising department in making extra work for the composing room by failure to bring it copy at the right time or inefficiently handling copy so that it makes extra work for the printers, lack of carefulness in the business office, lack of proper co-operation in the press room—all of these things affect the page cost as directly as a change of weather will affect the sensitive barometer.

Your page cost figures will do you little good unless you have it known throughout the entire organization that you are keeping them and unless you have every department sufficiently interested to find out what these page costs are each week. In my own shop the page cost report for the week is an important matter of general information each Saturday. The news department and the advertising department are interested, just as is the foreman of the composing room. These other departments know their own efficiency or lack of it has helped to make these page costs.

Perhaps the degree of interest which I have aroused in my own organization is due to the fact that I have worked out a system with my own foreman whereby the page cost becomes a matter of dollars and cents with him. I have a standard of \$5.75 per page against which my foreman works. He draws a flat salary of \$50 a week with no overtime. He then receives a bonus of six times the difference between his page cost and \$5.75. To illustrate how this works out I will give you the figures covering this particular period, which are to be later outlined in this survey.

Week Ending	Page Cost	Foreman Bonus
Jan. 20	\$4.38	\$8.22
Jan. 27	4.55	7.20
Feb. 3	4.73	6.12
Feb. 10	4.81	5.74
Feb. 17	4.74	6.06
Feb. 24	4.61	6.84
March 3	4.62	6.78
March 10	4.54	7.26

In other words, the foreman received as a bonus each week six times the difference between his page cost for that week and the arbitrary figure of \$5.75 per page. I have paid these bonuses monthly. The system has been in operation about a year. It has been highly satisfactory to the foreman and to myself. It has undoubtedly been the best plan for efficiency and co-operation I

have ever used. My foreman happens to be a high grade, intelligent young fellow who realizes the various contributing factors which go to make up his page cost. He fights against overtime like a tiger for he realizes how expensive it is. He does not hesitate to remind the other departments when they fail to give co-operation to himself and his own men in working out satisfactory results.

After I have given you the result of the page cost survey of the State I can offer no suggestion which I believe would be of greater value than a practical application of this system by some of you who are able to do so.

With this introduction, I submit the formal report:

Under instructions from the Associated Dailies by resolution passed at the Gainesville meeting, I have undertaken to secure a comparison of composing room page costs for the daily newspapers throughout the State. While the task entailed considerable correspondence and a little time, it has proven both pleasurable and profitable. As a result of my efforts I have secured the comparative page costs for twelve Florida dailies covering a period of eight weeks—from January 20 until March 10, inclusive. The papers from which I have reports are the DeLand News, Sanford Herald, Tampa Tribune, Eustis Lake-Region, Tampa Daily Times, St. Petersburg Independent, Lakeland Star-Telegram, Daytona News, St. Augustine Record, Miami Herald, Florida Times-Union and the St. Petersburg Times. These reports have enabled me to make a fairly accurate survey of costs through the State. We can draw some deductions therefrom which may be of value to all of us.

To explain the situation for the benefit of those present who may not have heard of it before, I will read you my letter sent out Jan. 9 to all the members of the Associated Dailies:

"As a special committeeman from the Associated Dailies to secure data on page costs for purposes of making a report and comparisons at our next meeting, which will doubtless be in April, when we all go to Cuba, I am writing

you at this time to ask you to keep for me a definite report covering the operation of your composing room for two months (eight weeks), beginning Jan. 14, 1923.

"We tried to secure some data once before, but because of the confusion among some of the publishers as to just how to arrive at page costs we did not secure satisfactory results. To make any comparison that is valuable, we can consider only the actual composing room payroll cost for each week. This includes your foremen, proofreader, linotype operators, ad compositors, floor men, galley boys, etc. In fact, every employe who works directly in the composing room. It cannot include your press and stereotype departments, as some of our shops do not have stereotyping.

"Kindly take the trouble to make out a sheet similar to the one I have enclosed and keep this record for me for eight weeks, beginning Jan. 14."

Despite this letter of detailed information I had some difficulty in getting figures based on the same composing room costs. In order to make the comparison an accurate one, it was necessary that each publisher include only the actual composing room weekly payroll and that he count every page whether that page be a mat or composition inside the shop. I did not attempt to compare press room figures but tried to confine the comparison to the common basis of the composing room where conditions must be somewhat similar in all shops in the State.

I will give you first the summary from all of the figures secured in order that you may make some comparisons. Taking these individual reports I have figured the total number of pages that each paper printed during the eight weeks and the average cost per page during that period. Also, where the figures were given, the comparative cost per page for the corresponding period one year ago.

Newspaper	No. pages during 8 weeks' period	Average weekly cost per page
DeLand News	302	\$3.96
Sanford Herald	296	7.18
Tampa Tribune	1,316	9.77
Eustis Lake Region	202	3.46
Tampa Daily Times	944	7.47
St. Petersburg Independent	958	5.36
Lakeland Star-Telegram	...	4.50
Daytona News	520	5.71
St. Augustine Record	328	5.93
Miami Herald	1,842	9.33
Florida Times-Union	...	11.68
St. Petersburg Times	1,208	4.62

For comparison with the above papers I have taken a typical daily newspaper in Indiana about the size of the St. Petersburg Times and am using a period of eight weeks of the Kokomo (Ind.) Morning Dispatch as a basis of comparison with Florida costs. The figures I have from Kokomo are for about this same period last year, from

SMALL CITY DAILY BEST TO START ON, JOURNALISM STUDENTS TOLD

"THE NEWSPAPER OFFICE is a firecracker. For awhile everything is commotion; but in a few minutes the paper has gone to press and only the clutter remains," said George W. Stout, editorial writer of the Lafayette Journal-Courier, in an address to the journalism students of Indiana University, Bloomington, recently.

"I was hurled bodily from a Junior High School class into the thick of journalism," he declared. "One night I was asked if I wanted to be a journalist—the next day I was one. One thing I remember from my high school is this, 'Prove all things, hold fast to that which is good,' and I have added, 'Play it up in the lead.'"

"I'm for the small newspaper. It is on the small daily that one can get the most training; here you may read copy and proof, or write headlines on your own story. In the first paper off the press you get a chance to see what the printer has done to your 'baby.' Some of our most distinguished editorial writers got their start on the small city daily.

"If you have not already acquired the

dictionary habit, get that habit and stick to it. Steady study of good newspapers is bound to help the beginner to get a good vocabulary. You want the short words, those that you can in time fit into the headlines. Nothing is more vital than the headline; it ought to be as near to literature as the newspaper can produce.

"Roosevelt knew how to get publicity and how to direct his own. He believed in publicity, and in the publicity man; on the other hand, Taft failed to go well because he left the newspaper men outside—he was much in the headlines, but not as a hero.

"The sports writer addresses the pork and beaners, just as he is a pork and beaner. Learn from the sports writer never to write above the heads of the common people.

"There being no news, we'll make some," says the editor of the small city daily. Here is the chance for the feature writer. The feature story that has the most value is the one which is connected with real people and those who amount to something. The human touch is the thing that gets the people to read the editorials."

May 6 to June 8. The page costs for that newspaper were given as follows:

May 6	4.47
May 13	4.45
May 20	4.00
May 27	4.30
June 3	4.46
June 10	4.71
June 17	4.60
July 8	4.83
Average	\$4.48

In making this comparison I may say in justice to the Florida papers that the Kokomo (Ind.) Dispatch did not include its proof reader cost in figuring its page cost. I understand they had a proof reader who cost them about \$30 per week.

A study of the page cost data furnished by the various publishers shows the smaller papers to have the lower page cost. This, of course, is quite natural since the larger the newspaper the more composing room items there are to enter into page costs. The reports also show that morning papers of about the same size as their afternoon competitors have a slightly lower composing room cost.

The Tampa comparison is not an accurate one as the Tribune is operated on the open shop basis whereas the Times employs union workmen. What the effects of this condition may have on the page cost I am not prepared to say. However, I would have liked to have the total Tribune pages—mats as well as composition—in order to make a more careful cost study in that city.

The lowest page cost report is that of the Eustis Lake-Region. The publisher states that he did not include his weekly edition in figuring his page cost. Had he done so his cost would have been still lower.

The benefit we may derive from these page cost figures is not entirely academic. It is always valuable for a publisher to know what his costs are and to compare those costs with other newspaper offices in his own State. Perhaps he may think of some way in which overtime may be eliminated or some efficient work secured from the staff of printers, linotype operators and other craftsmen he employs in the mechanical production of his newspaper. By reducing it all to the page cost basis he is at least able to ascertain a fair degree of comparison of the efficiency of his own mechanical department with that of his fellow publishers.

In making this report I am not going to draw comparisons nor offer any suggestions to you regarding your costs other than the one suggestion with which I opened this discussion. My purpose in making the study was to give you a general survey of composing room costs in the papers throughout the State. Perhaps the most important thing I have accomplished was to get those of you who have not been doing so to consider the production of your newspaper from the mechanical end from a unit cost basis. In my own shop the page costs have been and are an accurate barometer of the loyalty, interest and efficiency in my mechanical organization.

M'SWEENEY GETS D.S.C.

Pittsburgh Advertising Man Cited for Heroism in Action

Daniel S. McSweeney, of the advertising firm of Rook & McSweeney, Pittsburgh, and former automobile advertising manager of the Pittsburgh Dispatch, was presented with the Distinguished Service Cross June 29 by Lieut. Col. Marcus D. Cronin, attached to the headquarters department of the chief of the Ninety-ninth division, Third Corps Area, Baltimore. The citation reads:

"For extraordinary heroism in action near Ivry, France, September 27, 1918. Leaving a place of shelter, he voluntarily crawled about 400 yards, in advance of the front line elements of his battalion and attempted to rescue a wounded officer. He then crossed an area swept by intense enemy machine gun fire and attempted to capture an enemy machine gun, which was causing heavy casualties in his company. While so engaged he was severely wounded by enemy fire."

"I do not know of any other press in the world that could have given us more satisfactory service than our SIMPLEX... It is the Star's proud boast that we have the fastest press of its size in New York... Hoe quality and Hoe service form a combination which it will be mighty hard to beat."

QUEENS
GREAT HOME
NEWSPAPER

DAILY STAR

ONLY A.B.C.
NEWSPAPER
IN QUEENS

STAR SQUARE
LONG ISLAND CITY, N. Y.
TEL. ASTORIA 1900

April 3, 1923.

R. Hoe & Co.,
504 Grand Street, New York.

Gentlemen:

I feel that I would be unappreciative if I did not take this occasion to let you know how gratified I am at the speed and skill demonstrated by the crew of outside erectors from your factory who have just installed on our Simplex Quad. another eight-page unit, giving us a press capacity of forty pages.

When, some months ago, I took up with your Mr. Peterson the proposition of increasing our press-room facilities, I had before me several other offers to trade in our Simplex for a larger press of different make.

In deciding to stick to the Hoe, however, I am sure that I made no mistake, for I do not know of any other press in the world that could have given us more satisfactory service than our Simplex.

As a matter of fact, it is The Star's proud boast that we have the fastest press of its size in New York. While you guarantee a speed of only 30,000 an hour, yet this wonderful machine of ours has frequently done, and done well, between 33,000 and 38,000 an hour. It has even exceeded this speed on a few occasions.

And we are getting out a paper which will compare favorably in point of press-work with any printed anywhere in the country. A fact which makes this the more remarkable is that we use dry mats exclusively.

One thing which I particularly admire about our Simplex is its sturdy dependability. So staunchly is it constructed that even when running well above its maximum rated speed it performs as smoothly and efficiently as it does when operated at a much lower rate of speed.

Hoe quality and Hoe service form a combination which it will be mighty hard to beat. That has been our experience, and if any publisher of a paper in The Star's class who is contemplating a new press equipment would like to see what the Simplex can do and is doing day after day, send him over to our plant at about 1:30 any weekday afternoon and we will be glad to show him a printing machine that will open his eyes as to the possibilities of a Quad., both as to speed and quality of press-work.

Very cordially yours,

General Manager.

Hoe *Simplex* Presses are designed to meet the demand for a well-made, speedy, efficient and yet low-priced Rotary Press for Newspapers of moderate circulation. They are built in 16, 24, 32, 40 and 48-page capacities and while designed for a running speed of 30,000 papers per hour up to 16 pages for a 32-page press, they will under favorable conditions do considerably better than this as shown by Mr. Smith's letter above.

There is nothing experimental about these machines—There are eighteen of them now running and we have orders on our books for seven more.

R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 South Dearborn Street
CHICAGO, ILL.

109-112 Borough Road,
LONDON, S. E. 1, ENG.

7 Water Street
BOSTON, MASS.

BRITISH AD DELEGATION GOT A NEW VISION OF THE SPIRIT OF AMERICA

Impressions of Sixteen Days Here by One of the Visiting Group
—Ridout Says Americans and Englishmen Are Really Just Alike After All

By **HERBERT C. RIDOUT**

(London Editor, EDITOR & PUBLISHER)

A FEW WEEKS AGO there were a hundred Britishers who talked glibly of America, of advertising conventions, and of cementing international relations. They were sincere. They were well-intentioned. They were determined. They were open-minded. Today those hundred men realize that they were talking then without understanding. A whole lifetime of new experiences, new faces, new delights, and a new world has been unfolded to them in those four brief weeks. They are just as sincere, just as well-intentioned, as determined, and as open-minded, but they do not talk glibly now.

They left London as the Thirty Club Delegation representing the advertising and publishing interests in Great Britain. They landed in New York and at Atlantic City as such. But under the A. A. C. of W. convention influence they suddenly became something much more. They became the "British Delegation." Not the London delegation but the *British* delegation. The label was not one of their own choosing. It was bestowed upon them.

It was not of course that the British party were highbrows or learned folk with professorial degrees or even titles. They were mostly plain folks, business men engaged in the practice of advertising, in the production of newspapers.

The memorable welcome at New York, the unobtrusive entry of dusty, travel-stained visitors to the banquet hall of the Pennsylvania Hotel within 30 minutes of landing, and the amazing speeches of welcome uttered by men of outstanding prominence in national affairs. These were the keynotes to which the whole of the sixteen days in America were attuned.

The convention itself was a unique experience. It was strange enough to British ideas to find that it was to commence proceedings on a Sunday afternoon, but the inspirational address by Fred B. Smith was a greater surprise, for the fact that the speaker dwelt for the main part upon the question of a world peace and the place of the people of the world as against their politicians in the craving for that peace, and so provided the motive for our own W. S. Crawford's subsequent address wherein the train was laid for the decision that gave the British delegation the fulfillment of their desire.

The atmosphere at Atlantic City was British. The four-inch red ribbon, "London in 1924," dominated the Boardwalk. The emblem was so coveted by American friends that the delegation supplies ran short and had to be supplemented by airplane deliveries. The fighting team from Houston, Texas, the Britishers' only serious rivals for the convention, wore our emblems and we wore theirs, and showed no resentment that we arranged the ribbons to read "London in 1924"—"Houston Next."

To one who had seen the workings of the publicity department of the Thirty Club of London with its ceaseless flow of material for the American press, and the success which attended that fine piece of organization, the operations of the Press Bureau at the Marlborough-Blenheim were a revelation. The tremendous activity of the press-feeding staff explain the unwonted publicity and voluminous reports of the convention proceedings that appeared in the newspapers of every State.

Then the most dramatic surprise of all, the magnificent gesture (as John Cheshire styled it) of the Houston delegation. To those who saw the faces of our Thirty Club leaders as they left the presidential meeting, flushed with triumph, happy as children, impatient to get

back to headquarters to report their success, this was a never-to-be-forgotten incident.

If the British delegation had occupied the limelight up to that moment, Houston thenceforward stood as the symbol of the American spirit. The presentation of the British Flag to the Houston leader and his declaration that this "cherished token" would fly from the boat in which his Houston party would sail for London next year, were other incidents that gave a touch of romance to the penultimate day.

The closing session of the Convention had its own associations. The representatives of Hawaii, seeking the convention for Honolulu in 1926, decorated each visitor that afternoon with a Hawaiian neck girdle of yellow flowers. On the pier, London men handed out copies of the London Daily Sketch and Evening Standard, and my neighbor was Hugh Paton, the Melbourne, Australia, advertising agent. London-New York-Honolulu-Melbourne intermingled! The world seemed very small in that hour.

Then to Philadelphia, where, as one wag had it, they burned out the Pennsylvania Railroad depot as soon as the British had done with it, with Poor Richard clubmen determined upon showing us how much hospitality could be crowded into a single day.

Washington with its wondrous avenues, no less a picture of beauty because she was under process of cleansing by Nature's bounteous rains from the Shriners' carnival stains, doubtless to present a clean face to the Britishers. And the culminating triumph of all, the honor of reception by the President at the White House! For this ceremony, made intimate by the personal handgrip of every member of the British party, gave the final proof that the British Delegation had won something like official recognition from the United States Government.

But whether we were official delegates thrown into the lap of luxury amid the enchanting surroundings of the Westchester Biltmore Country Club or whether as simple citizens we stepped into the country homes of America, where buggies vie with automobiles as local transport and sulphur springs are commonplace, a royal welcome from open hearts greeted us.

In or out of conventions, the conventional was stripped for us. We looked into the soul of America, and we saw what it had been given to few other English visitors to see, that America and

Americans are as Anglo-Saxon as we are ourselves. There is no difference either in tastes or ideals. But this simple truth cannot be arrived at by the examination or study of casual visitors from either side. We have learned that the individual Americans received in England are not to be judged as representatives of America as a whole.

And so, apart from the intimate and immediate result of having secured the great Associated Advertising Clubs of the World convention for London next year, the members of the British Delegation may perhaps pride themselves upon having rendered some slight service to both Britain and America in bringing back with them a new understanding of the true America, and a belief that the peoples of both countries are closer together in purpose, in ideals, and in fact, than even the politicians of either nation realize.

PRISON TERM FOR LIBEL

Editor of New Mexico State Tribune Gets Year at Hard Labor

(By Telegraph to EDITOR & PUBLISHER)

LAS VEGAS, N. M., July 2.—Carl C. Magee, editor of the New Mexico State Tribune, was sentenced by Judge David Leahy of District Court to serve from a year to 18 months at hard labor in the State Penitentiary for the alleged libel of John Frank H. Parker of the State Supreme Court. Magee also will be tried July 10 for contempt of court on 15 counts and later for alleged civil libel of \$100,000 of J. H. Wagner, president of the State Normal School.

JE FERAIS UNE LIEUE POUR UN CAMEL EN FRANCE

Je ferais une lieue pour une



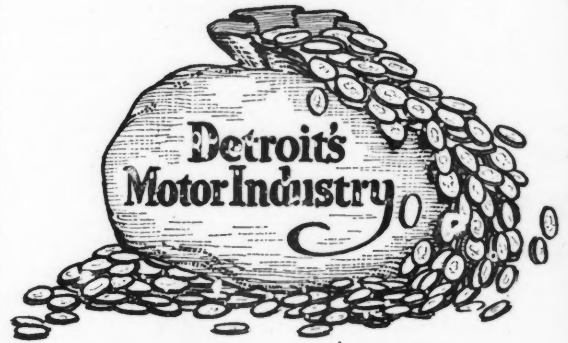
(Special to EDITOR & PUBLISHER)

PARIS, May 25.—Americans in Europe turning over the pages of their French newspapers are greeted with the sight of an old friend, and learn how to say in French, "I would walk a mile for a Camel." The advertising campaign in France for these cigarettes is in the hands of the Agence Havas.

Wyoming Merger and Reorganization
(By Telegraph to EDITOR & PUBLISHER)

DENVER, July 2.—Charles W. Barton, editor of the Casper Tribune has assumed control of the Sheridan Post-Enterprise, a morning paper, the name of the consolidated Sheridan Post, morning, and Sheridan Enterprise, evening. Everett L. Phippard, former editor of the Enterprise, will be associate editor.

Overflowing Prosperity Is Detroit's



The Wall Street Journal Says

"DETROIT Motor Companies have more cash than at any time in history. Several companies are carrying their own drafts against cars shipped. Two are actually loaning money through local banks." Emory W. Clark, President of First National Bank in Detroit says:

"We are helping some of our Motor company customers find employment for their surplus funds, and I do not know of a single one that is a borrower.

Detroit makes 60% of all the world's motor cars. During 1923 it is estimated there will be 3,000,000 passenger cars and trucks manufactured. Detroit was never so prosperous. The Detroit News never had so great a circulation as that shown by its latest A. B. C. statement. Detroit and The News, which thoroughly covers the whole Detroit field, offer you the ideal advertising situation.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan
1878—FIFTY YEARS' OF PUBLIC SERVICE—1923

17,249

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

Everything in Baltimore Revolves Around

THE  SUN
Morning Evening Sunday

ALL OPERATED FROM THE SAME KEYBOARD

Three Main Magazines and a 34-Channel Auxiliary



One Keyboard

All three main magazines and the auxiliary are controlled by one power-driven keyboard. The operator does not have to move his hands from this single keyboard to get any character that runs in the machine. A touch on a control-knob instantly switches the keyboard action from 34 channels of the main magazine to the auxiliary. At the same time the other 56 keys remain in operative connection with main magazines.

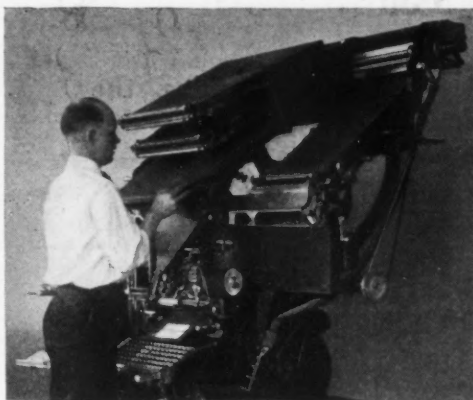
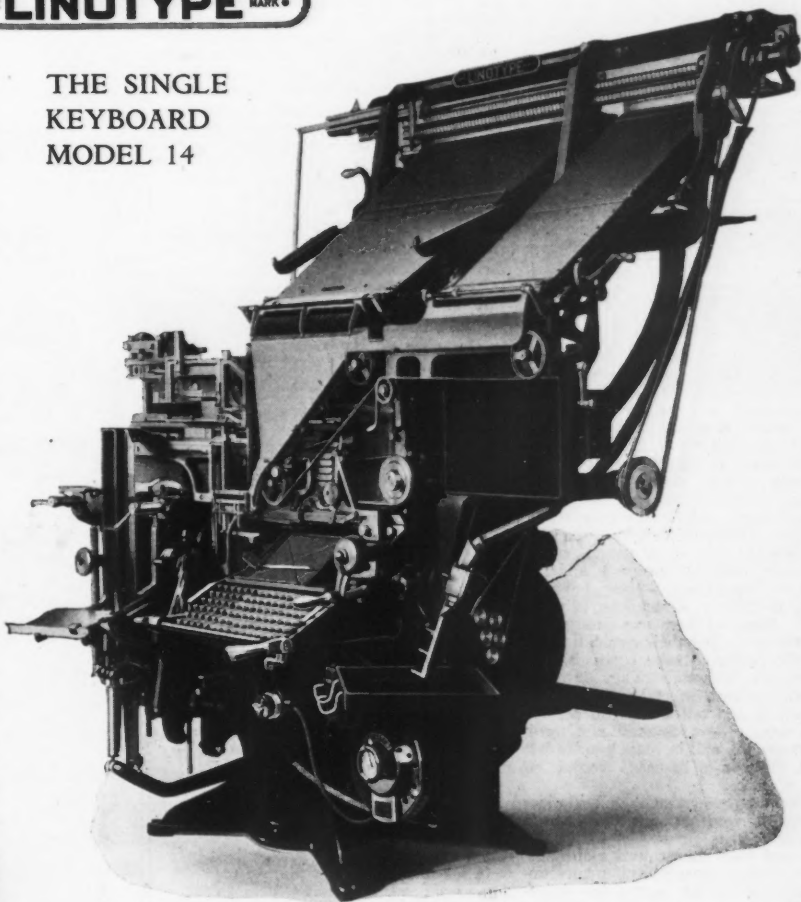
Power Driven

Composition from the auxiliary is as rapid as from the main magazines, since it is operated from the same power-driven keyboard and from the same keys and the same position to which every operator is accustomed.

Wide Range

The extra wide 34-channel auxiliary magazine extends the range of the Model 14 from 5 point to full 24 point and larger medium condensed faces, thus making it the ideal Text-and-Display machine for the job office or newspaper. Straight matter in any two-letter face or display within the range of the machine may be composed from the auxiliary magazine with exactly the same speed and facility as from the main magazines. These auxiliary magazines will be supplied split or full length as desired.

THE SINGLE
KEYBOARD
MODEL 14



All Magazines Changeable without Disturbing Auxiliary

The supporting framework of the auxiliary magazine is a fixed part of the machine. There is no swinging or other motion. A touch on a control-knob switches the keyboard action to the auxiliary.

It is always out of the way. Operative position-shifts of main magazines are made instantly at will without touching the auxiliary. The same is true of magazine changes. Magazines are taken off and put on in 15 seconds.



All magazine handling from front of machine—Split magazines in any or all three positions, as desired.

Auxiliary magazine changes equally quick.

Continuous composition from main magazine and auxiliary,
all from the same keyboard.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

URGES NEWSDEALER DIVISION OF A. B. C. TO CHECK FORCED CIRCULATION

Schmid, of Indianapolis News, Declares Some Newspapers, Especially Sundays, Make Agencies Take Extra Bundles Which Are Not Sold or Even Opened

By JOHN M. SCHMID

Mr. Schmid, Circulation Manager Indianapolis News, delivered the following address at International Circulation Managers' Association Convention

IN CONNECTION with a discussion on the Audit Bureau of Circulations, I desire to bring up something which to my mind is of extreme importance. I understand that the American Newspaper Publishers' Association at its last meeting in New York appointed a committee to investigate certain matters pertaining to the A. B. C. which in the past have not been wholly satisfactory, to the newspaper publishers. I believe Hilton U. Brown of the Indianapolis News is the chairman of that committee. In his endeavor to get at the facts for the committee, he asked me to state to him in writing what, if anything, I could recommend to strengthen the A. B. C. as an auditing bureau.

I prepared my opinion of the A. B. C. in writing and am frank in saying that I believe it has done a great deal of good, having eliminated to a large extent the publisher who has in the past not told the truth about his circulation. From what I gather from other circulation men and from news dealers throughout our territory, I believe the A. B. C. is weak in one essential, and that is that it has not up to this time been able to determine how much of the circulation of certain newspapers is being crammed down the throats of news dealers who represent them, making them pay for large numbers of copies which they do not sell. This largely refers to Sunday newspapers. The circulation men on these papers in their evident desire to promote and increase the circulation of their publications are not always scrupulous in their methods. Many of them use strong-arm methods in increasing their circulation by forcing the dealer to take papers which they have no sale for. They instruct their traveling men to make a round of their districts and tell dealers in person that "beginning next Sunday and until further notice we will increase your order 100, 200, 500, or a thousand copies as the case might be."

They tell the dealer that the circulation department is very anxious to reach a certain mark in its circulation by a certain date and want the dealer's assistance in reaching that mark. The dealer in most instances, having placed his order according to the demand, protests, stating that he will not pay for papers sent without his order and which are not sold.

The traveling representative usually tells him that the increase will be made and that no returns will be accepted. The dealer, knowing something of the methods practiced by some of these newspapers, protests in vain, the papers are sent, and many left unsold. In some instances bundles are not opened and are consigned to the junk pile.

When the bills reach the dealer at the end of the month he is charged for the

papers which have been forced upon him and he makes up his mind that he will not pay for the extra copies. He remits accordingly and the publisher carries the amount representing the extra copies as a balance against him.

This practice is followed month after month until the balances accruing amount to large figures. The traveling representatives call on the dealers from time to time to adjust these balances, insisting in every instance that the amount is due and that no allowance will be made. If the dealer is obdurate and a man whom the newspapers do not find it easy to replace, a compromise is usually made or the amount charged to profit and loss.

It must be borne in mind, however, that there are thousands of small dealers throughout the country who do not care to jeopardize their agencies, who will pay for these extra copies after a mild protest, and it is this circulation which the A. B. C. is evidently not able to check as bona fide circulation. As far as the books of the publisher are concerned, the A. B. C. finds that it is paid circulation, but as to the actual facts in the matter there is no way to check how many of these copies which the dealer was forced to pay for were left on hand.

A short time ago I was visited by a number of responsible dealers in Indiana under the impression that I was still chairman of your A. B. C. committee. They wanted me to present the matter to you at this convention with a view of taking some action to have this system of circulation building stopped.

From what our traveling representatives gather through talks with various newsdealers who have been so shamefully treated by these circulation men I am inclined to believe that the fictitious circulation represented by these forced orders runs into the thousands and with the papers of extremely large circulation may run into the hundred thousands.

The A. B. C. auditor has no means of checking from the records in the publisher's office what is actually sold and what is not sold. The news dealers who called upon me, while not organized and were no doubt without authority to make any arrangement to have their circulations audited, suggested that this organization take up with the A. B. C. the matter of adding a field division of a newsdealers' division to its organization which would enable it through field examiners to audit the books of the larger news dealers throughout the country who would be willing to pay for the service rendered, either in the form of annual dues to the A. B. C. or for the audit itself.

This committee of newsdealers thought that an organization could be effected among themselves so that definite action could be taken in this respect. They

seemed to think that most of the newsdealers throughout the country affected by the methods of these newspapers would gladly pay reasonable membership dues, because the dues would no doubt be very much less than the sums they are penalized for from time to time by these publishers.

One of the men of the committee told me that his losses would average from \$1,000 to \$1,500 a year but that he would pay it rather than lose his agency.

I have learned from other sources that agencies have been taken from newsdealers under some pretext or other and have been turned over to friends of the circulation managers who no doubt had a silent interest in such agency, increasing their income in this surreptitious way.

I believe that all of you know of instances of that kind, inasmuch as you are not interested or involved in any way you have said very little about it. This organization must do something to stop this kind of work. I am in no position to mention names or incidents but I know they exist. I could not afford to disclose the names of the dealers who visited me because it would become known to the circulation managers of the papers they referred to, and their agencies would be lost to them. I don't know whether or not it is practical for the A. B. C. to handle this situation satisfactorily because nearly every newsdealer keeps his accounts in a different way and on account of the lack of uniformity in the keeping of such accounts it would be difficult for the A. B. C. to make a uniform check.

On the other hand, there would be many newsdealers, to my mind, who would not join an organization of that

kind because they would be constantly threatened and intimidated and for fear of losing their agencies would not lend the necessary co-operation publicly.

I believe that if some way could be devised to get at the fact these unscrupulous publishers would soon stop this practice, which may be well classed with robbery.

In justice to those circulation men who frequently send out extra copies to newsdealers with a view of having these extra copies sold, I desire to say that there is no quibbling in their cases about taking the unsold copies back. Frequently a big item of news is contained in an edition which will warrant extra sales and the dealer's order is stuffed on that account, but no general practice is made of forcing copies on the dealer with a view of having him pay for them whether sold or not.

I believe that the A. B. C. is fully aware of this situation in some sections of the country and is endeavoring to get at the facts by sending questionnaires to newsdealers and agents, but the information is hard to get because these dealers and agents fear that the information given to the A. B. C. might become known to these publishers and they would be punished in some way.

I have seen some of these questionnaires, and agents have told me that before filling them out they would ask the publishers they represent how much of this should be answered and what the answers should be. These dealers have been bluffed right along and don't see the wisdom of making more trouble for themselves by filling out these questionnaires. They feel that the road of least resistance is the one to follow, although it costs them a whole lot of money.

One Paper is Enough in Washington, D. C.

The Star so completely and effectively covers this field that no combination, with its material increase in cost, is necessary.

Advertisingly speaking, the National Capital is a one paper city—and that paper is THE STAR.

Perhaps we can be of some service in formulating your plans — if so, command us.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Macon News is the new newspaper 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

DOMINION AUTHORIZES PULP EXPORT BAN

Montreal Expects Enforcement of Embargo Soon—Quebec Protests—New York Congressman Telegraphs Hughes

(Special to Editor & Publisher)

MONTREAL, July 3.—The Canadian Parliament that has just closed gave consent to a resolution introduced by the Minister of Finance that may have a far-reaching effect upon the newsprint situation in the United States, and transfer control finally to Canada. By this resolution the Government is empowered to bring into effect an embargo on the export of pulpwood. The Provinces of Ontario and Quebec already forbid the export of pulpwood cut on Crown lands but Federal action would extend this to make the prohibition include pulpwood cut on private lands as well, something over which the Provinces have no jurisdiction.

In pulp and paper circles the view is generally accepted that this embargo will be ordered in the near future, although several months probably will be allowed to elapse before the lid is put on tight. For a time, it is understood, settlers who cut the wood in the process of clearing their lands, and depend on the proceeds for several years at first, will be allowed to export. But companies like the International Paper Company which own extensive limits seem certain to be cut off soon.

For years past over 1,000,000 cords annually have been exported to United States mills sufficient for 650,000 tons of paper. The wood is worth \$10,000,000 in export form; the paper \$50,000,000.

It is the belief here that a number of United States mills will be forced to establish groundwood and sulphite pulp mills in Canada as a result of the embargo; there not being enough wood in the States without Canada's exports to supply the demand.

QUEBEC, July 3.—"If the proposed embargo on the exportation of pulpwood from Canada is put into effect by the Government, it will simply mean that the local dealers will be placed on the street," said a local exporter.

The Quebec Board of Trade has made a formal protest, asking that a delay of 18 months be allowed in order that dealers might fulfill their present contracts and get rid of supplies on hand.

OSWEGO, N. Y., June 29.—Congressman Luther W. Mott today sent a strong telegram to the Secretary of State asking that he file a protest with the Canadian Government against the contemplated action prohibiting the export of all Canadian pulpwood out of freehold and privately owned land.

Sesqui-centennial Advertises

The Sesqui Centennial Association, which has in charge the exposition to be held in Philadelphia in 1926, are using

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.

First in total; local; national lineages.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.
230 Fifth Ave. N. Y. City
Steger Bldg. Chicago, Ill.
Globe Bldg. Boston, Mass.

half page space in the newspapers to answer the opponents of the Fair. Prominently displayed is the slogan of the Fair, "Ring It Again," referring to the Liberty Bell, the Fair being the 150th anniversary of the signing of the Declaration of Independence.

SIoux CITY "NORMAL"

Papers Announce Full Corps of Non-Union Printers Hired

(Special to Editor & Publisher)

SIoux CITY, July 4.—As far as the publishers of the Sioux City Tribune and Sioux City Journal are concerned, the strike of the union printers which began more than two weeks ago is settled, according to the publishers. They report that the places of all the union men who went on strike have been filled and that not one union man has been hired.

Both newspapers have resumed the usual number and size of editions.

FRISCO JOURNAL SUES

Examiner and Chronicle Defendants in \$300,000 Damage Action

A complaint charging conspiracy to prevent the San Francisco Journal from circulating throughout California and elsewhere in the nation was made against the San Francisco Examiner and the San Francisco Chronicle, including their publishers, William Randolph Hearst and M. H. de Young, in a suit for \$300,000 damages filed in United States District Court by the Journal.

Those named as defendants include: Chronicle Publishing Company, Examiner Printing Company, M. H. de Young, William Randolph Hearst, W. H. B. Fowler, business manager Chronicle; George Fisher, circulation manager Chronicle; G. S. Linden, country circulation manager Chronicle; C. S. Stanton, publisher Examiner; J. A. Callahan, business manager Examiner; A. E. Crawford,

circulation manager Examiner; W. R. Simpser, country circulation manager Examiner.

Accompanying the complaint were affidavits by A. M. Lawrence, president Journal Publishing Company; C. H. Smith, circulation manager, and C. S. Persons, country circulation manager of the Journal.

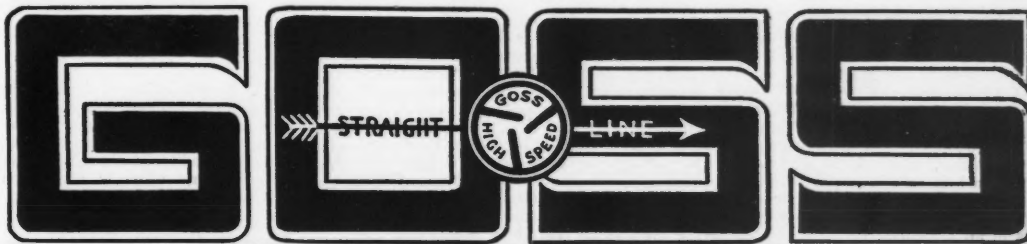
Complaint also has been made to the Federal Trade Commission.

Paper Companies Move Offices

The New York offices of the Butler Paper Corporations and the Butler American Paper Company, Chicago, have been removed to 522 Fifth avenue.

Fire in Paper Mill

The sulphite department of the Carthage Sulphite & Paper Co., in West Carthage, N. Y., was destroyed by fire which broke out in the chiproom June 23. The damage is estimated at \$100,000.



SPEED — SILENCE — STABILITY

Your heavy, high-power touring car "floats" along the road at 60 miles an hour, a silent tribute to its perfect mechanical design and construction. Yet half that speed in a "flivver", as it clatters along, seems a dangerous pace.

Or, get the same difference by contrasting the smooth *silence* with which a modern steel Pullman slips over the rails, with the clatter-bang of the ordinary day-coach on the same train.

So, with *Printing Presses*: A Goss Straight-Line, High-Speed Press will print, fold and deliver its 72,000 eight-page signatures an hour with only a musical hum to signify its motion, while half that speed on an ordinary press is accompanied by a dangerous clatter and vibration.

The difference, in all three instances lies in the following:

1. *Weight of Materials*
2. *Correctness of Mechanical Design*
3. *Precision Workmanship*
4. *Uniform, Unfailing Lubrication*

It will be a pleasure for us to explain these and other advantages of Goss Presses in full detail.

GOSS INSTANT REPAIR SERVICE

Without a Parallel in the Industry

A reserve stock of every vital part of every Goss Press is kept in numbered bins in our Chicago plant. Every order for a repair part, whether received during working hours, or at night, on Sunday or holidays, is shipped *immediately* by the service man "on watch."

THE GOSS PRINTING PRESS CO.

1535 South Paulina Street, Chicago, Illinois

YES, INGOMAR, MAGAZINE ADVERTISERS STILL BELIEVE IN SANTA CLAUS

Montmorency, Sr., Spills the Beans as to How a Monthly Periodical with 34,402 Circulation Can Cover the Country Like a Pillow Case

By JOHN WILBERFORCE PEABODY

"PAPA," said Ingomar Montmorency, Jr., "why do magazine publishers advertise everywhere but in magazines?"

"On the same principle, my son, that Joe Umlah, who runs the Single Spoon Restaurant, eats anywhere except in his own beanery," replied Montmorency, Sr., with a paternal smile.

"Oh," rejoined Ingomar, "you mean that somebody else should get the rusty nail that occasionally seeps into the rice pudding."

"Exactly," was the answer. "The magazine publishers know too much about their own product. If they didn't know so much that is really so about it, they never could make the poor advertisers believe so many things that are not so."

"This opens up rather well," was Ingomar's comment, "but with your usual circumlocution, which is an \$8 word I just learned in school. Spill us an earful concerning the stuff on your chest, only pep it up and come hastily to the verbs in all sentences."

"You are so desperately fresh," said Papa, growing pink about the gills, "that I think you will grow up to be a solicitor for summer resort ads or maybe a circulation manager. But anyhow, speaking of circulation managers brings me to what I had in mind."

"Magazines, before they can sell advertising space which represents the bacon in all publications, must have two things:

"First, some circulation, second, a conversational magnifying glass through which to read the circulation analysis."

"Did you ever see a guy take a rabbit out of a plug hat on the stage?"

"Sure," said Ingomar, "but I prefer something less exciting like a murder."

"Well, years ago, ere your disconcertingly critical lamps opened on this imperfect world, there were thousands of such goofs on stages, with circuses and Kickapoo Indian medicine shows all over the land. The trolley car, the flivver and the movies created so many counter distractions that many of these wonderworkers found themselves jobless. Most of them became circulation and promotion managers for magazines."

"I suppose they had their choice between this and becoming janitors in aquariums," interrupted Ingomar.

"No funny cracks," reproved Papa, "this is a serious discourse. But as I was saying, the circulation departments of magazines were the quiet havens into which the legerdemain birds drifted from the footlights."

"Says the magazine publisher to the newly-arrived sleight-of-hand performer on the Monday morning when he applied for the job:

"Can you poach an egg in a parchment lamp shade in full view of the audience?"

"Two of them," says the magician, producing a hen, a piece of toast and a bottle of near-beer from his whiskers. "Howdy like them apples?"

"Elephant!" exclaimed the publisher. "Then cast your glims over these circulation hash figures and tell me how to get the advertising roast turkey with them."

"How much circulation have you?" inquires the new manager.

"Just 34,402," says the publisher.

"What do you aim to do about it?"

"To prove that it covers the country completely and reaches eight out of every ten families that can buy all luxuries outside of coal and mushrooms."

"How many families are there in the country?"

"Too d-d many," says the publisher bitterly.

"About twenty million, sir," says the office boy, interrupting.

"There must be some mistake," says the new man. "I only know about a thousand. Anyhow, we must do this trick by the process of elimination. Half the 20,000,000 don't own Fords, and half of those who do, send their oldest sons to night school. So we can drop 15,000,000 from our calculation at once. That leaves 5,000,000 for us to work with. Now each copy of your magazine, which is a family publication, is read by 100 families so that increases its potential influence to 3,440,200 families—once a month. Each copy is kept fully a year, so the life of each number is 12 months. Multiply 3,440,200 by 12, which I personally refuse to do, and you have more influence than you need. If there is anything left over, let the other guy have it, like a good sport. Slip me \$100,000 first for an appropriation and we'll buy some real advertising in the newspapers, which nobody reads more than five minutes at a time, but which I happen to know get all the crowds for the show business."

"You're a genius," says the publisher, and in a few days every manufacturer in the country lets his interest wander from the sporting page to an ad showing how this magazine with about three and a half circulation in his particular town is able to plaster the country because it has a magician on the job doing its figuring."

"I think the story you tell is a pretty fair one for an old party," replied Ingomar. "Magazine circulations with their family coverages are a whole lot more elastic than chewing gum. I get my hair cut now and then and I know of one magazine that I see only in barber shops. But the other day I read a book which this magazine publishes, explaining how everybody goes to a barber shop eventually, including wives who are looking for missing husbands. This magazine claims to be the best medium on earth for hair mattresses, derricks, overalls and wooden houses by mail. Really, I think it should be a good medium for a physical culture correspondence course which the barber shop customers can use while they are waiting for their turn."

Ingomar's papa contemplated his offspring for a moment and blew smoke at the ceiling. Then he asked:

"What are you going to be when you grow up, Ingomar?"

"Oh, me?" said Ingomar. "I shall be a philanthropist and endow a home for indigent advertisers who believed in Santa Claus."

RACES HARDING'S TRAIN

Denver Post Woman in Plane Takes Papers with Speech

(By Telegraph to EDITOR & PUBLISHER)

DENVER, July 2.—To welcome President Harding, the newspaper world of Denver devised special stunts varying from the presentation of a huge blue pencil to the Chief Executive to the spectacular racing of the President's special train by an airplane bearing Frances Wayne, special writer of the Denver Post, with a damp-off-the-press copy of that publication containing Mr. Harding's just-delivered speech. Mrs. Wayne caught up with the President as his train neared Cheyenne, and delivered the Denver Posts containing the speech which Mr. Harding had made in Denver one hour and fifteen minutes before.

The presentation of the "Blue Pencil" was interfered with by the auto tragedy which cost the lives of a newspaper correspondent with the Presidential party and two members of the local Press Club, acting as hosts. The editorial

"Big Stick," four inches in diameter, carries a huge blue lead and bears the following inscription in red and white letters, "73 Denver Press Club World Court Editors' Pencil, U. S. A., to Editor-in-Chief of the United States from the Denver Press Club." It will be sent President Harding at Washington.

DISCUSS STATE'S PROBLEMS

Washington Press Body to Confer With Industrial Leaders

The annual meeting of the Washington State Press Association, which will open in Ellensburg Aug. 22, will be characterized by a conference with representatives of industries and activities and by a discussion of questions having directly to do with the welfare of the State.

This was decided upon by the executive committee of the association, which held a two days' session in Seattle June 3 and 4. An effort will be made to arrive at a better understanding of the problems affecting all sections.

Editor Faces Libel Trial

Lucius T. Russell, editor of the Newark (N. J.) Morning Ledger, was made the subject of a complaint by County Prosecutor John O. Bigelow charging criminal libel in a signed editorial charging laxity in the Prosecutor's office in connection with the Creighton murder trial.

Plans D. C. News Bureau

The Chicago Journal of Commerce is planning to establish a news bureau in Washington, D. C. Robert E. Ward, the railroad editor, went there to see about the arrangements.

Cleveland Legal News Moves

The Cleveland Legal News has moved from Frankfort street to 1250 Ontario street and with new equipment now has a first class newspaper office. The Union Stockyards official paper the Live Stock News is printed on the press of the Legal News.

Dayton Journal Host to Club

More than 600 members of the Journal Juniors Club, an organization of young writers and cartoonists sponsored by the Dayton Morning Journal, were guests of the Journal at the annual outing held June 19 at Lakeside Park.

Action on Rail Service Drive

The Grand Rapids (Mich.) Press recently started a campaign for improved transportation service into that city. As a result, a conference is being held by railroad and city officials to take up the question of improved service.

Want Joint Magazine Section

The Suburban Express publishers of Arlington, Texas, are sending out letters soliciting the co-operation of some of the members of the league to issue a joint weekly magazine section for their papers, all of the reading matter and advertising to be concentrated at Dallas.

SANDUSKY REGISTER FAVORS FARM PAGE

Paper Has Regular Agricultural Editor Who Covers His Beat of Four Counties in an Automobile

At the recent meeting of the Associated Ohio dailies, there was much discussion on the merits of having a distinctly farm page in a daily or weekly newspaper. Hot arguments for and against such a page were given and the editors finally agreed that considerable local news should be printed about the doings of rural folk, both socially and about their vocation, and that this might be placed either in a classified position or distributed throughout the paper.

The management of the Sandusky Register, a daily paper of northern Ohio, which has a large rural and suburban circulation, is a firm believer in the farm page, and every issue contains a page devoted to the interests of farmers. In addition to the stories on local rural happenings, markets and stocks are placed on this page.

In order to give the farmers the kind of news that they want, and in the language that they best understand, S. F. Hinkle, B. A., B. S. in agriculture, and M. A. in agriculture, a graduate of Muskingum College and Ohio State University, was engaged as editor of the page over a year ago. Hinkle was managing an 1100 acre farm when he accepted the position.

In a small automobile furnished by the paper, Hinkle travels all over the Register's area visiting farmers, meetings, fairs, and farm bureaus in four counties. He talks with the farmers, building up good will and getting news for his columns. The whole countryside is his beat, and he covers it under his own responsibility as the occasion requires.

News of this kind is well liked by the farmers, who like to see their accomplishments written by an expert in their line. Timely stories on crops, preparation of the soil, planting, and feature articles are printed. All material which enters the farm columns is copyrighted.

The Scioto Gazette, published at Chillicothe, this Spring, added a farm editor to its staff with similar duties. The tendency for the employment of special farm editors in Ohio seems to be growing.

Calls Newsboys Greatest Boosters

Interviewed by the "Little Peach," the weekly carriers' paper of the Knickerbocker Press and Albany Evening News, Roy S. Smith, secretary of the Albany Chamber of Commerce, declared that the newsboys were the greatest boosters that the city had. Mr. Smith started as a newsboy on the Bangor (Me.) Daily News.

Loft Opens Philadelphia Store

The Loft Candy Stores have opened a store in the central business section of Philadelphia. Large space was used in the newspapers to announce the opening day.

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WHAT OUR READERS SAY

A Protest from Marion

TO EDITOR & PUBLISHER: If it is true that when you publish an editorial you undertake to present an opinion based on facts, then I claim that the job of writing an editorial should be taken seriously.
Your comment on the sale of the Marion Star, so far as my information goes, is only half correct. The first two paragraphs probably are true. I believe there is not a single statement of fact or an opinion based on those statements which is either proper, fair or justifiable in a magazine which has hitherto earned very liberal respect.
Editor Harding did not deny the present tendency toward consolidations if your story on Page 6 is true.
You have not inquired as to the political partisanship of the Marion newspapers and therefore you probably do not know anything about it.
I do not see wherein your editorial is designed to be helpful to anyone.
ROY D. MOORE.

On Journalistic Sabotage

MEMPHIS, Tenn., June 21, 1923.
TO EDITOR & PUBLISHER: I am sending you a copy of a letter which I am sending to the editor of the Philadelphia Public Ledger.
C. P. J. MOONEY,
Editor, Memphis Commercial Appeal

Mr. Mooney's Offer

MEMPHIS, Tenn., June 19, 1923.
To Editor, Public Ledger, Philadelphia.
Dear Sir:
I am reading a clipping from the Kansas City Star, which is taken from your New York letter. A general statement is made that those who got Pulitzer awards in journalism, literature, poetry, et cetera, were so honored after they solicited examination of their work or that their friends submitted their names. Permit me to say that I did not know that the Commercial Appeal was to receive a medal for things done in journalism until a week before the public announcement. The Commercial Appeal had not sought recognition and we know of no friend or admirer who drew the attention of the board to this paper. The Commercial Appeal is around eighty years old and we hope we have the modesty of years.
Now, if the editor of any other paper or the publisher of any other paper thinks that his paper did a more meritorious service than the Commercial Appeal in 1922 I would be glad in joining him in a petition to the awarding committee, praying that the matter be reopened and that another examination be had. If the committee finds that the medal should go to another paper I should be delighted to surrender it either by marginal release or quitclaim deed.
I am not sure that the medal has yet been struck. If any dissatisfied postulant for the honor will notify me I will join him in request that further proceedings be halted and the case be reopened *de novo*.
This paper carried on four years with the Confederacy. When Memphis fell in 1862 we retreated, according to plan, to Jackson, Miss. When Grant got busy in 1863 around Vicksburg the Appeal retired in good order to Montgomery. When the fortunes of the Confederacy improved in the Fall of 1863 the Appeal went up with Bragg's army to Chickamauga. In the Spring of 1864, Sherman made it exceedingly difficult to get out a paper near Chattanooga and the Appeal retired in good order to Atlanta. In the shank of the Summer of 1864 the Appeal again retreated to Macon, according to plan. A little later in the Fall the soldiers who were getting out the Appeal—its editors and reporters—were wounded and convalescent Confederates concluded to enter Winter quarters at Columbus, Georgia. Alack and alas, Sherman sent a detachment down there. These Federals pried the type, threw the slugs and leads in the hellbox, smashed the hand press and left nothing but the Appeal headline. A colored man who had been attached to the Appeal for ten years before the war and who is still with it, brought the headline back to Memphis. The Appeal resumed business in Memphis in 1865. Modestly it has gone about its work.
We have never been boastful of anything we did. We tried to get out a newspaper that was interesting and helpful. We have always been captains of our own souls. We envy no man. We would take nothing from any other man than is his right, therefore if your New York correspondent or you think the medal should have gone elsewhere so be it. Permit me to say, however, that I regard the award as the

greatest honor that ever came to this paper in its eighty years of history. I believe it is the greatest honor that can come to any American newspaper, whose editor loves his country, believes in constitutional government and wants the Republic to live a sane life through the centuries. If we are less worthy than another, then let the other have it.
Yours truly,
C. P. J. MOONEY,
Editor, Commercial Appeal.

Newspapers vs. Magazines

NEW YORK, June 29, 1923.
TO EDITOR & PUBLISHER: I know the field pretty well and can judge the value of Editor & Publisher by its editorial and news contents, as well as by the advertising it carries.
The editorial "Find Your Friend" in June 23rd issue, is straight sound talk and I find myself in agreeing with most of it.
I feel, however, that the advertising agent, as a rule, has no ulterior motive in recommending, or accepting recommendation of magazines in preference to newspapers.
Advertisers see the magazines—many magazines—they read them—like them. But the advertiser probably sees only one, or at the most two, daily newspapers.
The agent has a hard job to make his client visualize the power and effect of a dozen or a hundred newspapers he never sees and hears little about.
In proportion to circulation, power, prestige and capital the magazines are better represented than newspapers. And this is nobody's fault but the newspapers.
CHARLES AUSTIN BATES.

Canton Repository, Weekly, Born 1815
CANTON, Ohio, July 2, 1923.
TO EDITOR & PUBLISHER: We notice in Editor & Publisher of June 30, just received, that you give the year 1878 as the year the Repository was established. Will you kindly advise us from whom you received that information. As per enclosed copy, you will note the Repository was established March 30, 1815. Thanking you in advance for the favor of a prompt reply, we are,
THE REPOSITORY PRINTING CO.,
GEORGE B. FREASE,
President and General Manager.

EDITORIAL NOTE—In the compilation of circulation, rates, and other data on U. S. English Language Daily Newspapers, to which Mr. Frease refers, the policy was followed of giving the date of establishment of each newspaper as the year in which it started daily publication. The Evening Repository appeared in 1878 after publication for 63 years as a weekly newspaper. The information appearing in Editor & Publisher last week regarding the Repository was taken from its statement to the Audit Bureau of Circulations for March 31, 1923.

Pardon Is Granted

WASHINGTON, D. C., July 3, 1923.
TO EDITOR & PUBLISHER: You will pardon me for having neglected sending in my check for \$4 to cover my subscription for Editor & Publisher from March 29, 1923, one year. Just overlooked it, that is all. I want to al-

ways have the Editor & Publisher come to my desk, as I consider it a valuable medium to have around. You will find check enclosed.
W. E. DOUGLAS,
Classified Advertising Manager.
Washington Morning Herald,
Washington Evening Times,
Washington Sunday Herald,

Relieves His "System"

NEW YORK, July 3, 1923.
TO EDITOR & PUBLISHER: One need not write to tell you that Mr. Rogers made out a mighty poor case for himself in his letter to Mr. Gompers, but you will permit me to relieve my "system" by telling you so!
If one should review the various published statements concerning the disposal of The Globe, along with the several groups of contradictions in the Rogers letter of the 26th, one would wonder all the more why Mr. Rogers exploded.
Surely the feature writers "could not go to the Sun" any more than Mr. Rogers, if, as seems the case with most of them, they were "diametrically" different from Mr. Munsey.
It is to be hoped that Mr. Munsey will hasten to carry out his threat to remove the Globe name from the Sun. It must be an uneasy ghost now looking out from the pages of the present paper. And readers, as well as those who merely see the paper on the newsstands, do not enjoy the daily reminder of a once glorious paper—dead, but not yet fully buried.
EVART G. ROUTZAHN.

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Half-a-Million Dollars
in our first four 1923 Campaigns



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Month after month, year after year The Hollister Circulation Organization offers new proof of its unrivalled supremacy in building circulation. By the Hollister plan thousands upon thousands of new, paid-in-advance home subscribers are added to a paper's circulation within a few weeks. The amazing success of the plan is evidenced by the record-smashing campaign on The Philadelphia Inquirer, by the tremendous success of the campaign on The Indianapolis News, by the three successive and successful campaigns on The Los Angeles Times, by the campaign for The Cleveland Plain Dealer, by repeated success on The Washington Post, and now by the volume of circulation added and the amount of money handled in the first four deals of 1923.

take MEMPHIS for example ~ ~ ~

To The Memphis Commercial Appeal the Hollister Circulation Organization turned over \$175,000 in subscription money in ten weeks' time, an amount approximately eight times the cost of the prizes awarded. In all, 30,000 subscriptions, averaging ten months' each, were handled, of which over 16,000 were NEW! This tremendous increase in circulation made The Commercial Appeal positively The South's Greatest Newspaper. J. W. Hays, business manager, writes: "Campaign highly satisfactory. We are more than pleased with results."

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GATHERED AT RANDOM

J. FRED ESSARY, of the Baltimore Sun, set up samples of the Washington machine's products before the recent assembly for Journalism Week at the University of Missouri, Columbia.

Mr. Essary, before presenting his anecdotes, referred to the propaganda organizations that have come into the Washington correspondent's life in recent years; the development of the modern correspondence system; with the appearance of specialists in various classes of news; the self-government carried on by the corps; the voluntary censorship of war times, when the correspondents held information that they hesitated to divulge even to their editors; and relations of the news-gatherers to the legislative and executive branches.

"There is a curious Senate tradition that the executive sessions of that body are sacred and that nothing which takes place behind closed doors must be reported," he continued. "Although Senators sitting in secret session are honor-bound not to reveal anything that is said in executive debates, the proceedings of such sessions are almost invariably and accurately reported in the newspapers. These leaks have resulted in many indignation meetings on the part of strict constructionist Senators in days gone by and many futile investigations have been ordered in an effort to dry up the sources of executive session information.

"In this general connection I am reminded of an amusing circumstance that developed a decade or so ago. There came to town about that time, George C. Hill, a new member of the New York Tribune staff. Not knowing the routine or the rule regarding the supposed inviolability of executive sessions, Hill approached the late Senator Hoar of Massachusetts, one of the most austere of men, and politely asked the Senator leader what had taken place at a certain executive session. At first Hoar merely glared furiously at the correspondent, then suddenly relenting, asked if Hill were not a new arrival. Finding that Hill was a newcomer, the Senator led the young man to a dark corner and gave him full and complete account of all that had happened.

"The next day Senator Hoar arose in his place in the Senate and in a voice that quivered with simulated wrath, he read aloud the report of the executive session, which Hill had written, reminding the Senate that it was accurate in every detail. Then turning upon his colleagues he declared with mock solemnity that such a report could only have come from some Senator, some man who had so far forgotten his duty to his country, the sacredness of his oath and his own sense of personal honor as to reveal the secret proceedings of the Senate. Mr. Hoar then added that if the Senator responsible for that outrageous and disgraceful breach of faith were present, it was fervently hoped that he would take to heart the lecture then being delivered.

"This was the same George Hill, I might say, parenthetically, who afterward became chief of the Tribune Bureau in Washington, and who administered a rebuke to one of his new men some years ago, worthy of the best traditions of the Corps of Washington Correspondents. It was at the time of Jessie Wilson's marriage at the White House to Mr. Sayre. Only representatives of the press associations were admitted to the East Room on that occasion. But a new man had come down to join The Tribune staff, a typical New Yorker, with all the cheap New York devices for getting news. He approached Hill on the night of the wedding with an air of triumph. He said he had sent his wife to bribe a White House cook to allow her inside as a helper; that she would witness the wedding in that fashion and would give the Tribune a big special story. Hill allowed his man to finish, then turned upon him savagely, saying:

"When you have been here a little longer, you will learn that Washington correspondents get their news from the front door, not the back door of the White House."

"I would not have you assume however, that Washington correspondents do not treasure a scoop.

"One of the historic scoops which is still talked about in Washington was executed back in 1898, by Matthew Tigue of the Hearst newspapers and illustrates the fact that most beats are not matters of careful planning, but are the result of eternal vigilance.

"The war with Spain was being fought. Cervera's fleet had been bottled up in the harbor of Santiago. The thrilling voyage of the old Oregon around the Horn had just been accomplished. Hobson had made himself a hero by daringly sinking a collier in the harbor's mouth. It was not deemed probable that the Spanish men-of-war would venture forth and give battle, but would remain blockaded during an indefinite siege.

"On Saturday, July 3, however, the Spanish Admiral, leading his column, made a mad dash for the open sea and, as you know, his fleet was destroyed in the most thrilling naval engagement which had ever taken place in the waters of the Western Hemisphere.

"About noon on Sunday following the battle, the country was still unconscious of what had taken place. Tigue was at his post at the White House and alone. The Secretary of the Navy, John D. Long, however, unexpectedly emerged from the Executive Mansion, and as he walked away, Tigue approached him and inquired casually if there were any news.

"The Secretary believed not, but as he proceeded down the driveway, Tigue still accompanying him, he drew from his pocket a cablegram, saying:

"By the way, I have just received this message from Admiral Sampson, saying that the fleet under his command had engaged and destroyed the Spanish squadron. I have just shown it to the President. Perhaps it may be of some interest."

"Of some interest! Tigue, as he made a copy of it, opined mildly that it might interest a few people.

"Tigue ran for the Hearst bureau and flashed his great story. The Hearst newspapers were abroad with extras in half an hour. It was more than two hours later before Mr. Long was found and official confirmation of the Tigue story was obtained.

"There is a story in Washington that Tigue's great scoop so commended him to Mr. Hearst that the publisher issued an order that come what may, no man but himself should ever discharge Tigue from the Hearst service. Whether that is literally true or not, Matthew Tigue has remained on the Hearst bureau all these years and is still there, although scores of men have come and gone in the meanwhile.

"Functioning hundreds of thousands of miles from one's home office gives the Washington correspondent a certain degree of freedom of action and of thought, but certain difficulties naturally follow. We are pursued by an unending line of queries, from our editors, many of them containing valuable ideas for news stories, but many others worth remembering only because of their absurdity.

"The correspondent of the New York American, for example, received this curious query one night:

"We have information that there is something in the air. Get it and send us 1,000 words."

"My friend Louis Ludlow received this message one day from one of his western papers:

"Supreme Court about to hand down decision in local gas case. See Chief Justice White and get advance copy."

"The correspondent of an Indianapolis paper was appalled to receive a message to this effect:

"Get interview with President Roosevelt on local political situation. And tell him to make it short."

"Perhaps the price query came to the corre-

spondent of a Philadelphia paper. It ran as follows:

"North American this morning has column story, Penrose attitude toward direct primaries. Send us 2,000 words on this and make it hot."

"The next sentence read:

"No, 1,000 will do."

"Then came this line:

"Better hold it to 500."

"And finally this:

"Never mind Penrose story. We don't want it."

"There is one more that I recall, this from the editor of a Milwaukee paper. It said:

"Please rush immediately names of all unknown dead soldiers from Wisconsin."

"I remember one other amusing circumstance, in this general connection. The correspondent of the New York World one night received an order for a textual copy of one of the Bryan arbitration treaties. This treaty was printed in the World's own almanac, as the correspondent well knew. But instead of citing his editor to the page on which it might be found, he calmly ripped out the copy of the document and made his paper pay telegraph tolls on 3,000 words in order to impress his home office with his resourcefulness.

"President Taft, as you may recall, was an incorrigible traveller. He could not endure Washington life for more than two or three weeks at a stretch and when he would become bored by routine, patronage grabbers and legislative wrangling, he would accept a series of invitations, order his private car and take to the road. I was stationed at the White House during the greater part of the Taft regime, representing the Munsey newspapers and the International News Service. It fell to my lot to travel with Mr. Taft more than 300,000 miles.

"Accredited Washington correspondents accompanying the President are attached to his immediate party, each bearing a card signed by the Secretary to the President, ordering all local police, Secret Service men and others to permit the bearers to come and go at will. When a number of speeches are delivered in a given city, it is often necessary for the traveling correspondents to co-operate, dividing the day's work. In that connection I recall one of my most curious experiences.

"We were on a seven-day swing with Mr. Taft in the winter of 1910. The Presidential caravan arrived in Cleveland on a cold, snowy morning, where the guest of honor was to make six addresses. The last one was at midnight, and it fell to me to take the last trick of the day, to protect the wire against a possible story.

"Mr. Taft asked to be excused from making an extended speech, saying the winter weather had gotten into his throat, which at the moment was as sore as a raw piece of meat. I saw no particular story in it.

"But a local reporter put on the wire after we had gone a most alarming story saying that the President was desperately ill when he left the meeting and had been unable to raise his voice above a whisper. The story was embellished with abundant details as to his being almost bodily carried to his automobile, etc.

This story was flashed from end to end of the country after our train had left for Columbus, our next stop, and no opportunity was given to correct it.

"My papers were all evening editions at the time and I left the train at Columbus about seven o'clock for an early breakfast. Also I stopped for a moment at the Columbus office of the I. N. S. to 'check in.' There I found a batch of frantic telegrams addressed to us ordering us to file an early story as to the President's exact condition and to follow with hourly bulletins.

"Chagrined that I should have been so disastrously scooped, and that I had permitted my colleagues to be scooped, I hailed a taxi and rushed back to the railway station where the presidential train was parked. I found there half a dozen local reporters, all of them after the same story. They were held at bay, but my official card got me by.

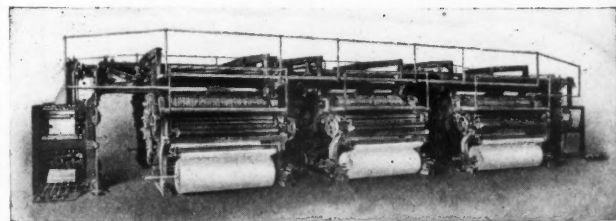
"I rushed up to a Secret Service man pacing the platform besides the President's car and told him that I must see the President at once. There was nothing doing, he replied—the President was not yet up. While I was explaining the gravity of my case, however, Major Archie Butt, the President's aide and a friend of every newspaper man, appeared on the rear platform of the car. I approached him with the same demand, showing him my telegrams. He assured me that the President was in the best of health, but I was not satisfied. I insisted that before I could write the story that needed to be written, I must see the President with my own eyes.

"Meanwhile, we had gone inside the car, each of us arguing his point. Finally, there came a voice through a stateroom door, wanting to know what all the trouble was about. It was the President speaking. I shouted back what was worrying me and explained somewhat breathlessly that I felt that I must see for myself before I could absolutely deny the Cleveland yarn. Mr. Taft then said good-naturedly that if I must see him, and if I did not mind seeing a Chief Executive in a night-shirt, to walk right in. I walked in, I may add, apologizing profusely, but satisfying myself that Mr. Taft was as well as ever, except for a little hoarseness. Incidentally, that was the only time I have ever seen a President, weighing 300 pounds or under, in complete dishabille.

"There is another story of Presidential travelling, a story which has never been written, which I am encouraged to relate. The Cleveland story may be chargeable to over-zealousness on the part of the local man. The episode I am about to recall failed to appear in print through lack of zeal on our part.

"It was another Taft trip. We were crossing the Alleghany Mountains on a long all-day jump on the Baltimore & Ohio Railroad. As we were descending a long mountain grade, the brakes of the train were suddenly applied and we all felt the shock as the wheels gripped the track. As the train came to a standstill, two or three railway officials who were in our car hurriedly left. All of us were absorbed how

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The Washington Bee

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WASHINGTON, D. C.
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ever, in a penny-ante poker game and we passed only long enough to inquire casually why we were held up on the side of a mountain. "The press agent of the railroad quickly reassured us by saying that we had come upon a 'red paddle,' meaning that the block ahead of the train was occupied. We accepted this as probable and went ahead merrily with our game. "The fact is, as I learned nearly a year later, the train bearing the President of the United States had come within a bare six feet of colliding with a landslide. And there we were playing poker while a great hair-breath story got by us.

"In concluding, let me remind you that journalism is now as firmly established as a profession as is the law, or medicine or pedagogy. There may have been a time when it was merely a trade; when the newspaper editor was a printer first, and writer next; when the typesetter was more important than the news-gatherer and when the press man played a bigger part in the publishing business than the policy-maker.

"Moreover, I like the old English word 'journalist.' I know that it is often applied in this country in derision. The journalist in America is supposed to be a newspaper man who has gone to seed, a sort of long-haired benighted creature, out of a job. Journalists, as such, may be sneered at by the freshmen, particularly those who are excessively fresh, but I believe the time is coming when the title, journalist, will stand for as much as does journalism as a term today.

"Journalism, dealing as it does with the vital affairs of community, state and nation, on the one hand, and with the intimate, even the sacred affairs of the family or the individual, on the other, should not only be decent to the core, but it should be a dignified profession. Nor should there ever be need for you or for any other who may practice it, to blush for its failures or its follies. Unhappily, however, the occasions are all too frequent when I, for one, feel like apologizing to the world for the fact that I am a newspaper man.

"I feel that way every time I read in the columns of a newspaper that the 'reporters were chased away,' by some rough-neck prizefighter; or, that some member of the decadent Gould family, about to be married to his third or fourth wife, 'successfully dodged the army of newspaper men'; or that some movie comedian upon being asked a polite question 'slammed the phone receiver on the hook'; or, some 'big woman' in New Jersey 'drove the press men from her premises at the point of a gun'; or, that some featherweight politician or petty little crook 'turned his back upon his interviewers.'

"I am fairly filled with indignation when I encounter in print day after day these cheapening lines penned by the men, themselves insulted, who in turn spread before their readers the record of their own mortifying experiences. Of course, we have disagreeable things to do. We go up against all manner of men, often too, under circumstances that are embarrassing, not to say degrading. People who lack breeding or sense, or both, sometimes assume an offensive attitude toward us, but why parade the face before the world? Why encourage other morons to do the same thing?

"I was a city editor once and almost as soon as I took the desk I asembled my staff and delivered myself about as follows:

"There is just one thing that will never pass this desk as long as I am here, and that is the personal adventure of a reporter on this paper, in the pursuit of his news. All of you may be buffeted about from time to time. All of you may have unpleasant experiences and may even be affronted once in a while by some low-browed creature, but if so, that is a personal matter 'twixt you and him, not 'twixt you and the reader.

"Besides," I said, 'about the sorriest reading I know, is how the reporter didn't get the story.'

"I had been inspired to deliver that little

lecture, not merely by the pride I felt and still feel in my profession, but by a little circumstance which had occurred just before I left the street, indicating the contemptuous attitude toward newspaper men in general of at least one class of people in my community. I had been assigned to cover a banquet of the local bar association. In the course of the after-dinner spell-binding, a blustery old ex-judge made a ferocious attack upon the press, in effect characterizing all reporters as scandal-mongers and all editors as character assassins. Strangely enough he was enthusiastically applauded by practically every free-grabber in the room.

"When he had concluded I leaped bravely to my feet and asked the toastmaster if I might have three minutes in which to reply to the spokesman of a profession which had profited more than any other in the world by free advertising at the hands of the press. I presented and repudiated the aspersions of the preceding speaker as eloquently as I could and ended by reminding my hearers that no matter how far a newspaper man may descend in the scale of human conduct, no matter how faithless he may be to the truth and no matter how reckless he may be with the reputations of his fellow men, he is never so low and so vile that he cannot find some lawyer to defend him and take his 'dirty money.'

"The point of all this is not our readiness to bandy words or insults with those who may traduce us. That is easy enough. But if we are to command our measure of respect, we should first be self-respecting. It is not enough that we should show a regard for the decencies or even the amenities of life. We should acquire a sense of dignity as journalists, a dignity which you and I know is too often lacking in the news columns of our papers."

CO-OPERATIVE AD DRIVES

Five Hundred in 15 Years and on Increase, Says Speaker

Theodore E. Ash, of the Theodore E. Ash Advertising Agency, Philadelphia, in addressing the Institute of Margarin Manufacturers, in convention at Atlantic City, stated that during the past fifteen years there have been 500 different co-operative advertising campaigns. Of these, fifty were among the largest users of newspaper and magazine space during the past five years.

Mr. Ash called attention to the rapidly increasing interest on all sides in co-operative advertising, as reflected in an ever-widening use of this form of publicity by more associations, the increased budgets for that purpose by those associations that have been conducting such campaigns, and by the growth of the business of the industries using co-operative advertising.

Stove Maker Uses Newspaper

The Abram Cox Stove Company, Philadelphia, makers of the "Novelty" range, is using the newspapers to reach the consumer to sell their "Novelty Tank Heater." The heater is only 18 inches high and burns but a bucket of coal a day. The copy claims its upkeep is less than that of the gas heater.

Prizes for Best Motor Route

The St. Paul Daily News offers \$25 in cash prizes to those who suggest the best motor route from which to see St. Paul. The territory is confined strictly to the city limits.

Centralize a Campaign in



and Watch it Grow

Illinois as a distributing point centralizes business to a marked degree.

Merchants from all territory west of Pittsburgh go to Illinois to buy goods of all kinds.

Popularity in Illinois for any product means popularity over a tremendous mileage, a tremendous population.

As a tryout territory Illinois is second to none. The daily newspapers are able and willing to co-operate in opening new sales territory.

Use Illinois daily newspapers to localize your announcements. Tell the people about their home town merchants and get results that will make you understand why so many manufacturers rely on Illinois daily newspapers.

Succeed With These Dailies

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News (E)	15,773	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
†Chicago Herald-Examiner (M)	340,591	.55	.55
†Chicago Herald-Examiner (S)	879,471	1.00	1.00
Chicago Daily Journal (E)	117,483	.26	.24
†Chicago Tribune (M)	537,134	.80	.80
†Chicago Tribune (S)	884,706	1.15	1.15
*La Salle Tribune (E)	2,948	.02	.02
*Moline Dispatch (E)	9,559	.04	.04
†Peoria Journal-Transcript . . (M&E)	32,648	.10	.09
Peoria Star (E)	24,580	.075	.06
†Rock Island Argus (E)	10,994	.04	.04
*Sterling Gazette (E)	5,530	.03	.03

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

†Government Statement, April 1, 1923.

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS

BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

American Type Founders Company

Boston Baltimore Buffalo Detroit St. Louis Denver Portland
 New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane
 Philadelphia Atlanta Pittsburgh Cleveland Cincinnati Kansas City San Francisco Winnipeg

OUR OWN WORLD OF LETTERS

Edited by JAMES MELVIN LEE

Director Department of Journalism, New York University

AN EDITORIAL headed "Commercialized Journalism" will be found in America, a Catholic review of the week, for June 23. Its author believes that commercialism is too dominant a factor in American journalism.

THE POWDER OF SYMPATHY by Christopher Morley (Doubleday, Page & Co.) is, for the most part, an olla-podrida, composed of some of the best things which he previously published in his column in the New York Evening Post. Every advertising man will appreciate the delicate humor found in "The Story of Ginger Cubes," an allegory of modern advertising. In the same way, every editor will appreciate a similar vein of humor in "The Editor at the Ball Game."

To express a personal preference, I especially enjoyed the chapter entitled "Maxims and Minims," in which Mr. Morley gives his opinion about journalism and literature, advice to young writers, a great reporter, bad verse, etc.

Don't skip the dedication. In it, Mr. Morley lets out a secret from his inmost heart that the book may play some small part in encouraging the youngest generation of our journalists to be themselves and set things down as they see them. It is the best book that has yet come from the pen of the genial philosopher of the Evening Post.

THE OFFICIAL PUBLICATION of Theta Sigma Phi, a journalistic sorority, is called the Matrix. The June issue has two articles to which attention may well be directed. The first of these, "What Shall Our Standards Be?" is from the pen of Ruby A. Black, the editor. Miss Black believes that we have been hearing enough—and to spare—about clean journalism and not enough about intelligent journalism. She pleads for a code of professional standards for all of the relationships of the newspaper—with its public, its news sources, its advertisers, and its competitors.

Nelson Antrim Crawford, of the Department of Journalism at the Kansas State Agricultural College, begins in the June issue a series of articles on "The Reading of the Journalist." The first books which he mentions are the two novels by Samuel Hopkins Adams—"The Clarion" and "Success." Both of these novels appeared before this department was established. I did, however, review the latter novel in the Yale Review for January, 1923. The reading suggested by Mr. Crawford to develop a philosophy of journalism includes many of the books to which attention has been called in this department. A book highly praised by Mr. Crawford—although not distinctly in the field of journalism—is "Freedom of Speech," by Zechariah Chafee, Jr. After analyzing the cases involving freedom of speech which were tried during and following the war, the book shows how far the decisions rendered departed from traditional British and American understanding of what freedom of speech really is. Obviously, the philosophy of free speech is the philosophy of a free press.

HENRY HARRISON in "Infinite and Other Moods" (Melomine Publications, Inc.) expresses his views on many topics relating to the profession and practice of journalism. A facetious critic may be tempted to praise the intermission granted the reader between Pages 31 and 34; 79 and 82; 125 and 128; and 141 and 144.

Mr. Harrison is at his satirical best when he tells "How to Become a Successful Journalist or Actor," and when he gives his views "Chiefly on the Newspaper." In his prologue, he requests reviewers not to use the word "promising," but unfortunately he does not suggest a

synonym. Suggestions to reviewers should always be practical.

BEDTIME STORIES have proved their worth as builders of circulation. Reporters who want to try their hand at this kind of copy will find many helpful suggestions in "Juvenile Story Writing," by Mabel L. Robinson (E. P. Dutton & Co.).

The book contains advice on writing fairy tales, animal stories, school stories, etc. Possibly the most practical chapter is that entitled "Sources of Material." The concluding chapter takes up stories about children, written to entertain adults. The author is an instructor in narrative writing at Columbia University.

A NEWSPAPER NUMBER is a good term to use to describe the Nation for June 27. M. H. Hedges, assistant city editor of the Minneapolis News, contributes "Business and Light." James M. Cain, who is a member of the editorial staff of the Baltimore Sun, is the author of a study of West Virginia entitled "A Minefield Melodrama." William Henry Chamberlin, a European correspondent for the Christian Science Monitor, discusses "The United Labor Front in Saxony." Don C. Seitz, publisher of the New York Evening World, furnishes a poem on "John Brown's Grave." Henry Seidel Canby, editor of the Literary Review of the New York Evening Post, reviews "These United States."

A special article entitled "The Spice in the Thunderer" compares the London Times with metropolitan journalism as found in America. Another special article of more than passing interest to newspaper people is the contribution by Harry F. Ward, entitled "Can the Church Influence Public Opinion?" The following paragraph indicates a test which might well be applied by the city desk to all copy coming from publicity men:

"Publicity in the technical sense of the word is a tool which has not been overlooked or neglected by those who have been promoting recent drives in the church world. Every large religious organization has its publicity department, issuing constant releases. Some theological seminaries are beginning to teach their students how to use the newspapers as amplifiers of their message. Organizations to promote church moving-pictures are springing up. The test question for all this activity is whether it is—like all commercial, professional, or political publicity—propaganda for a special interest, or the propagation of the truth."

WHAT WILL THE NEWSPAPER of to-morrow be? A satirical answer to this question will be found in the department conducted by Joli Coeur in the Chronicle, of Oxford, England. The feminist is speaking:

The newspaper of the future will be written mainly for women who are becoming every day

FEW CAN EQUAL

Frank G. Carpenter's

Thirty Years

OF

Pleasant Association

WITH

MEMBERS

OF THE

S. N. P. A.

Carpenter's World Travels

Washington, D. C.

Dudley Harmon, Mgr.

more and more readers of newspapers. But of course that does not mean that it will be a paper of frills and frivolities. It will be a first-rate paper of high seriousness, with all the world's affairs treated in their proper proportion, and reasonable space devoted to social questions, literature, and science. Intelligent men, so far as they exist, and intelligent women will find all they want in it, but for the mere trivial and mannish man there will be a page apart—the Man's Page. Here there will be a few stupid photographs, a few dress notes, a column of sport—chiefly football—half-column of scallied humor, and some tailors' and tobacconists' advertisements. Women, of course, will not want to read that page.

ADVERTISING MANAGERS and advertising solicitors will find some excellent sales suggestions in "Constructive Salesmanship" (Harper & Bros.) by John Alford Stevenson, second vice-president, Equitable Life Assurance Society of the United States. The methods suggested are based upon practices followed in selling life insurance, but they are equally practicable in selling advertising. Possibly, the chapters which should be marked for special attention are: "The Approach," "Analysis of a Sales Interview," "Managing the Interview," and "Meeting Objections."

CANTON NEWS CHANGES

Features Added to Conform to Other Papers Owned by Cox

The Canton (O.) Daily News, recently purchased by James M. Cox, on July 2 added a large variety of features to conform to the standard of the News League.

Richard Cull, of Dayton, editorial director of the News League, who recently returned from Florida after making editorial readjustments on the News-Metropolis there, has been in Canton two weeks making similar editorial changes on the Daily News.

German Language Paper Dies

Der Carol Demokrat, German language newspaper, published at Carroll, Ia., for nearly 50 years, has suspended publication.

DAYS OF SPORT

THE Conneaut Lake, Pa., Newspapermen's Outing Association met June 23-24 and elected these officers: President, James B. Borland, Franklin (Pa.) News-Herald; vice-president, H. S. Phillips, Meadville Tribune; secretary and treasurer, M. E. Barton, Conneaut Lake Breeze.

Headed by Edward Stevenson, editor Titusville (Pa.) Herald, the annual outing of the employees of the publication was held at Conneaut Lake June 30.

The Syracuse Advertising Men's Club cleared \$1,000 on its annual picnic, June 13. W. Howard Burrill president, explained that the date was selected "because of its advertising value. Few could forget the 13th." He was right. Everything, especially the eats, was planned for an attendance of 300. More than 600 remembered the date. Jack Plumb of the Syracuse Herald was general chairman.

Press Club Adds 34 Members

Thirty-four applicants were elected this week to membership in the New York Press Club. All but five of this number were active newspapermen, with dailies or trade papers. The drive for additional members was handled by President John T. Flynn, formerly managing editor of the Globe, as chairman of a special membership committee, the others of the committee being S. Jay Kaufman, Evening Telegram; Joseph Durkin, Evening Journal; Porter Carruthers, Evening Post, and George F. Dobson, Jr., Sun and Globe.

Publishing Firm Chartered

The Caldwell Publishing Company of Caldwell, Texas, has been chartered with a capital stock of \$6,800. Incorporators are O. D. Baker, R. B. Bowers, W. W. Hankin and others.

Mushrooms—Or Oak Trees?

Mushroom promotion plans put into effect by a Classified Advertising organization sometimes add temporary lineage. But only oak tree growth in production leads to permanent classified dominance.

Schemes, inventions, stunts—develop no organization. The National Standard methods train the individual members of a Classified Advertising staff in the understanding of Classified Advertising as a public service and in the everyday practices of lasting production.

During the past year 31,000 pieces of correspondence have gone from our office to the Classified managers of our client newspapers; 1,100 meetings with classified organizations have been held by our field staff; 1,000 copies of each issue of our weekly service magazine, "Classified Advertising," have been mailed to individual members of Classified organizations.

We believe in this training—and our belief is supported by the fact that our newspapers have made an average gain in revenue of 62 per cent per newspaper over the year before our service was adopted.

Our booklet, "Architects of Classified Advertising" describes our methods of training and promotion. Write for it.

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

SPECIAL EDITIONS

SIOUX FALLS (S. D.) DAILY ARGUS-LEADER, Black Hills vacation section, June 16.

Marion (Ind.) Chronicle, 24-page Community Shopping Day edition, June 19; Marion Leader-Tribune, 20-page edition, June 20; Marion Chronicle, 12-page supplementary K. of P. Lodge edition, June 27.

New Bedford (Mass.) Times, 104-page Booster edition, Sunday, July 1, including 20-page Cape Cod section.

Miami District Daily News, Progress edition in tabloid form on magazine paper. Halifax Morning Chronicle, fine Tourist edition in tabloid form, 68 pages with colored covers, June 27.

Rock Hill (S. C.) Evening Herald, Rock Hill and York County National Publicity edition, 58 pages, June 30. Copies broadcast throughout country.

Bellaire (O.) Daily Leader, Pageant of Progress Number, June 25, 64 pages.

Halifax Herald, West Indies Section, 28 pages, June 7. All advertising, news matter and pictures gathered by one man, total trip south taking five weeks.

Cincinnati Commercial Tribune, four-page rotogravure section, June 17, devoted entirely to views of new building and departments.

Vancouver Daily World, Industrial Number, 68 pages, June 11.

Livingston (Mont.) Enterprise, Yellowstone Daily Tourist Edition.

Mayfield (Ky.) Daily Messenger, trade edition, June 22.

Wichita Falls (Tex.) Daily Times, home beautiful section, June 24.

The Clarksburg (W. Va.) Sunday Telegram issued on June 10 a 108-page Homecoming Edition in connection with city's festival week for former residents.

As a part of the publicity given the Denver Better Homes Week, held under the auspices and management of the Denver Post, a 24-page special edition of the paper was issued, the total circulation of which was 230,000.

On June 25 the Daily Ypsilantian-Press issued a special 20-page edition in honor of the centennial celebration which will be held in the Michigan city July 1-4. In 1,600 inches of advertising space the merchants of the city are extending invitations to former residents and old friends to be present for the celebration. Nearly 180 columns of the paper are given to pioneer stories and a general history of the development of the city. An interesting feature is a reproduction of the first page of the Ypsilantian, a weekly, of Aug. 15, 1895, showing four columns of advertising on the front page.

SEEING THE WORLD

ANDREW J. WARNER, dramatic critic, Rochester (N. Y.) Times-Union, is spending several months in Europe.

John W. Love, industrial writer Cleveland Plain Dealer, sailed July 1 on a leave of absence in Europe.

Miss Belle Dewey, woman's editor Omaha Daily News, will leave August 1 for a six months' tour of Europe.

W. R. Meldrum, chief editorial writer Buffalo Evening News, and Rollin Palmer, reporter, sailed June 30 for several months in Europe.

Miss Helen Stein, editorial staff Rochester Times-Union, sailed July 3, with two girl companions, for three months' tour of Europe by bicycle.

Vera Brown, Detroit News staff, will sail July 16 for three months' tour of England and the Continent.

FRALICK & BATES Inc.
NEWSPAPER ADVERTISING REPRESENTATIVES

New York.....154 Nassau St.
Chicago.....605 N. Michigan Ave.
Atlanta.....Candler Annex
Los Angeles.....Security Building

Florence Davies, household editor Detroit News, sails Aug. 10 for two months in Europe.

Chicagoans on vacation include: Richard J. Finnegan, managing editor Journal; George Schrieber, John Menaugh, Richard Atwater, Charles E. Owen, Evening Post.

Lawrence Conant, Philadelphia, summer in Europe.

Philip H. Guptil, assistant telegraph editor Syracuse Post-Standard, touring New England; Fred E. Dutcher, city hall reporter, Post-Standard.

Miss Beatrice Thomure has resigned from the Philadelphia Evening Public Ledger for a trip to Japan.

WRIT OF ERROR ALLOWED

Publisher Wins Hearing of Libel Judgment in High Court

Otto C. Lightner, publisher of a peanut journal in Suffolk, Va., has been allowed a writ of error by the Virginia Supreme Court in a case in which judgment in a libel action was entered against him in a Suffolk court for \$3,000 in favor of H. M. Osborn, plaintiff.

Osborn, who was formerly with Lightner's paper as advertising manager, charged that Lightner libeled him by sending broadcast a communication stating that Osborn had a "way of robbing a man and making him like it." This was alleged to have happened after Osborn started a rival publication in the same town. Lightner's defense was that the communication in question was privileged and that it was only sent to one person.

New Canadian Paper Mill

Announcement is made from Quebec City, of the formation of another new paper company, to be known as the Western Quebec Paper Mills, Ltd. The plant will be situated at St. Andrews, Que., on the North River. At the outset, the company will produce between five and six tons of tissue paper daily.

**140,000
Circulation**

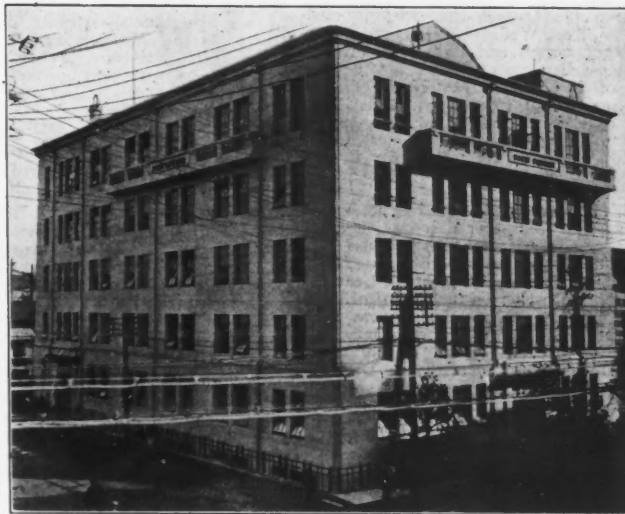
The Capital of the nation's largest newspaper, covering Virginia, West Virginia, and southern Maryland.

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

Sunday Times-Herald

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

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

COLORADO HONORS DAWSON

State Historian Killed in Harding Party Accident Is Buried

(By Telegraph to Editor & Publisher)

DENVER, July 3.—Impressive funeral services for Thomas F. Dawson, State Historian of Colorado and former newspaper man, killed in the auto tragedy which marred the visit to Denver mountain parks of the newspaper correspondents here with President Harding, were held at the Dawson home, 925 South Gaylor street, Wednesday, June 27. Hundreds of friends and former associates, including members of the board of directors of the Colorado Historical Society, all employes of the society, officials of the Sons of Colorado, and delegations from the Colorado Pioneer Printers, Colorado Pioneer Society, and Denver Press Club, and many city, county and State officials attended.

Mr. Dawson was considered not only the dean of newspaper men in Colorado but also in Washington, D. C., where he was successively associated press correspondent executive clerk of the Senate, and editorial writer on the Christian Science Monitor. At one time he was associated with Henry Watterson of the Louisville Courier-Journal, leaving that paper to join the staff of the old Denver Tribune where he was first telegraph editor, then city editor, then managing editor. He later became part owner of the Tribune, and under his ownership the paper gave his first newspaper job to Elias M. Ammons, former Governor of Colorado, "discovered" Bill Nye as a humorist, and gave their first newspaper experience to Charles Glead, noted Kansas lawyer, and to John Dleicher, editor of Leslie's. As an author Mr. Dawson contributed to literature a biography of the late Senator Wolcott and a volume on the Ute wars. At the time of his death he was at work upon a biography of the late Senator Teller.

Obituary

LOUIS M. ANTISDALE, aged 53, editor of the Rochester Herald and president of the company publishing that paper, was found dead in bed of apoplexy at his home at noon June 28. He was one of the best-known of up-state New York journalists. He was graduated from the University of Rochester in 1893, became a reporter on the Herald and gradually worked his way to the top.

V. L. RICKETTS, for several years editor of the Goldfield (Nev.) Tribune, died in San Jose, Cal., June 27.

JOSEPH E. HUMPHREY, aged 62, formerly editor of the Nickerson (Kan.) Argosy, and for years postmaster of Nickerson, died recently. He was a native of Ohio and was first engaged in the printing business as a boy in the office of the Athens (O.) Journal. He was foreman of that office when he moved to Kansas to enter partnership

with his uncle, W. F. Hendry, at Nickerson. He is survived by his widow.

SAMUEL D. HEIDE, aged 51, who until his removal to Mitchell, S. D., a few years ago was publisher of the Maquoketa (Ia.) Excelsior-Record, died in Mitchell June 23. Mr. Heide purchased the Excelsior and Record and merged them, later disposing of his interests to A. C. McKinsey, who had become a partner. Mr. Heide was a native of Jackson County, Ia.

EDWARD E. REEVES, aged 62, a financial and commercial reporter on St. Louis papers for 28 years, died June 16 at Barnes Hospital after a two years' illness. He had just been operated upon for brain tumor. His widow, two sons, and a daughter survive.

JAMES A. ANDERSON, founder and for many years editor of the Amsterdam News, a weekly paper for colored readers in New York City, died recently.

JOSE CARLOS RODRIGUEZ, aged 79, dean of Brazilian journalists and former proprietor of the Journal do Comercio of Rio, died in Paris. He spent 24 years of his early life in the United States, where he conducted two periodicals in New York.

BENJAMIN G. WOOD, aged 54, formerly assistant treasurer of the Butterick Publishing Company, died June 16 in the hospital at Nyack, N. Y.

MISS ELLEN A. FORD, aged 80, writer on Irish and international topics and sister of the late Patrick Ford, editor of the Irish World, died June 19, in St. Peter's Hospital, New York. She emigrated from Ireland 40 years ago. As a correspondent for the Irish World, she traveled all over the world and had interviewed Pope Leo XIII, Cardinal Manning and Premier Gladstone.

DAVID B. CLARKSON, aged 45, president and founder of the publishing house of that name, one of the largest producers of mail order books in America, was found dead in bed of heart disease, June 29.

V. L. RICKETTS, for the past few years editor of the Goldfield (Nev.) Tribune, died at San Jose, Cal., June 27.

FRED E. JONES, aged 51, former advertising department employe of the San Antonio Express, died June 23. He was a native of Nashville, Tenn.

MRS. NELLIE MARIE GOUGH, wife of E. J. Gough, managing editor of the San Francisco Call, died June 23 after an illness of several months.

W. H. MORRIS, aged 60, editor of the Rails (Tex.) Banner since the town was started, is dead. In the newspaper business 35 years, Mr. Morris formerly edited the Stephenville (Tex.) Tribune and a paper at Jayton, Tex.

ROBERT S. BRANAN, aged 42, a traveling printer, was found dead beside the inter-urban railroad tracks near Sedgwick, Kans., recently. He was a member of the I. T. U. and had a traveling card out of Oklahoma City.

MRS. ELLA CLARKE, aged 66, wife of a former veteran editor of the Harbort

Springs (Mich.) Republican, died June 28, following an operation.

JOHN OLIVER GAMMON, aged 30, newspaper man of Denver, Pueblo, Trinidad and Kansas City, died June 29 at Pueblo after an illness of several weeks. He leaves a widow and two small children.

W. G. EVANS, aged 75, many years ago a printer and later on the editorial staff of the Detroit Free Press, is dead at Glendale, Cal. He was born in London, Ont., and when still quite young won the Victoria Cross for distinguished service for Canada in the Fenian rebellion. Soon afterward he joined the Free Press, leaving there to go with the Saginaw (Mich.) Courier-Herald, where he worked for 28 years, part of the time as managing editor. Later he was on the staff of the Cairo (Mich.) Journal. In 1915 he went to California where, because he was unwilling to remain idle, he established a newsstand business which he operated to the time of his death. He is survived by his widow, his son Walter G., and his daughter, Mrs. Burton Shales, all of California.

DONALD P. GRANT, aged 41, second vice-president of the Syracuse Advertising Men's Club and secretary of Alexander Grant's Sons, wholesale and retail store operated by the same family under the same name for more than half a century, ended his life by shooting in his office Wednesday night, June 28, in a fit of melancholia due to the recent death of his mother and the separation suit recently instituted by his wife in New York. Syracuse writers and advertising men have lost in him one of their outstanding friends.

WILLIAM R. EVANS died at his home in Crafton, Pa., July 2. He was a lifelong resident of Pittsburgh and started life as a newsboy. He was connected with the Pittsburgh Leader for 33 years, becoming business manager, and latterly was with the Pittsburgh Post and handled the accounts of the Tri-State News Bureau. His widow and three children survive. He was prominent in Masonic circles.

JAMES E. FREEMAN, age 30, an adver-

rising salesman, was found dead in his room at the Majestic Hotel, Chicago. A bottle of liquid near the body was turned over to the Coroner's chemist for analysis. Freeman traveled a good deal for the Schulze advertising service.

JAMES BIRNEY HARSH, founder of the Creston (Ia.) Daily and Weekly Gazette in 1871 and later known as a banker and lawyer, died June 19 at Creston.

S. B. HEIDE, Iowa lawyer and newspaper publisher, died at Mitchell, S. D. The mother of Fred Davis, now United States Marshal at Sioux City, formerly with the Journal there and later Washington correspondent, died recently in Philadelphia.

FRANK FOWLER ROGERS, aged 46, writer and dean of fraternity editors, died in New York July 2.

STEIGERS LEFT FORTUNE

Vice-President of Post-Dispatch Willed \$15,000 to Charity

William C. Steigers, vice-president of the St. Louis Post Dispatch, who died May 25, made specific bequests to relatives and his former secretary totaling \$37,000, and \$15,000 to charitable institutions, and his will further provided that if there was more than enough to take care of these bequests the remainder was to be pro-rated among residuary legatees.

An inventory of Mr. Steigers' estate filed in Probate Court lists stocks of a par value of \$148,120, bonds of a par value of \$148,500, both with an estimated market value of about \$185,000; notes, \$6,782; chattels, \$4,179, and cash, \$3,222.

Notes Second Radio Year

Station KSD—St. Louis Post-Dispatch—on June 26 celebrated the beginning of its second year of service. The artists were the same as those who presented the original program and in many respects the program was the same.

Job Work Pays
Ludlow-Equipped Newspapers

YOUR job department will pay well, if Ludlow-equipped. Composition will be rapid and yet attractive. Your regular compositor will do the work. The upkeep cost will be practically negligible.

No Waste, No Loss, Small Cost

Abundance of job type on slugs from hand-set matrices will do away with the never-ending buying of type. Ludlow faces do not wear out. They are always new.

All new typefaces for every job make your work attractive. And real saving comes from short make-ready, and all letters being always new and type-high.

Big, bold sizes—in fonts that can't run out—enable you to take big jobs that would be impossible to handle by either single-type or keyboard methods.

Multiple forms, made up quickly by recasting each line for printing 2-on, 8-on

or 32-on, put quick profits into your press work.

Holding for reprint is easy and profitable. Ludlow-set forms contain no type from the cases, and may be stored indefinitely without reducing your type supply.

No picking forms for letters, spaces or quads. This is one of the biggest leaks for profits in most print shops. There can be no shortage of either spaces or letters in any Ludlow-equipped shop.

Small floor space occupied, by full Ludlow equipment, makes a job department possible where there would be no room for type cases, cabinets and racks.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

The St. Regis Paper Company

and the

Hanna Paper Corporation

NEWSPRINT

Daily Capacity 425 Tons

WE SOLICIT YOUR INQUIRIES

GENERAL SALES OFFICE

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

Chicago

620-621 McCormick Bldg.

Pittsburgh

1117 Farmers Bank Bldg.

NOTES OF THE NEWS SERVICES AND SYNDICATES

GEORGE T. McCONVILLE, for seven years connected with the St. Paul bureau of the Associated Press in various capacities, has been promoted to work in the organization. After relieving Charles Deand, Milwaukee correspondent, for three weeks vacation, McConville will be given a permanent assignment in some other office. Robert H. Brugere will succeed Mr. McConville as day editor in the St. Paul bureau. Brugere has been day editor of the Northwest News Bureau department in that office. C. J. Zahradka, of the capitol run, will be made acting news editor of the Northwest News Bureau. H. R. Carpenter, second man on the capitol run, will take over Zahradka's work there.

Louise Graham Harding (the former Louise Graham of the Cleveland News and Leader) severed her connections June 30 with the Women's News Service, Inc., New York, where she has been in charge of the editorial department for three months.

The executive committee of the Associated Press met June 27 in the New York offices for transaction of routine business. The following were present: Frank B. Noyes, Melville E. Stone, Frederick Roy Martin, J. R. Youatt, E. Lansing Ray, Clark Howell, Charles Hopkins Clark, Elbert H. Baker, Adolph S. Ochs, B. H. Anthony, Kent Cooper, Jackson S. Elliott and Milton Garges. Ex-Gov. Martin H. Glynn, publisher of the Albany Times-Union, and Louis Leonard, business manager of that newspaper, appeared before the committee on some matters of interest to that newspaper.

C. J. King of the Atlanta office of the Associated Press has been transferred to Tallahassee, Fla., in place of Carlisle Bargerion, who has been sent to Atlanta.

H. C. Rixey, formerly with the Mexico (Mo.) Intelligencer, has joined the Chicago staff of the Associated Press as wire editor.

Dix Harwood has joined the Chicago office of the Associated Press as vacation relief editor.

The Lockport (N. Y.) Union Sun & Journal has been elected to membership in the Associated Press.

Harry Heidenberg, Chicago representative of the United Press, is the father of a baby daughter.

W. R. Gordon has succeeded Denton Crow as Associated Press correspondent at Los Angeles.

C. J. King has succeeded Carlisle Bargerion as Associated Press correspondent at Jacksonville, Fla.

Air Delivery in New Mexico

The first Albuquerque, N. M., daily ever delivered in San Juan County the same morning it was published was handed to a representative of the Times-Hustler at Farmington, N. M., at 8:15 A. M., June 11. The delivery by airplane was made in two hours. By train the readers would not get the paper until the day after publication.

Concordia, Kan., Paper Sued

Alleging his reputation and good name had been made to suffer from alleged libelous articles published in the Concord-

ia Daily Blade-Empire, Sidney H. Knapp, postmaster of Concordia, former chairman of the Cloud County Republican Committee, has filed a suit against the paper, Raymond Green, editor, and members of the Blade-Empire Publishing Co., for \$78,750.

Takes His Paper Back

Edgar R. Idol, who eighteen years ago sold the Cass County Democrat (Jefferson City, Mo.) to Homer J. Clark, again assumes charge of the paper as owner and editor on July 2.

NEWSPAPER SALES

TORRANCE (CAL.) HERALD, by Claude P. Roberts to W. Harold Kingsley and Grocer C. Whyte, of Flint, Mich.

East Burnside News, Portland, Ore., weekly, by W. B. Wolcott to J. H. Zane. Renamed East Side Bulletin.

Sacramento Union, half-interest, by James D. Meredith to B. E. Bradley, formerly of the St. Louis Post-Dispatch, also the Star. Mr. Bradley will be editor and general manager. Earl E. Craven remains as managing editor.

Canby (Ore.) Herald to W. C. Culbertson, owner of Seward and Cornelius Hotels, Portland. Edward Satter continues as manager.

El Dorado (Kans.) Times, share by Burns Hegler, joint editor and manager, to his partner, Rolla A. Clymer.

Carrollton (Mo.) Republican Record, interests, by O. H. Sowards to A. L. Strong, Tina, Mo.

Sloan (Ia.) Star, to Willis M. Pritchard, auditor of Woodbury County, Sioux City.

DES MOINES CAPITAL 2 CENTS

Reverts to Old Prices for Street and Newsstand Sales

The Des Moines Capital on July 2 reverted to the two cent selling price on the streets, at the news stands, and in other sales agencies.

According to a statement by the Capital, the evening edition has been selling on the streets for one cent a copy since September, 1921. The other two Des Moines evening papers are selling at two cents. The new rate does not affect prices by carrier and the Sunday Capital will remain at five cents per copy in Des Moines.

Reporter Is Acting Mayor

George L. Baker, Mayor of Portland, Ore., was absent from that city one day recently, as were all other city officials eligible to act as temporary executive. So the press squad at the City Hall elected Lewis Havermale, of the Journal, Acting Mayor and showed the city fathers how business really should be transacted. They devoted particular attention to taking care of matters that Council had put off from time to time and ended by voting a raise in pay to all city employees.

Saturday Half Holiday

Effective July 7, the Urbana (O.) Democrat-Citizen issues its final at noon each Saturday through July and August that the employees may enjoy a half holiday each week. This policy has been in force several summers.

Food Advertiser !!

WEST VIRGINIA

does not, and never has been able to, produce enough food to sustain her people. Her industrial centers are very largely reliant upon food imported from another state.

This fact constitutes WEST VIRGINIA a great food market

It is a market to be considered. The people of West Virginia have more money to spend than double their number in many of the more congested sections.

Why not tell them in their daily newspapers the merits and advantages of your goods? These dailies will work with you and get your message over in West Virginia.

They Localize National Advertising

	Rate for Circu- 5,000 lation lines	Rate for Circu- 5,000 lation lines
Bluefield		Martinsburg
†Telegraph (M) 10,960 .84		*Journal (E) 4,037 .83
Charleston		Parkersburg
*Gazette (M) 19,529 .86		†News (M) 5,798 .825
*Gazette (S) 23,122 .87		†News (S) 5,798 .825
Clarksburg		*Sentinel (E) 7,258 .83
*Exponent (M&S) 8,801 .83		Wheeling
*Telegram (E) 11,588 .84		†Intelligencer (M) 12,797 .8325
*Telegram (S) 13,510 .845		†News (E) 15,261 .86
Huntington		†News (S) 18,719 .87
†Advertiser (E) 10,114 .835		
*Herald-Dispatch (M) 12,979 .835		

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

Population 69,000 Trading Center for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial Rates
6 1/2 cts. per Line 91 cts. per Inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



EDITORIAL

SHELBY

FROM every possible standpoint the greatest folly of press agency was brought to a fitting close at Shelby, Montana, on July 4. Everybody lost. Even Dempsey, hard bargain slugger, is shy many thousands of dollars the amount pledged to him. Experience is a very expensive thing and Shelby seems to have gone the limit and we hope she profits. That alone would not be enough, for there are hundreds of other Shelbys in this world.

With all the properties and the background of low-comedy, this little city gave us the greatest drama of 1923. The things that loomed big a few days ago are now forgotten.

Shelby was a happy and prosperous center of an area of great possibilities and then some one sold it out. Shelby bet its future on a date-line; following a press-agent's creed that a daily mention will make you, this town was beggared and its people were made world jesters for a day.

Like all towns that turn to a fight for life, Shelby is pretty much of a desolate waste today.

Three hundred thousand dollars is a large amount of money for a town of less than ten thousand persons to spend to secure a mention in the sporting almanacs. It would have bought Shelby the finest herd of pure bred beef cattle in North America; it would have built an experimental station wherein a new potato or a Shelby wheat that would have trebled the wealth of Montana acres might have been evolved.

Instead of sticking to the job for which her acres were intended, Shelby turned to what she thought was going to be sport but the only true sportsmanship was displayed by the citizens of the town and their Montana neighbors who dug so deeply into their wealth to make good a press agent's folly.

There is a great lesson in this for other towns that strive for quick but lasting fame, namely, one Luther Burbank is worth a million Jack Dempseys. Let the big cities play the prize fight game. It is more in their line.

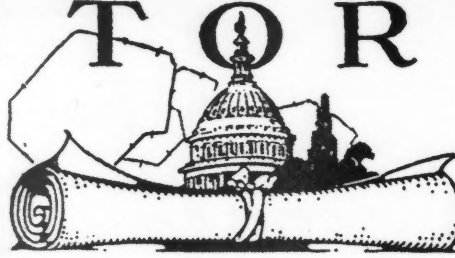
S. N. P. A. TIME AGAIN

ONE of several bright places in the year's task of chronicling the news of newspapers and their makers is that afforded by the annual convention of the Southern Newspaper Publishers' Association, this year to be held at White Sulphur Springs, W. Va., after seven meetings in succession at Asheville. Both resorts are famed for their opportunities for recreation and surcease from business cares, but it is a notable characteristic of S. N. P. A. gatherings that pleasant surroundings have never lured members from the things that they came to do.

This attention to their knitting is to be more than ever a feature of this year's concourse. Reservations at the hotels placed long in advance by members and those interested in their affairs indicate that attendance will equal, if not surpass, the best record of former years. Change in scenery may account for some of the renewed interest. Many members favor rotation of the meeting among various points in the association's territory and if the White Sulphur experiment works out to the general satisfaction, adoption of the rotation policy may be expected.

Another experiment which marks this meeting will be eagerly watched by press associations throughout the country. That is the rule that all sessions are to be executive. Frank discussion of intimate problems is what the rule is intended to secure, under the guaranty that no publicity will be given. This is a wide departure from S. N. P. A. practice, and results may justify its continuance. Meantime, and without passing judgment on the present decision, EDITOR & PUBLISHER thinks it well to state again its belief that newspaper conventions whose doors are closed to reporters present to the world a strange inconsistency. There is a rule of reason in these things, which is simply the placing of that confidence in the news-getter by a group of his own employers that is reposed in him by other employers.

EDITOR & PUBLISHER hopes and believes that the S. N. P. A. members and the men detailed to gather the convention news will demonstrate jointly that newspaper owners can discuss common problems without slamming the door in the face of the men who, in fact, are the backbone of the press.



TRADITION SUPERSEDED BY CHRIST'S LAW.

Section 5.—Matthew 5:27-32

27 Ye have heard that it was said by them of old time, Thou shalt not commit adultery:

28 But I say unto you, That whosoever looketh on a woman to lust after her hath committed adultery with her already in his heart.

29 And if thy right eye offend thee, pluck it out, and cast it from thee: for it is profitable for thee that one of thy members should perish, and not that thy whole body should be cast into hell.

30 And if thy right hand offend thee, cut it off, and cast it from thee: for it is profitable for thee that one of thy members should perish, and not that thy whole body should be cast into hell.

31 It hath been said, Whosoever shall put away his wife, let him give her a writing of divorcement:

32 But I say unto you, that whosoever shall put away his wife, saving for the cause of fornication, causeth her to commit adultery: and whosoever shall marry her that is divorced committeth adultery.

JOHN FRANCIS REDMOND

THERE are many newspaper men throughout the world who know John Redmond intimately, although not face to face. To most of them he was undoubtedly a veteran in his chosen profession. His long experience, beginning when he was a mere boy and extending over a period of twenty years that were filled with friendly helpfulness to men and women in all of the out-of-the-way corners of the earth, gave the trusting impression of an age that was much greater than he was privileged to live.

John Redmond was hardly more than a boy. He had a boy's outlook on life and enjoyed all the good things it had to offer; filled with the youthful enthusiasms of today, he planned and built for a greater tomorrow. He belonged among the builders of the world.

John Redmond had none of the varied vices that are common to men, but there was nothing of the prude or the bigot about him; he had the towering strength that made it possible for him to say no, and at the same time laugh in goodfellowship with men who were weaker or did not look into life with the same penetrating analysis that made his friendship and help a thing worth cherishing.

John Redmond had a capacity for detail and a retentive mind far beyond the gifts of the ordinary man. Entering newspaper work at a very early age, he seemed never to have forgotten any fact once learned. In time of doubt it was to him we turned to learn whether or not a "Clark" spelled his name with a final "e."

It was in the little things that he made himself most felt, because he was by nature retiring; others might cheer while the band was playing, but in the talk afterward, it was John with his "Oh, but you don't know him—he's a fine fellow," with a smile, won a hearing and justice for the other fellow. He was a managing editor who never forgot the other fellow or the reader.

American journalism is going to miss John Redmond more and more in the days to come. He was a loyal friend and a worker whose thoughts and labors were intertwined with the heart and soul that belongs to EDITOR & PUBLISHER and must be a part of every publication.

TOMORROW'S NEWSPRINT

AMERICAN newspapers are about to face the consequences of their indifference to the uncontrolled ravishing and waste of our forests. More of them have their feet in the path of oblivion that has swallowed so many in the past decade of high and increasing costs of production. That is a conservative and incomplete statement of what is likely to result from the recent action of the Canadian Parliament authorizing the Government to prohibit the export of pulpwood cut from Canadian freehold lands. This wood, hitherto imported freely and usually at reasonable cost, has gone into the making of much of the newsprint paper that still is manufactured on this side of the border. It has enabled mills whose neighboring stands of timber were long since exhausted to continue operations on American soil, under American law and free from the dominion of any foreign power.

Execution of the Parliament's resolution will kill these mills, or compel their removal to Canada, where no Sherman law, or any other American statute will operate to prevent gouging of American newspapers, whenever an opportunity can be made. Even now, American paper makers are discussing the need of increasing the price of newsprint \$10 a ton to cover the greater cost of taking their raw wood from remote stands.

Possibility exists, of course, that the Canadian resolution will find a resting place beside the American Underwood resolution, designed to force restoration to American paper makers of their old right to import wood from Crown Lands in Canada, but the possibility is slight.

The Canadian action compels immediate attention of American publishers to the need of response along offensive and defensive lines. The press of the United States can, if it will, force the filing of a vigorous protest with the Canadian Government by our own State Department. It should do so, but with its eyes open to the fact that any relief so secured in the present emergency cannot be permanent. The real line of action and the one which will be fraught with nothing but good to American newspapers and to the nation is one that will compel the immediate adoption by the Federal Government and by the states of an affirmative policy for restoration of the natural forests that have been raped and ruined in a half century of carelessness.

The problem is our own and not Canada's, and the latter can scarcely be condemned for guarding her own resources from the fate that has overtaken America's. Swapping diplomatic notes may tide us over a few years, but they won't keep our children from facing the dangers that lurk in a press whose existence is at the mercy of a foreign power, even though that power be our kin. Among the urgent needs of America today is "More trees."

A WORTHY APPOINTMENT

THE appointment of E. T. Meredith to the chairmanship of the American Committee in charge of the "On to London" movement, assures sustained interest in the coming convention of the Associated Advertising Clubs of the World and final success in 1924 insofar as this country is concerned.

Mr. Meredith, a former president of the A. A. C. W. and one time member of the Cabinet of President Wilson, is one of this country's leading exponents of international co-operation and it is for this reason that his heart will go into the work that he has to do to arouse this country to the importance of next year's gathering in England.

Reports from England show that the British are already hard at work.

Too much stress cannot be laid upon the importance of the "On to London" movement of the advertising men. It is the purpose and intention of the men behind this movement to make the London convention of the A. A. C. W. the greatest international conference on business and its relations to peace in the history of the world. The selection of men of the type of E. T. Meredith assures success, and President Lou E. Holland is to be congratulated.

PERSONAL

THEODORE T. ELLIS, publisher of the Worcester (Mass.) Telegram-Gazette, was presented with a silver loving cup by the Worcester Association of Letter Carriers at the recent convention of the Massachusetts State Association of Letter Carriers. This was in appreciation of Mr. Ellis' long continued interest in the organization and personal regard for its individual membership.

Frank B. Noyes, president of the Associated Press, and his family are spending the Summer at Winter Harbor, Me.

Frank Brandon Pauly, editor-manager of the Middletown (O.) Journal, has been made postmaster at Middletown. He will retain his position as executive and editorial writer on the Journal.

"Sam" Y. Gordon, State Printer of Minnesota and publisher of the Browns Valley Inter-Lake Tribune, has been elected president of the Sioux Historical Trail Association.

Harvey Ingham, editor of the Des Moines Register, and Lafayette Young, Sr., publisher of the Des Moines Capital, have been elected to the board of governors of the newly organized Iowa branch of the English Speaking Union of the United States.

Frank I. Sefrit, general manager of the Bellingham Publishing Company, Bellingham, Wash., returned June 28 from a month's voyage to Alaska, covering 5,000 miles. He was accompanied by Mrs. Sefrit.

P. S. Collins, vice-president of the Curtis Publishing Company, of Philadelphia, sailed for Europe June 30.

W. L. Warden, managing editor of the London Daily Mail's continental edition, arrived in New York July 3 for a short visit in the United States.

Harold B. Wadsworth, former superintendent of paper mills in the Watertown, N. Y., section, and now president of the H. B. Wadsworth Company of New York City, importers and exporters of paper and paper products, will sail for Japan the first of August. He plans to spend several months in the Orient.

Sir John Moetry Lesage, managing editor of the London Daily Telegraph, has retired after 60 years' association with that paper.

Pomeroy Burton, former American newspaper man, now general manager of the Associated Newspapers, Ltd., has been knighted by King George.

William H. Porterfield of Mercersburg, Pa., connected with the Scripps-McRae Newspaper Syndicate, sailed for Egypt June 30 on the Cunard-Anchor liner Tuscania, chartered by Cooks.

IN THE EDITORIAL ROOMS

S. JAY KAUFMAN, formerly of the New York Globe and now of the Evening Telegram, has returned from abroad, after having been a patient at the American Hospital in Paris. He was taken ill in Constantinople after visiting seventeen refugee camps in Greece and Turkey.

Wallace L. Robinson, managing editor of the Lancaster (Pa.) News Journal, has been elected president of the Lancaster Lions' Club.

Rev. Daniel Munro Wilson, at one time a member of the Boston Traveler staff, and Mrs. Wilson recently celebrated their golden wedding anniversary at their home in Dover, Mass.

Archer H. Shaw, chief editorial writer of the Cleveland Plain Dealer, received the honorary degree of Master of Arts at the commencement exercises of Oberlin College June 18.

Lester Wright has resigned from the Wichita Eagle and is now with the Kansas State Free Employment Department.

George N. Briggs, who has been doing politics and features for the St. Paul Dispatch-Pioneer Press, has resigned.

George Rinkler, city manager of Hampton, Va., was in Springfield (O.)

last week, visiting former associates on the Daily News, where he was formerly employed as a reporter.

Howard Egbert, editorial writer of the Dayton Daily News, is the father of a girl, Hanna Jeanne, born June 24.

Elmer E. Mink, Eugene (Ore.) newspaper man, is in a precarious condition from a stroke of apoplexy suffered June 22.

Neil R. Murray, city editor of the Omaha Daily News, has resigned after purchasing a paper at El Monte, Cal. A. P. Findlay, assistant city editor, also has resigned to take charge of the publicity department of the new office of La Salle Extension University just opened in Omaha. Neal Jones, managing editor, is filling both jobs himself temporarily.

E. H. McReynolds, editor of the Farm Bureau News, published at Jefferson City, Mo., has resigned to become publicity agent for the Missouri Pacific Railway.

Roy Garman, former managing editor of the Fresno (Cal.) Evening Herald, is back on the job again after having served in the interim as automobile editor of the Fresno Morning Republican and county editor of the Fresno Bee.

Dennis O'Leary, associate editor of the Sioux Falls, (S. D.) Press and contributing editor to the Sioux City Tribune, was recently made a member of the Columbia Club at Sioux City at which time rules were suspended and he was elected by acclamation.

Robert E. Quinn, State news editor of the Syracuse Post Standard, and Mrs. Quinn, are traveling by auto to Chicago.

Sam B. Trissel, managing editor of the Honolulu Morning Advertiser, who is on a vacation, visited relatives at Des Moines.

Robert D. Chryst, city editor of the Syracuse Herald, is vacationing by auto through the Berkshires. He visited Walter P. Plummer, managing editor of the Albany Knickerbocker Press and formerly managing editor of The Herald, while en route to New York City.

John E. Swanger of Milan, Mo., formerly editor of the Sedalia Capital, has been appointed superintendent of the Modern Woodmen sanitarium at Colorado Springs, Col.

John Tippin, former city editor of the Birmingham Age-Herald, has returned from Cincinnati where he spent the winter in newspaper work, to become a copyreader on the Age-Herald and editor of the corporation organ of the Avondale Mills Company. The Avondale Mills are owned by the Comer interests which have a large interest in the company owning the Age-Herald.

Wilbur G. Miller, editorial writer of the Syracuse Journal is on vacation.

John W. Teed, Des Moines reporter, has been elected commander of Jack Jucke Post, Disabled American Veterans, at Bloomfield, Ga.

Albert N. Burkholder, managing editor of the Reading (Pa.) Eagle, delivered the historical address at centenary exercises held at Myerstown, Pa., June 28-30 in honor of the memory of the founders of the Tulpenhocken region of eastern Pennsylvania. He is regarded as an authority on historical matters in Berks and adjoining counties.

Will R. McDonald, automobile editor of the Detroit Free Press is ill in the hospital with appendicitis.

Herschel M. Colbert of the Gallatin (Mo.) Democrat, and Mrs. Colbert are rejoicing over the arrival of a young son.

James E. Scripps, Jr., son of William E. Scripps, vice-president and managing director of the Detroit News, and Ray Billington, son of Cecil Billington, secretary of the same paper, are summer members of the editorial staff of the News. Both are students in the Journalism Department of the University of Michigan.

White Jay Haydon, Washington correspondent of the Detroit News, is accompanying the President. His post is being filled by L. L. Goodnow.

Donald H. McIvor, city editor of the Wichita (Kan.) Beacon, and Mrs. Mc-

FOLKS WORTH KNOWING

LOUIS L. GOODNOW, special correspondent for the Detroit News handled that newspaper's successful fight at the State Capital in Lansing for the anti-handbook bill, which was passed by the Michigan Legislature.



LOUIS L. GOODNOW

This is the same Louis Goodnow who won recognition and fame by his untiring efforts for the Detroit News during the Congressional campaign of 1922, which helped defeat Charles E. Townsend.

Mr. Goodnow was born in Minneapolis, Minn., February 28, 1886, the son of John F. Goodnow, who served as consul-general in Shanghai, China, from 1896 to 1906. He studied law in the University of Michigan for three years and was one of the youngest students ever graduated from that department. Subsequently he served with the City Press Association of Chicago, the Chicago Examiner, the Minneapolis Tribune, the Minneapolis Daily News, the St. Paul Pioneer Press, the Duluth Tribune and the Detroit Free Press and for the past twelve years he has been with the Detroit News.

Ivor, are rejoicing over the arrival of a son June 24.

Hal E. Mitchell, night editor of the Detroit Free Press, is seriously ill in a hospital with peritonitis.

Charles Freiburger, former Detroit newspaper man, has been appointed private secretary to Mayor Doremus. James Schermorhorne, former city editor of the Detroit Times, has been appointed secretary of the Board of Health, which position until recently was held by Freiburger.

August V. Anderson of Saline, veteran newspaper man, has been named warden of the Kansas Penitentiary at Lansing to succeed Milt F. Amrine, of the Council Grove (Kan.) Daily Guard. A. Anderson was formerly warden of the Federal Penitentiary at Leavenworth.

Harold Heffernan, motion picture editor and head of the book review department of the Detroit News, is receiving congratulations on the birth of a son June 13.

Still "paraphrasing" at 81, Charles R. ("Uncle Charlie") Gibson, of the Waxahachie (Tex.) Daily Light, was at his desk at the usual hour of 7 o'clock when he observed his birthday anniversary a few days ago. Many friends called to congratulate him.

Ida F. Wain, assistant household editor of the Detroit News, is on leave of absence because of serious illness.

Mrs. Stella Champney, for 20 years a newspaper woman in Michigan, has resigned from the Detroit News and gone to make her home with her daughter in California.

Floyd J. Miller, superintendent of the Detroit News "scraparium," has returned from a vacation and business trip through the East, where he visited other papers and compared methods of filing.

Barclay H. Warburton, Jr., grandson of John A. Wanamaker and at one time on the staff of the old Philadelphia Evening Telegraph, is with the Public Ledger.

Mrs. Donald M. Merrill, formerly secretary to the late James Pierce, Iowa publisher, has been named secretary to Raymond Cassady, recently appointed Secretary of Agriculture in Iowa.

William Duncan has resigned from the staff of the Philadelphia Evening Public Ledger to act as associate editor of the Pennsylvania News, Eastern division of the Pennsylvania Railroad.

A. E. Harris, formerly police reporter for the Sioux City Tribune, has gone to Minneapolis.

John A. Ferris has returned to Philadelphia after spending a year on the reporter staff of the New York Daily News.

Lucy Calhoun, formerly a newspaper writer, is handling publicity work for Mabel Reinecke, Collector of Internal Revenue at Chicago.

John Collins, after ten years with the local staff of the Evening Public Ledger, has joined the Philadelphia Evening Bulletin as re-write man. He was given a farewell dinner by the Evening Ledger staff.

William T. Giles, correspondent for the Chicago Daily News in China, arrived in Chicago and met many old friends.

W. Douglas Gordon has resigned as editor of the Norfolk (Va.) Ledger-Dispatch, and is now with the Dispatch papers in Richmond. He was dramatic critic for the Richmond Times-Dispatch before going to Norfolk. It is understood that the editorship of the Norfolk paper has been tendered Colonel LeRoy Hodges, director of the Virginia State budget.

Ashton Stevens, dramatic critic of the Chicago Herald & Examiner, and his wife, Ina Claire, the actress, have gone

In addition to being a popular reading service for the paper the Haskin Information Service is a free agency of high character dealing direct with the public.

to the lakes of northern Wisconsin for an extended stay.

Lowell Nussbaum, former city editor of the Marion (Ind.) Chronicle, has returned from a 2,500 mile automobile trip to the West. Driving through water on the roads during the floods in Kansas was one of his experiences.

Logan Trumbull, assistant city editor of the Chicago Journal, is on a leave of absence necessitated by illness.

Carl Ed, cartoonist for the Chicago Tribune, and his wife have returned from their journey to the Pacific Coast.

Carl L. Houston, managing editor of the Marion (Ind.) Leader-Tribune has been elected president of the Marion Twelve-Thirteen club. This club is composed of the thirteen members (originally twelve) on the publicity committee of the Association of Commerce.

William Hedges, radio editor of the Chicago Daily News has returned from his journey in the East, where he made a special study of radio.

Charles D. Hesler, telegraph editor of the Chicago Evening Post, was called to Indianapolis because of the serious illness of his mother.

O. L. Hall is acting as managing editor of the Chicago Journal during the vacation of the chief.

HOLDING NEW POSTS

HOWARD SMITH, reporter Chicago Evening Journal, formerly Fort Wayne (Ind.) Journal-Gazette.

F. C. Wilson, staff Miami (Fla.) News-Metropolis, from day copy desk Minneapolis Tribune.

James Mulroy and C. M. Utley, reporters Chicago Daily News, graduates University of Chicago.

S. Elmore Boney, city editor Philadelphia Public Ledger, formerly head of Evening Public Ledger copy desk.

Robert W. Kinney, fraternal and general news reporter Birmingham Age Herald, from Selma (Ala.) Journal.

Raymond J. McKeon, business news department Philadelphia Public Ledger, from Inquirer.

S. G. McKinley, city hall reporter Birmingham Age Herald, from Alabama Farm Bureau.

Harry Norman, copy desk Philadelphia Public Ledger, from copy desk New York Tribune.

George H. Watson, assistant city editor and rewrite Birmingham Age Herald, from State news editor.

Edward R. Churchill, features Philadelphia Evening Public Ledger, formerly with A. P. in Boston and with Peoria (Ill.) Star.

George Cornish, State news editor Birmingham Age Herald, formerly telegraph editor.

Will C. Copeman, editor and publisher Amador (Cal.) Ledger, from foreman.

Frederick W. Ely, editor Organized Labor, San Francisco, formerly editor labor column San Francisco Bulletin.

Dwight Thatcher Harris, Kansas Notes editor Kansas City Star, from member Kansas Board of Censors.

Austin R. Burges, managing editor Bryan (Tex.) Daily Eagle, formerly with Dallas Semi-Weekly Farm News.

Ralph Cole, assistant city editor Fresno (Cal.) Morning Republican from telegraph editor.

Jesse Searles, telegraph editor Fresno Republican from assistant city editor.

E. E. Sprague, editor Fresno (Cal.) Labor News, from Fresno Evening Herald.

John Burns, sports department Rochester (N. Y.) Journal-American from sporting editor Rochester Democrat and Chronicle.

Bruce R. Mann, sporting editor Rochester Democrat and Chronicle, from assistant.

Jack Morris, reporter Hagerstown (Md.) Daily Mail.

Harry Flannery, Hagerstown Daily Mail, from editorship of Notre Dame college magazine.

Lynn Townsend, managing editor Prescott (Ariz.) Evening Courier, formerly of Williamsburg (Pa.) Grit, managing editor Ogdensburg (N. Y.) Republican, Watertown (N. Y.) Standard.

Don Skene, city editor Paris edition Chicago Tribune.

Ralph Nafziger, chief editorial writer Fargo (N. D.) Tribune, from head of Department of Journalism North Dakota Agricultural College.

Miss Madeline Stoudt, woman's and children's pages, Fargo Tribune.

Arthur Ostman, Moorhead correspondent Fargo Tribune.

Perry Dotson, reporter Fargo Tribune.

Karl B. Pauly, Sunday editor Middletown (O.) Journal.

Charles Williams, copy desk New York Evening Journal.

William J. Chipman, copy desk New York Tribune.

William Wiseman, Omaha Daily News, son of W. H. Wiseman, city and managing editor Des Moines Capital.

George H. Bradley, assistant city editor St. Paul Daily News, from Fargo (N. D.) Forum.

Don Stetson, Sunday editor St. Paul Daily News, from assistant city editor.

B. W. Patch and Walter C. Stone, Buffalo Evening News; graduates Columbia School of Journalism.

Theodore Goetz, Allan Lehman, Justice Fleischmann, Buffalo Evening News; college students.

BUSINESS OFFICE

BARKLEY SCHROEDER, assistant city editor of the Commercial Tribune, Cincinnati, is to be the new manager of the Bellefontaine (O.) Index-Republican. He will succeed J. C. Martin, formerly of Bellecenter, who is leaving for California.

George A. Osborn, manager of the Fresno (Cal.) Morning Republican, returned from a month's tour of the East, during which time he attended the international Kiwanis convention. He reported business slowing up slightly with the exception of the automobile industry, which, he said, was stimulated by the factories.

William R. Mathews, a graduate of the University of Illinois in 1917, formerly advertising manager of the Alumni News, Urbana, Ill., has been made business manager of the Santa Barbara (Cal.) Morning Press.

Amos W. Harnish is the new business manager of the Lancaster (Pa.) New Era.

Herman Reents is the new manager of the Hollywood (Kan.) Gazette.

George Pankin, formerly financial advertising manager of the New York American, and also previously on the New York Times, has announced his engagement to Miss Sadie Friedman of Brooklyn. He was on the Stars and Stripes, A. E. F. official newspaper at Paris.

Rex Lambert has moved his family from Portland, Ore., to McMinnville, where he takes over the advertising desk of the Telephone-Register.

Rella J. Randall, who for several years has had charge of the sales department of the Syracuse Post Standard in Gouverneur, severed his connections with the paper June 30. He is succeeded by Bert J. Pike of Theresa, N. Y.

Campbell R. Bishop, at one time with W. R. Baranger & Co., newspaper representatives, at their San Francisco office, and more recently with the Marysville (Cal.) Appeal, has gone to Honolulu as a member of the advertising staff of the Star-Bulletin.

Arthur L. Mason has resigned from the advertising staff of the Walla Walla (Wash.) Bulletin to join the H. C. Brown Co., commercial printers. He has been succeeded by Herbert L. Law, formerly on the Oakland (Cal.) Tribune.

J. Fred Braid, advertising manager of the Seattle Times, was recently tendered a dinner to mark his completion of 25 years' service with the Times.

W. E. Douglas, classified advertising manager of the Washington Times-Herald, has returned home after a two weeks' vacation in Maine. He reports a wonderful time fishing, golfing, tennis, etc.

James Cleary, of the Chicago Tribune's business survey department, and J. J. Evans Hesse, business manager of the Tribune's European edition, have sailed for Europe.

Harrison E. Williams, formerly merchandising manager of the Syracuse Journal, is now in charge of the foreign advertising department of the Syracuse Telegram and American. He recently aided in the publication of the Chronicle, a monthly publication of the First Baptist Church of Syracuse. His efforts as editor of the four-page religious paper won recognition in journalistic circles because of its neatness and attractiveness.

J. S. Kallet, for three years manager of the display advertising department of the Syracuse Journal, left July 6 to join the Schenectady Union-Star.

H. W. Klink, formerly classified manager of the Reading Times, is now classified manager of the Harrisburg Telegraph.

C. D. McLucas, formerly classified manager of the Harrisburg Telegraph, is now in that capacity at the Waterbury Republican.

B. B. Jones has succeeded W. Guy Heatham as classified manager of the Tampa Times.

MARRIED

AT REST COTTAGE, near Caladonia, Pa., Ross K. Gilbert, editor Chambersburg (Pa.) Public Opinion, and Arthur C. Hudnut, Elyria, O., newspaper man, to Misses Ethel and Marion Bedient, sisters.

Miss June Burligh, editorial staff Rochester (N. Y.) Herald, and William Merz, composing room, Rochester Times-Union.

Miss Grace Graham, conductor of "Cecile the Shopper" advertising section or Fresno (Cal.) Bee and former feature writer on Fresno Evening Herald and Los Angeles Examiner, to Claude Minard, Fresno engineer.

E. L. Todd, circulation-manager Gary (Ind.) Post-Tribune, to Miss Goldie Rogers, employee of Gary State Bank, June 16.

Charles Maurice Stewart, circulation manager of the Quincy (Ill.) Herald, and Miss Mary Knapp, Rushville, Ill., at Springfield, June 28.

Hiram B. Odell, Jr., of the advertising staff of Harper's Bazaar and a nephew of ex-Gov. Odell, and Miss Eunice Chase Herendeen of Geneva, N. Y., who was in the cast of "The Last Waltz," two years ago.

Frederick E. Howell, police reporter for the Springfield (O.) Daily News, and Miss Hilma Kief, Hartsburg, Ill., in Richmond, Ind., June 30.

Miss Madeline Phillips, Iowa newspaper woman, and Charles Grahl, at Des Moines, June 20.

Finds Churchmen Are at the Top

At one of the largely attended department sessions at the Atlantic City convention of the A. A. C. W., Mr. William H. Ridgeway, a steel manufacturer, told the advertising men that in nearly every instance he had discovered that active churchmen are at the head of successful business houses. He named dozens of companies wherein the president or directing head devotes a considerable part of his time to church work.

He didn't say that mere church attendance will help a man in business, but he knows, and you know, Mr. Advertising Manager, that the man who puts into business the principles of industry and honesty which the church preaches will find his reward in material things.

Why not do your share in helping the men of your community by urging them to attend some church regularly? The Church Advertising Department for the last two years has been co-operating with newspaper publishers in furnishing copy which has been used in display space for just this purpose.

Proofs will be sent on request to any newspaper. Address Herbert H. Smith, 518 Wither- spoon Bldg., Philadelphia, Pa.

If you haven't seen these ads, why not send for them now?

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

Space for this announcement was donated by Editor and Publisher.

THE KNICKERBOCKER PRESS
(Morning and Sunday)

ALBANY EVENING NEWS

COVERS
ONE BIG MARKET
Albany, Troy, Schenectady
AND
The Capitol District

NATIONAL REPRESENTATIVE
John M. Branham Co.

TO REACH BALTIMOREANS WHO BUY
Make a Test of the
BALTIMORE AMERICAN
and
BALTIMORE NEWS

They Go Into the Homes
and Stay There

In 1922 the News (six issues a week) carried 15,221 lines more of national advertising than BOTH other Indianapolis papers combined (13 issues a week).

The Indianapolis NEWS

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

TIPS FOR THE AD MANAGERS

Advertising Industries, Inc., 487 Ellicott square, Buffalo. Placing three-time orders with newspapers in selected sections for the Sunny Sussan Laboratories, Buffalo.

Aitken-Kynett Company, 1328 Walnut street, Philadelphia. Placing fifteen-time orders with newspapers in various sections for the G. H. P. Cigar Company "El Producto" Cigars, Philadelphia.

Theodore E. Ash Advertising Agency, Commercial Trust Bldg., Philadelphia. Now handling account of the Vim Motor Truck Company, Philadelphia.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Reported will place account of the Life Extension Institute, New York.

Berton, Durstine & Osborn, 383 Madison avenue, New York. Will place account with some New York newspapers for this summer for the Dip It Company, Dyes, New York (Merck & Company, selling agents). Making 10,000-line contracts for Ovington Brothers.

Barrows & Richardson, Drexel building, Philadelphia. Now placing account of the Pollock Pen Company, "John Hancock Pen," Boston.

George Batten Company, 383 Madison avenue, New York. Now handling account of the Hampton Shops, furniture, New York.

D'Arcy Advertising Agency, International Life Building, St. Louis. Making 5,000-line contracts with newspapers in various sections for Anheuser-Busch, Inc., "Bevo," etc., St. Louis.

Dauchy Company, 9 Murray street, New York. Now handling account of the Vermont Native Industries, Bridgewater.

Erwin, Wasey & Company, 58 East Washington street, Chicago. Again making contracts with newspapers for the Goodyear Tire & Rubber Company, Akron.

Federal Advertising Agency, 6 East 39th street, New York. Reported will later make up list of newspapers for the Bradley Knitting Company, sweaters, etc., Delevan, Wisconsin.

Ferry-Hanly Agency, 1110 Grand avenue, Kansas City. Making 5,000-line contracts for Aunt Jemima Mills Company.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Again placing schedules with newspapers for Liggett & Myers Tobacco Company, "Velvet" tobacco, New York; making 1,300-line contracts for W. H. Liden, Inc.

L. S. Gillham Company, Atlas Building, Salt Lake City. Reported preparing a newspaper campaign for the summer and fall for Nathaniel Baldwin, Inc., radio head sets, Salt Lake City.

M. P. Gould Company, 450 4th avenue, New York. Reported will make up lists during this month for Daggett & Ramsdell "Perfect Cold Cream," New York.

Blackett & Sample Agency, 58 East Washington street, Chicago. Reported will use some farm papers for the Wolverine Shoe & Tanning Corporation, Rockford, Michigan.

Bloodhart-Soat Company, 418 Arthur Bldg., Omaha. Reported placing orders with newspapers in Iowa and South Dakota for the Sioux Candy Company "Mike Candy Bar," Sioux City.

Thomas M. Bowers Advertising Agency, 25 East Jackson Boulevard, Chicago. Placing orders with newspapers in selected sections for Hotel Hollenden Company, Cleveland.

Cecil Barretto & Cecil, Richmond, Va., and Park Lexington Bldg., New York. Now handling account of the Scalpax Company, underwear, Baltimore.

Chamberlain Medicine Company, Des Moines, Iowa. Placing orders direct.

Critchfield & Company, Brooks Bldg., Chicago. Renewing some newspaper contracts for the Firestone Tire & Rubber Company, Akron; using 252 lines, 13 times for Kitchen Kleener.

Diener & Dorskind, 1393 Broadway, New York. Placing trout campaign with some New York newspaper for the Ludon Laboratories, "No-Dul." Keeps razor blades sharp.

Donovan & Armstrong, 1211 Chestnut street, Philadelphia. Now handling account of the William Brown Company, "Granite," "Defiance," and "Vanitie" hosiery for women, Philadelphia.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts for Phinney-Walker Company; making 5,000-line contracts for the United States Tire Company.

Gray Advertising Company, 14th & Oak streets, Kansas City. Reported handling account of the Witte Engine Works, Kansas City.

Green, Fulton, Cunningham Company, Free Press Bldg., Detroit, Mich. Making 1,000-line contracts for the Orange Crush Company.

Griffin, Johnson & Mann, Inc., 350 Madison avenue, New York. Reported to be handling the following accounts: The Title Guarantee & Trust Company, New York, and Bond & Mortgage Guarantee Company, New York.

Hanf-Metzger, Inc., 95 Madison avenue, New York. Making 10,800-line contracts for The Texas Company.

Edgar M. Hoopes Advertising Agency, Equitable Bldg., Wilmington, Del. Making yearly contracts for the Chichester Company.

Wm. A. Ingoldby Company, Chamber of Commerce Bldg., Los Angeles, Cal. Using 140 lines, 8 times for the Kellogg Ant Paste.

Philip Kobbe Company, 208 Fifth avenue, New York. Reported will make up list of

newspapers during this month for the Little Falls Manufacturing Company, "Li Falco" knit underwear, Little Falls.

Lewis & Coffee Advertising Agency, Third National Bank Bldg., Atlanta, Ga. Sending out orders for Cox College.

Lockwood-Shackelford Company, 643 South Olive street, Los Angeles. Reported to be conducting a newspaper campaign in midwestern and Pacific Coast States for the Sierra Chemical Company, "Rain Water Crystals," Los Angeles.

Lord & Thomas, Corporation Building, Los Angeles. Reported will use some Pacific Coast newspapers for Shauer Bros., "Angeles" Brand Khaki pants, Los Angeles.

Harry C. Maley Company, 155 East Superior street, Chicago. Now handling the following accounts: Rine-Hart Manufacturing Company, manufacturers of the Active Wheel Lock for automobiles, Chicago; B. S. Desmond Manufacturing Company, Miracle Oil, College Point, New York; World Mail Order Company of Chicago and Korozone, Inc., cosmetics, New York.

A. J. McClure Agency, 111 West Monroe street, Chicago. Making 5,000-line contracts for the Baker Food Products Corporation.

J. T. H. Mitchell Agency, 331 Madison avenue, New York. Placing orders with some Pacific Coast newspapers for B. T. Babbitt Company, Babbitt Lye, New York.

Massengale Advertising Agency, Candler Bldg., Atlanta. Sending out orders for Kenilworth Inn.

Newell-Emmett Company, 120 West 32nd street, New York. Placing orders with newspapers generally for the American Chic Company, Adams "Yucatan," etc., Long Island City. Sending out schedules for two months for Chesterfield cigarettes.

C. H. Norwood, Inc., 1182 Broadway, New York. Placing one-inch fifteen-time orders with newspapers in selected sections for Ed. Pinaud Parfumerie, New York.

Peck Advertising Agency, 6 East 39th street, New York. Placing the following accounts: Long Island Duck Growers' Co-operative Association, Eastport; Ice Service Company, New York; and Trommer's Brewing Company, Trommer's White Label Malt, Brooklyn.

Philip Ritter Company, 185 Madison avenue, New York. Reported will make up lists of newspapers during this month for the Vapo Cresoline Company, New York.

E. M. Power Company, Oliver Building, Pittsburgh. Reported will handle account of the Jersey Cereal Food Company, "Jersey Panake Flour," Cereal and Irwin, Pennsylvania.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Reported will place account of the Toledo Metal Wheel Company.

William H. Rankin Company, 1 West 37th street, New York. Making 1,000-line contracts for the B. F. Goodrich Rubber Company.

Redfield Advertising Agency, 34 West 3rd street, New York. Now handling account of Dr. Jeanne Walter, rubber reducing garments, New York.

G. Allen Reeder, Inc., 220 West 42nd street, New York. Placing orders with Canadian newspapers for the Remington Typewriter Company, New York.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing copy to start July 9 with newspapers in selected sections for Domino House, Complexion Clay, Philadelphia.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo. Making yearly contracts for the London Mfg. Company.

Schack Advertising Agency, 9 Clinton street, Newark, N. J. Placing orders with a selected list of newspapers for the I. Lewis Cigar Company, "John Ruskin" and "Flor de Melba" cigars.

Sehl Advertising Agency, City Hall Square Bldg., Chicago. Making 2,800-line contracts for the Calumet Baking Power Company.

J. Walter Thompson Company, 244 Madison avenue, New York. Making 2,800-line yearly contracts for Horlick's Malted Milk.

Wade Advertising Agency, Peoples Life Bldg., Chicago. Using 10 inches, 4 times for Quaker Oats Company.

Watts, Scott & Beutell, Atlanta. Placing account for Atlanta Stove Works.

Zimmer-Keller, Inc., Kresge Bldg., Detroit. Making 5,000-line contracts for Rickenbacker Motor Company.

Bordens Find Papers Best
A. H. Deute, general sales manager of the Borden Milk Company, addressing the Portland (Ore.) Advertising Men's Association, stated that four years ago the Borden company spent 70 per cent of its advertising appropriation with magazines. At the present time 50 per cent is being spent with newspapers, the company having found that newspaper publicity is productive of more immediate sales.

Sunday Issue for College

The University Daily Kansan, publication of the Department of Journalism, University of Kansas, may put out a Sunday issue next year.

"No. 1" On Every Food Schedule

With Alfred W. McCann, the country's leading food expert, now associated exclusively with it, this newspaper is the strongest food products medium in the Greater New York merchandizing territory.

THE EVENING MAIL
NEW YORK, N. Y.

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

"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

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

INVESTIGATE!

Learn the truth of the latest audits, and you'll use the



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

Confidence of Readers

From "A Study of the New York Times," prepared by John F. Sweeney of The Sweeney & James Co., Cleveland, O.

In the New York metropolitan district—the richest market in the world—The New York Times is the newspaper of dominating influence, read by a most intelligent, discriminating and responsive group.

The New York Times enjoys to an unusual degree the confidence of its readers—a distinct and valuable asset to advertisers. It exercises a wide sphere of influence, extending throughout the United States and Canada, and is read regularly in the homes of bankers, lawyers, professional men and women, merchants, manufacturers and other business men in 8,000 cities, towns and villages.

The New York Times is the only complete newspaper in America.

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

A Food Medium

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

Circulation 38,227 Member A.B.C.

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

New Haven Register

is New Haven's
Dominant Paper

Circulation over 35,700 Average
Bought every night by More New Haven people than by any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

In
New Orleans
it's
THE ITEM

The NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

NEWS OF ASSOCIATIONS AND CLUBS

THE UTAH STATE PRESS ASSOCIATION, meeting at Nephi, adopted a resolution pledging full support to the movement for more agricultural experiment stations. W. L. Hoyt, an attorney, addressing the convention, declared that the newspaper was the most powerful influence, for good or bad, on community morals. The next meeting will be held at Salt Lake City in November, when officers will be elected.

The Women's Advertising Club of Providence has elected the following officers: president, Miss Margaret T. Deasy; vice-president, Mrs. Hazel Martin; recording secretary, Miss Harriet Dimond; treasurer, Mrs. Lena Whipple; corresponding secretary, Miss Marie A. Davies; historian, Mrs. Mariana Tallman.

The Atlanta Advertising Club has chosen these officers: president, Herbert Potter, advertising manager of the Atlanta Georgian; vice-presidents, L. P. Wilson, Miss Caroline Thomas; directors, M. R. Winston Harvey, outgoing president, Mrs. Daisy Bagwell, LeRoy Rogers, Harry H. Johnson, Buford Goodwin, M. B. Crosby, Dave Webb.

The Minneapolis Advertising Club has these new officers: president, Carl W. Jones; vice-presidents, H. P. Wickham, E. C. Hillweg; secretary and treasurer, Truman Brooke (re-elected); directors, Louis W. Burgess, Henry Hodapp, Perry S. Williams.

South Dakota Associated Press Editorial Association, meeting at Huron June 12, elected W. R. Ronald, editor of the Mitchell Republican, president; S. X. Way, Watertown Public Opinion, vice-president; and Kenneth M. Mayo, State correspondent, secretary.

Preparations are being made for the entertainment of the United Amateur Press Association which will meet in Birmingham, Ala., July 7-9.

The Nebraska Press Association will hold its summer meeting at Omaha sometime in August.

The sum of \$5,000 is being raised by the Portland Ad Club to entertain the convention in September of the New England Advertising Club. Team captains selected for the drive of funds are: Frank W. Wardwell, Alvin N. Ramdall, Mrs. Mabel R. Spaulding, Miss Jeanette Craig, George H. Harrison, Miss Theo Greene, Charles E. Nelson, Everett Hazelton, James Whitson and Mrs. Nina MacKinnon.

The Kansas Democratic Editorial Association will meet at Hutchison Sept. 21 for its fall convention. The meeting will be held during the State Fair.

The Fresno Advertising Club will start at once to make the 1924 Pacific Coast ad convention, won for this city at the 1923 Spokane convention just finished, one of the best ever held.

The Los Angeles Ad Club golf team defeated the San Diego Ad Club seven matches to one. John H. Meyering had low score gross with 85.

A hundred members of the Southern California Editors' Association had their annual spring outing at Redlands June 23-25. Governor Richardson, president of the association, was among those in attendance.

Officers have been elected by the Advertising Club of Los Angeles, as follows: president, A. Carmen Smith, Smith-Feris Advertising Agency; first vice-president, Ross Weleh, advertising manager Robinson's; second vice-president, I. R. Smith, Los Angeles Times; directors, L. G. Feagans, W. A. Holt and E. J. LaFon.

With Frank P. Goss, city editor of the Long Beach (Cal.) News as chairman, a temporary organization of a press club in that city has been perfected. A constitution and by-laws patterned after those of the National Press Club of Washington and the Pen and Pencil Club of Philadelphia have been adopted.

August 10-11 at Minot has been set for the date and place of the annual meeting of the North Dakota Press Association.

The Canadian Weekly Newspaper Association meeting in Halifax, N. S., recently, elected the following offi-

cers: President, I. E. Fortin, publisher L'Eclaireur, Beauceville, Que.; vice-president, L. A. Eddy, publisher Telescope, Walkerton, Ont.; L. J. Ball, managing editor Vernon (B. C.) News; chairman editorial committee, A. H. Moore, editor St. Johns (Que.) News; chairman commercial printing committee, F. B. Elliott, publisher Alliston (Ont.) Herald; additional members board of directors, Hugh Savage, managing editor Dunean (B. C.) Leader; A. R. Brennan, publisher and editor Summerside (P. E. I.) Journal, past president Canadian Weekly Newspaper Association; manager and treasurer of association, E. R. Sayles.

T. A. Morris, manager of the Associated Press at Pittsburgh, addressed the Pittsburgh Advertising Club at its luncheon meeting at the William Penn Hotel, July 3.

With L. T. Christopherson as president and Clyde Johnson as secretary an Advertising Club has been organized at Pomeroy, Wash.

New Ad Club Officers

Seattle Advertising Club—President, Lloyd Spencer; first vice-president, Tom Jones Parry; second vice-president, Pauline Krenz; secretary, Miss Hazel M. Britton; treasurer, Maurice Whittingham; trustees, R. E. Morgan, R. E. Bigelow, R. P. Milne, H. B. Wright, A. J. Izzard, C. A. Griffith and C. E. Fisher.

Rochester, N. Y., Ad Club.—President, Clinton R. Lyddon, of Lyddon & Hanford Agency; vice-president, James E. Wallace; treasurer, Charles W. Flesch; directors, Arthur P. Kelly, Arthur G. Moore, Robert W. Woodruff, Past President Samuel R. Parry.

Women's Advertising Club, Los Angeles—president, Helen G. Pinkham; vice-president, Mrs. Lucille Stonier; recording secretary, I. Ellis La Rue; corresponding secretary, E. R. Holdeman; treasurer, Melva Collins; historian, Ava C. Wells.

Women's Advertising Club, Seattle—president, Molly G. Baldwin; vice-president, Emma Lea Hoffman; recording secretary, Gladys M. Lord; corresponding secretary, Estelle Dodge; treasurer, Orpha Corning (all re-elected).

Fresno Advertising Club—president, Wortham C. Beaumont, Beaumont & Hohman Agency; vice-president, Jack Love; secretary, Gordon Blade; treasurer, William Thomas.

Baltimore Woman's Ad Club—President, Mrs. E. M. Klingel; vice-president, Miss Mary Armiger; secretary, Miss Mary Jane Durham; treasurer, Miss Loula Chaney.

Ben Franklin Club of Willamette Valley, Salem, Ore., June 23.—President, N. D. Elliott; secretary-treasurer, Arthur Lawrence, Corvallis; executive committee, Hal Ross, Oregon City Enterprise; John Hoblitt, Silverton Appeal; M. L. Boyd, Dallas Itemizer; Frank Taylor, J. L. Hurd, George Martin.

FIGHT BULLETINS VIA MOVIES

Brooklyn Standard Union Thus Reaches Readers on July 4

The Brooklyn Standard Union delivered the story of the Dempsey-Gibbons fight to its readers, round by round, bulletin by bulletin, through the medium of 148 motion picture theatres in Brooklyn and Queens July 4. The paper issued no edition on that day. A battery of special telephone cables was installed for the purpose.

The "stunt" was the idea of R. F. R. Huntsman, publisher. It was based on the results of last election night, when an unexpected strike of pressmen prevented the majority of New York City evening papers from issuing extra editions. The Standard Union has made no charge to the theatres for this service. Each of them shows a slide every night announcing that the feature programs of the houses are published in the Standard Union daily and Sunday.

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.

From nothing—to

200,000

in seven months

DETROIT SUNDAY TIMES

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

Published every Saturday in London.

EVENING HERALD

Los Angeles, Calif.

Gained 20,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1922, 145,953 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Pittsburgh Press

Daily and Sunday

Has the Largest

CIRCULATION
IN PITTSBURGH.
MEMBER A. B. C.

Foreign Advertising Representatives:

I. A. KLEIN
50 East 42nd St., New York
76 West Monroe St., Chicago
A. J. NORRIS HILL, Hearst Bldg., San Francisco

**Nine Million
a Day**

MILWAUKEE purchases average more than nine million dollars every business day. Wisconsin purchases average more than thirty-three million dollars a day. You can cover Milwaukee and rich surrounding territory at one cost only with—

**The Milwaukee
JOURNAL
FIRST—by Merit**

FIRST IN PUBLIC SERVICE

The Evening World.

The World and the Evening World have a combined circulation, daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Meller'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.

BOSTON AMERICAN

**The Buffalo Evening
News Is**

FIRST —in News
—in Advertising
—in Circulation

The Greater Buffalo territory comprising 800,000 people can be effectively and almost completely covered by the sole use of Buffalo's biggest newspaper. Read by 85% of the English-speaking families in Buffalo.

A. B. C. circulation 6 months ending March 31, 1923, 114,403 net paid.

**The Buffalo Evening
News**

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY

Representatives

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

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.

GET about eight of the leading local department stores or women's specialty stores to make particularly attractive window displays. Have photos taken of these displays and get the firms to run the photos in ads on a special page on which you would offer a prize of \$10 to the local person writing the best letter on this topic, "Why So-and-So's window display made me buy goods from the store." Let the heads of the language departments in the local high schools be the judges. This stunt would get the paper an extra page of advertising and would also be an interesting stunt for all of the readers of the paper to watch.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

To stimulate interest in their classified department, the Minneapolis Journal is paying 150 prizes amounting to \$2,010 for letters of actual experience in getting results from ads appearing in their rag. Six prizes of \$150 each, six of \$50 each, six of \$25 each and 132 of \$5 each. A clipping of the ad should be mailed with the letter or at least approximate date of its publication. All users of want ads have received quick replies, thousands of inquiries and numerous telephone calls, so this contest ought to bring in some unique results from classified advertising.—A. R. Davison, 3624 No. 41st street, Omaha, Neb.

A new approach for a special page stunt was pulled off by the Boston Herald. "Will you give him a chance?" the headline read, and the copy pointed out hundreds of ex-service men who have been taking vocational training, now need a chance to work at their respective trades. The plea urged: "Give him the chance he has worked for!" A letter from the governor, commending the idea, was printed above many small "ads" of hardware people, painters, builders, etc.—James M. Mosely, 306 Bay State Road, Boston.

The Crawfordsville (Ind.) Journal has enlisted the co-operation of 47 merchants of that city in establishing the first Thursday in each month as "Crawfordsville Community Sale Day." On May 3, the first community sale day, each of the 47 merchants ran an ad of equal size in a four-page supplement advertising one or more bona fide bargains. The first page of the supplement was devoted to putting community day across to the readers and impressing the public that genuine bargains would be offered every community sale day. Items listed and the large representative group of merchants uniting in the project at once established the day, and the Journal will be ahead by four solid pages of advertising at the start of every month. Merchants in on the plan were provided with distinguished diamond-shaped window streamers.—Robert L. Beard, Fort Wayne, Ind.

Are you "sold" to your local retailers and jobbers? Naturally, you are getting their own advertising, but have you "sold" newspaper service to them to the point where they demand it from manufacturers and general agencies? One newspaper now is, but only after an aggressive campaign. The first move made was to send out questionnaires to local retailers and jobbers, and enclosing self-addressed stamped envelopes for their replies. Only four questions were asked as follows:

1. Does magazine or local newspaper advertising by the manufacturer or pro-

ducer of products you sell, in your observation, aid you personally in your sales?

2. If so, of the two, magazine or newspaper advertising, which do you believe of greatest value to your own business?

3. Please state briefly your reason for your answer to question 2.

4. If you believe local newspaper advertising by producer or manufacturer helps your business, would you permit us to use your name in writing national advertisers concerning advertising in this city?

The replies proved a revelation and were unqualifiedly for local newspaper space, the gist of the replies being that the advertising was put before the consumer at practically the buying moment, while at the same time, connecting with the name of the retailer in some part of the same paper. The replies were compiled in booklet form used thereafter in going after outside agency accounts, while locally, advertisements and letters urged jobbers and retailers to insist in placing orders, that local newspaper space be used if the manufacturer or producer did any national advertising. As the result, this newspaper has gained an enviable position from the standpoint of national advertising secured.—Bert A. Teeters, Lock Box 295, Springfield, O.

Who has seen the advertisement of an architect elsewhere than on the plans for some building he has designed? The architects were for a long time as "ethical" in the matter of advertising as the professions of medicine and the law, but three or four years ago the American Institute of Architects, or a committee of the institute, took action making it permissible for the architect to advertise. Little or no advertising by architects has come under my eye, however—so little, in fact, that when a Buffalo firm of architects advertised in the Express in connection with the Better Homes exposition here (March 19-24), the advertisement impressed me as unusual. Why do the newspapers not get more such advertising?—R. E. Downer, the Express, Buffalo, N. Y.

In order to show some of the churches in your town how advertising actually pays, get one of the denominations to get together on a co-operative ad inviting all the people in town who have not been baptised to come to any one of the churches mentioned and receive the sacrament at any time which the person might desire, stating in the advertisement that it would not obligate the person in any way toward that particular church. There are a great many persons, who neglect this one thing on account of a seeming embarrassment of presenting themselves before a large congregation, but when they find that a private baptism may be held they are willing. The church will find that they will add a great number to their congregation by doing a thing like this and eventually they will use more space in your paper.—James W. Hesse, Topeka State Journal, Topeka, Kans.

Once each year, three hundred coupons are mailed out to various homes in an Indiana city, calling for the free insertion of a want advertisement, not to exceed 15 words, on one day. The plan not only serves to get the public acquainted with use of classified, but this newspaper has also found that frequently, advertisements inserted under the provisions of the coupon, are continued for several additional days at regular rates.—Bert A. Teeters, Box 295, Springfield, Ohio.

Features by

Irvin S. Cobb
Fontaine Fox
Howard R. Garis
Rube Goldberg
Ed Hughes
O. O. McIntyre
Will Rogers
Chas. Hanson Towne
H. J. Tuthill
John V. A. Weaver

and others

The McNaught Syndicate, Inc.
Times Building, New York

**Thousands
of Portland, Maine
families
take no other
Daily Paper**

The Evening "EXPRESS" has a City circulation several thousands in excess of that of any other Portland daily.

In more than FIFTEEN of every SIXTEEN homes the EXPRESS is taken, and in thousands of these homes it is the only daily paper taken.

Portland's Only Evening Paper!
Portland's Only Three-cent Daily!

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

PRINTED COLOR COMICS

—Full of Color Life and Color Harmony.
—Perfect in Registry.
—We Print Better Colored Comic Sections for Publishers Everywhere.

Write for Details.

EMERGENCY MATS

Feature Pages That Save Time and Money.

7 or 8 COLUMNS
20" or 21"

ILLUSTRATED.

Write for Proofs
—Today.

WORLD COLOR PTG. CO.

Est. 1900 St. Louis
R. S. Grable, Pres.

**WE RENDER A
SERVICE**

specializing solely in newspaper, publishing and printing buildings. What this service has accomplished will be outlined on request.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation

120 West 42nd St. New York

WOMEN PREFER NEWS TO AD WORK

Editorial Assistant First Choice, Reporter Second, of Those Trained in Schools of Journalism, Survey Shows

Women trained in schools of journalism and experienced in the field of journalism show a decided preference for the job of reporting on the newspaper and serving as editorial assistants on magazines and trade journals, according to the results of a study made by Susan Shaffer Dibelka of the preferences of the registrants of the Woman's National Journalistic Register, Chicago, a non-profit bureau which places women on the staffs of newspapers, trade journals, magazines and advertising agencies.

"Of 324 registrants whom I investigated," says Mrs. Dibelka, "235 indicated the position of editorial assistant as their first, second, or third choice. This includes such positions on women's magazines, trade journals, general magazines and the organs of publishing houses.

"Every registrant is asked to indicate on her application blank three choices of the kind of work to which she considers herself best suited," Mrs. Dibelka explained. She is secretary of the board of directors of the Register, which has its headquarters at the Theta Sigma Phi clubhouse for women journalists at 53 East Superior street, Chicago.

Reportorial work came second, with 121 women placing it as first, second or third choice. Many of the registrants are women now holding positions as reporters who are registered to obtain

higher positions.

Few women now serving as reporters are seeking new positions as reporters, this study shows. One hundred voted first, second, or third choice as book reviewers. Feature writing attracted 98. Eighty wished to become publicity writers. Writing advertising copy was the ambition of 60. Forty-eight underlined manuscript reading as one of their three choices. Forty-two women were interested in doing stenographic-editorial work, for which there is a demand in every trade journal and publishing center.

Only 28 wanted positions as society editors, as first, second or third choice; 19 wanted work on general magazines; 18 chose proof-reading; 17 wanted to be press agents; 15, advertising managers; and 14 asked for free-lance assignments. Eleven wanted to solicit advertising; five wanted to become city editors, and three to be telegraph editors. Five chose to teach journalism and four specified work on the small paper.

"Many registrants reported ability to speak foreign languages," added Mrs. Dibelka, "among them French, Russian, Spanish, German and Scandinavian. Some professed ability to read several languages with the aid of a dictionary. Several of these have been placed in positions which called for research work demanding familiarity with other languages than English.

"The ages of the women registered range from 21 to 45, with the majority of them in their early twenties. Salaries asked for ranged from \$25 a week to \$300 a month."

Ads Coming Off First Page

The Muskegon (Mich.) Chronicle has announced that it will soon discontinue its first page advertising.

Mailers' Official Feted

A testimonial dinner was given at Bayville, L. I., Monday night, July 2, to John R. Dunne, secretary-treasurer of the Newspaper and Mail Deliverers' Union of New York City, at which nearly 200 of his friends were present. Edward J. McCaffrey of the New York American was chairman of the arrangements committee. He presented Mr. Dunne with a gold watch and a diamond platinum Elks pin.

W. Va. Paper Incorporated

A West Virginia charter has been granted to the White Sulphur Sentinel of White Sulphur Springs, with a capital of \$5,000. The incorporators are W. B. Hines, J. P. Burdette, S. B. Woodson, G. B. Merriam and Thomas G. Magnider, all of White Sulphur Springs.

Woman Auto Test Popular

Public interest ran high in the expert driving contest for women conducted recently by the Rocky Mountain News and Denver Times in co-operation with the Denver Department of Safety and Ex-

cise. One hundred and ninety-four women motorists entered the semi-finals, each being accompanied by Police Department traffic experts during her try-out. Twelve were chosen to compete in the finals, held before a throng that packed the Civic Center. Six prizes aggregating \$200 were given.

Promotes 100-Mile Dirt Race

In conjunction with Colorado's Pageant of Progress, July 2-16, in the huge specially-erected stadium at Overland Park, the Rocky Mountain News and Denver Times have instituted a championship hundred-mile dirt-road race from Denver to Palmer Lake and return. Fifty prominent auto racers are entered.

John C. Shaffer \$100,000 Donor

Announcement has been made in Chicago that John C. Shaffer, editor and owner of the Chicago Evening Post, was the anonymous donor of the \$100,000 professorship in "Humanities" which Prof. John Scott, brother of the president of Northwestern University, will hold.

SUPPLIES & EQUIPMENT

For Newspaper Making

Wanted: To Buy,
twenty-four or thirty-two page Hoe, Goss or Scott newspaper press with dry matrix Stereotype equipment. High Point Enterprise, High Point, N. C.

For Sale—or Lease.
Fully equipped daily newspaper plant, ready to operate. Fifteen linotypes, monotype caster, Hoe and Goss Presses. All equipment in good condition. Located in Boston. J. H. Devlin, 309 Washington street, Boston, Mass.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

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.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Children's Page

AUNT DEE DAILY CHILDREN'S STORY
Fascinate, but do not excite the Kiddies.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Colyums

"DAY AND NIGHT"
Weekly; general information, comment, humor.
7 East 42d St., N. Y. C., Room 1002.

Comic Pages

BILLY BUNK
New Paper This Week.
Advocate, Sterling, Colo.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Comic Strips

"DO YOU THINK HE DID?"
Two-Column Comic
Laramie Boomerang publishes it.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

MRS. CONTRARY

Mrs. Contrary Mrs. Contrary
The Herald-Sun Syndicate, 280 Broadway, N. Y.

"BRINGING UP BILL"—"HANK & PETE"

6-col. strips—hitting on all cylinders.
Columbia Newspaper Service, 799 E'way, N. Y.

19 YEARS OLD

2724 Insertions—Millions of Followers
Send for Samples
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Fiction

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 83 W. 46d St., New York.

For Children

RATHER NEW. TRIPLE APPEAL
"Johnnie of the Circus and His Cuffy Bear"
By Arthur Scott Bailey.
Funny drawings by Collinge.
Metropolitan Newspaper Service, New York.

Health

"HOW TO KEEP WELL"
By A. F. Carrier, M. D.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Jokes

We pick and purchase choicest jokes and submit weekly. Exclusive territory. Saves editors time and worry. Beginning September first. Write for particulars.

Joke Syndicate, 1861 East Tioga St., Philadelphia, Penna.

Home Decorations

HOME BEAUTIFUL
By Dorothy Ethel Walsh
Beauty Through Economy—Unusual Series
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Newspaper Halftones

HALF COLUMN HALF TONE,
1½ in. deep, for \$1.10; ten for \$9.00.
Independent Engraver, 258 W. 28th St., N. Y.

Photo News Service

"PHOTOS FOR ROTOS"
of Quality.
Kadel & Herbert,
153 E. 42d St. New York

Radio

50,000,000 RADIO "FANS" IN U. S.
Daily Features and Full Page Mats.
The Herald-Sun Syndicate, 280 Broadway, N. Y.

Women's Serials

LOVE, ROMANCE, DOMESTIC PROBLEM SERIALS
By Mildred Barbour and Lucille Van Slyke.
Metropolitan Newspaper Service, New York.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Cline-Westinghouse Double-Motor Drive with full automatic push button control.

The New York Times has ordered Cline-Westinghouse Double-Motor Drive with full automatic push button control for four of their new presses.



MAIN OFFICE
Fisher Building
343 S. Dearborn St. Broadway at 34th Street
CHICAGO

EASTERN OFFICE
Marbridge Building
219 N. Rowman Street
NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Just Out—New Issue of

"LISTINGS"

Contains details of nearly 200 newspapers. Thirty-four states are represented. Papers requiring from a few hundred dollars investment up to those needing more than a half-million to handle. We have some big papers in New York, Pennsylvania, Ohio, Indiana and Illinois as well as other states. If you want a newspaper anywhere regardless of the size, send for "LISTINGS." It's free. WE specialize in personal service and if you do not find the paper you want in our publication we can negotiate the purchase of any particular paper you want and at no charge to you. Write us regarding this matter.

MORE PAPERS WANTED

Publishers will find this a good time to sell. List with us. Same will be handled quickly and quickly. When requested, we do not publish details in "LISTINGS" but same are offered only to clients able to handle and who are seeking for such papers. Write us for details of our confidential plan.

PROMOTION WORK

Can take on a few more papers soon wanting advertising or circulation promotion. Experienced men, tried and proven plans and hard work will enable us to secure you results no matter how hard the conditions may be.

PUBLISHERS' SERVICE BUREAU

(Established 1916)
119 N. Rowman Street
Owned and Managed by Experienced
NEWSPAPER MEN.

Introduction to Employer and Employee

SITUATIONS WANTED

3C A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Man
Seven years with southern paper, and 3 years with advertising daily as advertising manager desires return to Eastern or Southern states. Exceptionally fine record. Not a whirlwind but a steady business builder. Address B-809, Editor & Publisher.

Advertising Manager.
Seven years' experience as copy writer, salesman and display manager, wants real position, good appearance, address, references and records. B-812, Editor & Publisher.

Advertising Solicitor.
Number of years' experience in New York advertising field. Can write copy and knows how to create new business. Wishes connection with publication in or near New York City. An interview will convince you of ability to make good. B-818, Editor & Publisher.

Capable, High Class Executive.
Advertising salesman and copy writer seeks connection with Pacific Coast newspaper (large or small) or with general agency. A large salary is not the objective, but rather an opportunity to settle on the Coast. Now employed on important middle western daily as department executive. Unquestionable references as to ability and moral character. Please give full details in first letter. Address B-819, Editor & Publisher.

Cartoonist.
Age 29, married, ten years' experience, free lance, newspaper, and animated motion pictures, now with well known New York pictorial publication. Wants chance to do political cartoons, independent. Man of ideas. Prefers town of 60 to 100 thousand. \$45.00 weekly to start with. B-808, Editor & Publisher.

Circulation Manager.
Now connected with paper where circulation has increased 100 per cent in the last 2 years. desires change for personal reasons. B-804, Editor & Publisher.

Circulation Manager.
experienced on large and small dailies; capable, energetic and well versed in every detail as well as promotion work. Can report on short notice. Address Box B-813, care Editor & Publisher.

Circulation Manager
and assistant who want to change for personal reasons, would like to connect with paper whose circulation is between 20 and 30 thousand. If for more circulation and interested get in touch with us at once. B-805, Editor & Publisher.

Circulation Manager Wants Change.
Capable, energetic; 32 years old; married; nineteen years in the game; eight as director and manager. I get to work on time in the mornings—do not imperil the lives of my assistants by leaving first in the evenings. I know boys—how to manage them. I know office details and do not pity myself because I have to work. I want a little co-operation from the business office. Have increased my circulation and collection double in one year. Prefer afternoon paper. Let me talk it over with you. Member I. C. M. A. Address B-827, Editor & Publisher.

Classified Advertising Manager.
Scientific methods increase classified volume and revenue. Clean up the classified page and make it a feature.
Young man thoroughly experienced and conversant with classified advertising will install complete system and properly manage the department.
Eight years newspaper experience; age 27; good appearance, hard worker and can produce results.
Address Box B-820, Editor & Publisher.

Classified Manager
Man of ripe experience, now employed, seeks larger field. Is competent and will produce on salary or drawing account for Republican newspaper. Answer today. Build up your classified this year. B-785, Editor & Publisher.

Editor.
Now employed, assistant editor on paper, circulation 15,000, wants editor's position in far west. College graduate, young, 4 years' experience. B-810, Editor & Publisher.

RULINGS IN HEARST SUIT

Appellate Division Overrules Demurrer on Paper Co.'s Action

Three important decisions handed down by the Appellate Division of the Supreme Court at Rochester, N. Y., involved legal efforts of Dexter Sulphite Pulp & Paper Co. to compel William Randolph Hearst to purchase a paper

SITUATIONS WANTED

Editor,
Copy reader, or special writer available; speedy and accurate; university graduate; eleven years' newspaper experience, including service on some of nation's leading papers; no objection to small city if conditions are right. B-798, Editor & Publisher.

Editor-Manager.
Ten years' experience. Thoroughly familiar with methods of developing all departments. Now with metropolitan daily. Desires to return to smaller town. References. Address B-815, Editor & Publisher.

Editor-Reporter-Manager
Newspaper man with more than fifteen years' experience in New York City and small towns desires connection in smaller city as reporter, city or managing editor, or manager. Experienced in both business and editorial side. B-825, care Editor & Publisher.

Experienced
news and special article writer, thoroughly acquainted with political developments at Capitol, Washington, would like to connect with two or three newspapers not represented at present. B-823, Editor & Publisher.

London Correspondent.
Young American University woman—experienced writer for trade journals (restaurants, hotels, fashion, automobile, etc.) offers services as London correspondent. Widely travelled African and European continents. Member A.A.C. of W. Box No. 1139 Dorland Agency, 16, Regent Street, London, England.

Newspaper Business Executive
with over twenty years' successful experience, efficiency expert, keen executive, maximum available, preferring metropolitan location and permanency. Excellent record and references. B-738, Editor & Publisher.

Newspaper Composing Room Foreman.
Through consolidation one of the highest-class men in the business will be available soon; efficiency expert, keen executive, maximum producer; (union), just under 40. East preferred but will consider any location if inducements warrant. Address B-788, Editor & Publisher.

Pacific Coast.
Editor and manager, successful experience in news and business ends, available August 1 for southwest or Pacific coast job. Either department or both on small paper. References. Communications strictly confidential. Address B-797, Editor & Publisher.

Phone Solicitor and Manager.
Young woman, ten years experience in classified department of a large Western daily seeks a position as phone room manager or as assistant to manager. Capable of taking entire charge. Understand all branches of classified advertising; promotion, soliciting, mail order, etc., thoroughly. For further information address Box B-811, care of Editor & Publisher.

Telegraph Editor.
Thoroughly experienced copyreader, head-writer and makeup open for job August 1. Steady, married. Best of references. Address B-791, Editor & Publisher.

Wanted—
Young man who has had six years' experience managing small dailies and weeklies desires change. Can do anything in the shop. At present am running a job office in town of 25,000. Desires change about July 1st or later. Write B-745, Editor & Publisher.

Widely Experienced
news and editorial man; 40; employed; wishes permanent connection with small southern afternoon paper. Metropolitan and small town experience. Exceptional record of achievements. B-806, Editor & Publisher.

Young Newspaperman
Aged 25, eight years all-around reporting and desk experience on small dailies of middle-west, is seeking position with future on live city in live city of west or southwest. College education, prolific writer. Available about August first. B-795, Editor & Publisher.

making plant at Dexter, N. Y. After the suit had been started by Dexter Sulphite Pulp and Paper Co., Mr. Hearst demurred from the complaint and his demurrer was overruled by Justice Jerome L. Cheney. Mr. Hearst appealed but the tribunal unanimously affirmed the lower court.

About the time the Dexter company brought suit against Mr. Hearst, in Jefferson County, he started suit in New York County to rescind the contract to purchase the mills, alleging fraud. The Dexter concern then made a motion before Justice Cheney to consolidate the

HELP WANTED

6C A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor
who has the ability to write copy and who can sell our newspaper as an advertising medium to hard headed business men. There is a future on this newspaper for a live congenial man. Box B-796, Editor & Publisher.

Classified Salesman
For new department, some experience, ability to plug, thorough belief in classified prime essentials. Basic salary \$25.00. Very generous commission on new contracts and lineage increase. Start immediately. State experience. Send photo or description. Do it now. Box B-797, Editor & Publisher.

Typographical Union No. 10
needs five good Linotype operators for steady night situations. Scale \$45.00. Address George F. Middendorf, care Courier-Journal, Louisville, Ky.

Syndicate Salesman-Manager Wanted
Must be experienced in newspaper field. Opportunity as big as the man, with vigorous young syndicate. Personal interview essential. Harland H. Allen Feature Service, 626 Kimbark Avenue, Chicago. Phone: Midway 3227.

Wanted
Night Editor by morning newspaper in Hudson Valley. Speed and accuracy in handling copy essential. Permanent position. Box B-807, Editor & Publisher.

Wanted
Circulation manager who is willing to work in the field taking care of suburban towns, good opportunity for reliable man on middle west morning paper, give references. Address B-803, Editor & Publisher.

BUSINESS OPPORTUNITIES

6C A WORD for advertisements under this classification. Cash with order.

For Sale
at a bargain entire plant of Boone County Pioneer which has been absorbed by the Boone News-Republican. S. G. Goldthwaite, Boone, Iowa.

Ju'ly Bargains
Evening paper, exclusive fertile field, modern building and plant, Associated Press service, good circulation and advertising patronage, earning handsome dividends on price, ask \$65,000, cash required. Control evening paper, exclusive virgin field, modern plant, good circulation, more than breaking even; \$15,000, cash required. Small weekly Pennsylvania, large weekly New York state. J. B. Shale, Times Building, New York.

FEATURE ARTICLES

6C A WORD for advertisements under this classification. Cash with order.

Editor.
Ohio's most widely quoted paper offers unusual editorial and paragraph service to one daily in each large district, giving exclusive franchise; compare with large-city papers; low cost; quit any time; general offer August 1; write today. Sterling Editorial Service, Box 15, Canton, Ohio.

Syndicate
is in market for human interest, 350 word editorials, inspiration theme. B-817, Editor & Publisher.

NOTICE

INTERNATIONAL PAPER COMPANY

New York, June 27, 1923.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable July 10th, 1923, to preferred stockholders of record at the close of business July 6th, 1923.

OWEN SHEPHERD, Treasurer.

two actions and he granted it. Mr. Hearst appealed and the Appellate Court yesterday reversed Justice Cheney on that point.

Another move by the Dexter Company was a motion before Justice Cheney for an injunction to restrain Mr. Hearst from going ahead with his New York suit until after determination of the suit brought by his opponents in Jefferson County. Justice Cheney denied the motion, but granted the company leave to renew it at some future time. Mr. Hearst appealed from that part of Justice Cheney's order to permit renewal of the motion, and in its decision yesterday the Appellate Court struck out the provision for the renewal of the motion later.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER

225 Fifth Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Southern Daily

Only daily newspaper in manufacturing city, Cotton Belt State, well equipped, staple business, with expansion possibilities. Can be bought for \$25,000, with \$8,000 cash payment, balance on easy terms.

HARWELL & CANNON

Newspaper & Magazine Properties
Times Building, New York

WE CONNECT THE WIRES

"DON'T WANT to leave my present position," writes managing editor, "until I can start on a little stake somewhere. Mere change of jobs isn't worth while. Want a share in the business if I make good." Now getting over \$4,500 in editorial charge of leading Eastern daily and willing to stand on his record. What publisher needs our No. 7656?

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

STARR SERVICE CORPS

Pierre C. Starr

Furnishes successful practices and cooperative systems pertaining to any phase of

NEWSPAPER MANAGEMENT AND DEVELOPMENT

Increasing Advertising Earnings, Circulation, Etc.

Service limited to daily newspapers with not less than 15,000 circulation.

STARR SERVICE CORPS
Upbuilders of Newspapers
42d St. & B'way New York City

Drops Weekly, Plans Another

C. R. Walker, former editor of the Carbon Hill (Ala.) Journal, has announced his intention of publishing a weekly newspaper at Jacksonville. While making this announcement, he closed the doors of the Carbon Hill Journal and discontinued its publication. He stated that the business people of the community would not support a weekly paper.

Newspaper Agent Bankrupt

Walter A. Roberts, representative of Buffalo and other newspapers at Nunda, N. Y., filed a petition in bankruptcy in United States District Court in Buffalo. The creditors include newspapers which Mr. Roberts represented.

"Celebrities I Have Met"

by
JOE MITCHELL CHAPPLE

who has personally met and talked with more famous men and women than any other living man.

A Daily Series of Intimate Stories

about people whose names are household words.

WIRE US FOR SAMPLES
AND PARTICULARS

The McClure
Newspaper Syndicate
373 Fourth Avenue, New York City

Thomas W.
Briggs
Company
Memphis, - Tenn.

Originators of the
Permanent
Weekly Business
Review Page

Look us up in
Dun or Bradstreet's

THEM DAYS IS GONE FOREVER

By Al Posen

The only comic strip
written in rhyme and set
to music.

**UNITED FEATURE
SYNDICATE**

NORRIS A. HUSE, General Manager
World Building New York



NEA FICTION

holds Summer circu-
lation. This is part of

NEA FULL SERVICE

Write for Samples and Rates



NEA SERVICE, INC.
1200 W. JRD STREET
CLEVELAND, OHIO.



HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

"AN automobile or a home—which?"

Lay out a page with this thought in mind and you'll find most of the contractors, lumber and real estate dealers glad to do their share in making the page a success. Make the page attractive with house plans and pictures of bungalows. Copy should be written along the following lines: A home is an asset—an automobile is a liability. Do not put the cart (auto) before the house. A pleasure car breeds expensive habits—a home indicates thrift.—Robert B. Miller, The Chronicle, Marion, Ind.

In nearly every town of any size there are a number of people who work during the night—policemen, firemen, street cleaners, electric light plant employees, telephone operators, hotel clerks, service station men, restaurant keepers, etc. Here is a chance for a good human interest story under the title "They Work While You Sleep." Start with a short story telling how necessary it is that some men should work while the world sleeps, why they must keep busy serving that part of the public whose business or social affairs keep them out at night. How the policemen and firemen must protect the city while it slumbers. How the hotel and taxi men must be ready at all times to serve those entering or leaving the city at night. Then print condensed interviews with the different night workers, giving their opinions of their work, how long they have worked at night, extraordinary experiences they have met with in the wee small hours and the types of citizens they meet most often in the discharge of their nocturnal duties.—Waldo G. Clegg, Enid Daily News, Enid, Okla.

Have you any girl bill collectors in your city? A recital of their experiences reveals many interesting features of a bill collector's life that the men collectors miss. One 19-year-old Des Moines girl has an office of her own with a successful collection agency. She says that women are more difficult to collect from than men; that she believes in "little drops of water wearing away stones," so she drops in on debtors often—and they finally pay.—J. R. C., International News Service, Des Moines, Ia.

In Detroit, Mich., there are more than 3,000 "blind pigs" operating, according to a recent story. Visit your chief of police, sheriff and prohibition agent and ask him how many "blind pigs" there are in your city. In Detroit, according to the story referred to, men are quitting their factory jobs to operate stills and saloons. What about this angle in your city? Are the old saloon keepers now bootleggers? Any story based on prohibition is sure-fire and this one would be of great interest.—George Smedal, 2829½ Nebraska St., Sioux City, Iowa.

How chorus girls weather the summer months made an interesting yarn in the New York World recently. Some act as crowd attractors for the rubber-neck wagons, some sell artificial eyelashes, some teach dancing or act as dancing partners, others become models, work in drives or assist in publicity stunts. The facts were obtained from the chorus Equity secretary. You could get facts from booking agents, chorus girls themselves, theater owners, etc. What do other people such as teachers do in their summers? A timely story to work up for release in the near future.—J. M. M.

How many of the members of the young men's classes in the local Sunday schools spend more than two nights at home each week? It would make a

very interesting and worth-while story to get some information along this line and to also tell what the young men do with their time spent away from home in the evenings.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

After the passing of an \$88,000,000 bond issue in St. Louis recently, the newspapers of that city devoted many columns of space to stories about the various improvements contemplated. The subject of the bond issue and the resultant commercial, health and other benefits to come from a more beautiful St. Louis was a front page topic for weeks. However, the most ambitious and best stories of this type were the signed feature stories by Miss Beatrice Wolf of the St. Louis Times staff which ran from day to day in the Times. The series depicted the St. Louis of fifteen years hence, after all the new municipal buildings have been erected and the needed artistic touches added to the drab and sordid sections of the city. The same idea can be used equally well elsewhere. Detail one of the members of your staff to write an imaginary story or series of stories describing your town as it will look, say, "Twenty-five years from today." Here is a field for the writer who can visualize coming scientific discoveries and their application to the daily life of your townsmen and can also see ahead the trend of expansion in your locality.—David Resnick, St. Louis Times, Mo.

Trust companies are often called upon to make some very unusual agreements with persons who desire to leave funds in trust for others, or even themselves. If you have trust companies in your city, the officers can give you some dandy material for a feature, by citing a few incidents. Names, of course, will not be furnished, but you'll find the data about as good as if the names were included.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

"Why a girl should marry a man of her own age" formed an interesting feature for the New York World. Blanche Shoemaker Wagstaff said: "Loving comradeship, founded on tolerance and sympathy, is the only real source of a happy union." The records will prove whether locally married couples incline to the same view. If not, why not?—James M. Mosely, 306 Bay State Road, Boston.

At first thought, you may be startled with the statement that there are almost as many automobiles nowadays as there are telephones. That's a new and interesting way to present the facts. Investigate the number of autos in your city, county or state and you'll find that they will run close to the number of telephones, which of course, can be obtained from the phone companies. The Moline (Ill.) Daily Dispatch recently ran an interesting story of this sort, showing that in Rock Island county, Ill., there are 13,000 automobiles and 15,000 telephones.—Robert L. Beard, News-Sentinel, Fort Wayne, Indiana.

All people are acquainted with the term "juror," but only a few know the men who serve on your juries. At each term of Circuit Court, the Mayfield (Ky.) Daily Messenger publishes the names of those on the Grand Jury, their occupations, religion, politics, age, etc., working up a nice feature. This information may be obtained from the foreman of the jury or the attorney, who meets with the jurors.—L. O. Hamlet, The Messenger, Mayfield, Ky.

KESSLER

"A look is a laugh!"

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Abundant Resources of Raw Material Insure Growth of Industries in the South

The following facts may help to visualize the enormous buying power of the South since they show what per cent of the nation's production must be accredited her.

- | | |
|----------------------------------|-------------------------------|
| 100% of the bauxite | 50% of the lumber |
| 100% of the barytes | 48% of the asbestos |
| 100% of the fullers earth | 45% of the peaches |
| 100% of the turpentine and rosin | 45% of the poultry |
| 100% of the sugar cane | 42% of the zinc |
| 100% of the peanuts | 40% of the asphalt |
| 99% of the sulphur | 36% of the corn |
| 99% of the phosphate rock | 35% of the citrus fruits |
| 92% of the sweet potatoes | 33% of the eggs |
| 90% of the aluminum | 33% of the pyrites |
| 66% of the commercial fertilizer | 33% of the lime |
| 60% of the natural gas | 33% of the talc and soapstone |
| 60% of the graphite | 30% of the apples |
| 57% of the petroleum | 26% of the coal |
| 51% of the mica | 25% of the sugar |

The South is richer in buying power and merchandising possibilities than ever before.

There is one way for the National Advertiser to reach and sell this Southern market; that is through daily newspapers.

THESE NEWSPAPERS HELP YOU PLANT YOUR TRADE-MARK

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
ALABAMA				NORTH CAROLINA			
*Birmingham Age-Herald (M)	29,113	.08	.06	Asheville Times (E)	7,785	.04	.04
*Birmingham Age-Herald (S)	33,721	.10	.10	†Asheville Citizen (M)	12,973	.045	.045
*Birmingham News (E)	68,938	.15	.15	†Greensboro Daily News (S)	11,720	.045	.045
*Birmingham News (S)	75,791	.15	.15	†Greensboro Daily News (M)	21,851	.07	.06
Mobile News-Item (E)	10,392	.05	.05	†Greensboro Daily News (S)	29,394	.07	.07
Mobile Register (M)	21,264	.07	.07	†Raleigh News and Observer (M)	26,330	.06	.06
Mobile Register (S)	32,715	.085	.086	†Raleigh News and Observer (S)	31,303	.06	.06
*Montgomery Journal (ES)	17,446	.06	.06	Winston-Salem Sentinel (E)	13,653	.05	.05
FLORIDA				SOUTH CAROLINA			
*Florida Times-Union, Jacksonville (M&S)	32,762	.09 (.10S)	.09 (.10S)	*Columbia State (M)	23,769	.06	.06
Pensacola News (E)	4,795	.03	.03	*Columbia State (S)	23,764	.06	.06
Pensacola News (S)	5,291	.03	.03	Greenwood Index Journal (E&S)	4,155	.025	.025
†St. Petersburg Independent (E)	5,420	.03	.03	Spartanburg Journal (E)	4,165	.04	.04
*Tampa Times (E)	14,009	.05	.05	†Spartanburg Herald (M&S)	5,511	.04	.04
*Tampa Tribune (MS)	22,411	.07 (.06S)	.06 (.07S)	TENNESSEE			
GEORGIA				Chattanooga Times (M)	23,067	.07	.07
*Augusta Herald (E)	13,468	.05	.05	Chattanooga Times (S)	23,596	.07	.07
*Augusta Herald (S)	13,563	.05	.05	Memphis Commercial Appeal (M)	103,000	.16	.15
Macon Telegraph (M)	23,017	.06	.06	Memphis Commercial Appeal (S)	124,000	.19	.18
Macon Telegraph (S)	24,395	.06	.06	†Nashville Banner (E)	50,152	.10	.10
†Savannah Morning News (M&S)	21,227	.055	.05	†Nashville Banner (S)	50,762	.11	.11
KENTUCKY				VIRGINIA			
*Lexington Leader (E)	18,094	.05	.05	†Bristol Herald Courier (M&S)	3,954	.04	.04
*Lexington Leader (S)	17,900	.05	.05	†Danville Register and Bee (M&E)	12,577	.05	.05
*Paducah Sun (E)	6,910	.03	.03	Newport News Times-Herald (E)	9,041	.05	.05
				Newport News Daily Press (S&M)	6,051	.05	.05
				*Roanoke Times & World-News (M&E)	21,917	.07	.06
				*Roanoke Times (S)	15,013	.07	.06

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

Younkers' Great June Sales
The June Sale of Coats, Capes and Jackets
16.95
Friday Bargains
Dresses \$19
Summer Millinery \$95

JUNE STOCK-REDUCING SALE
What \$1 Will Buy
Hosiery and Underwear
Coats and Capes
Hosiery
Spring and Summer Frocks Specially Priced at 17.50
Wallpapers
Randy-Made Curtains
June Sale For Men
White Pump
Cereals

Harris-Trade Exchange's June Events
SATURDAY'S Schedule of Fashion Features and Selling Events
A Sale of Summer Frocks
On "The Answer to Sports Apparel"

A Success Beyond Comparison - ORANSKY'S 10th Anniversary Sale
LADIES' SUITS \$19.95
Men's Suits \$19.95
A noteworthy silk dress event \$12.95

J. Mandelbaum & Sons
General Treaties in These Ties Frocks and the Unusual Values Will Appeal to You
Hand Bags in Colors
Bathing Apparel
New Fine Gingham
Percales and Madras
All White Suits
Underwear Offerings

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You can't fool
the department stores.**

Five Months of Department Store Advertising

CAPITAL	(Evening Only)—872,275 lines
2nd newspaper	(Evening Only)—718,499 lines
3rd newspaper	(Evening Only)—241,417 lines
4th newspaper	(Morning Only)— 20,582 lines

For more than twenty-five years the Capital has been the chief reliance of the Des Moines department stores in producing their sales. The annual sales of Des Moines' five department stores at the present time amount to \$14,000,000.

The Des Moines Capital can deliver the Des Moines market to any national advertiser. The Des Moines market means the city of Des Moines and its actual trade territory covering a radius of from 75 to 100 miles. No Des Moines newspaper nor combination of newspapers can deliver more than the Des Moines market. No Des Moines newspaper nor combination of newspapers can deliver the Iowa market. No Des Moines newspaper can deliver the Sioux City market, the Davenport market, the

Burlington market, the Cedar Rapids market, etc. It is not necessary to use a combination of newspapers in Des Moines to get the Des Moines market. The Capital at 14c a line will deliver the Des Moines market to any national advertiser, just as it has delivered for twenty-five years to department stores.

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

The Des Moines Capital

"The Department Store Newspaper"

LAFAYETTE YOUNG, Publisher

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