



EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

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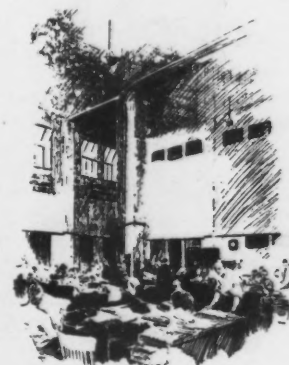
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Vol. 55. No. 22

NEW YORK, OCTOBER 28, 1922

By Mail in Advance
\$4, U. S. A.; \$4.50, Can.; 35 Per. 10c Per Copy



Tribune Local Room



The midnight fires of the Stereotypers

\$2 per copy and worth more

EVERY process in the production of a great metropolitan newspaper is described and illustrated in a book just published by The Chicago Tribune entitled "The W. G. N."

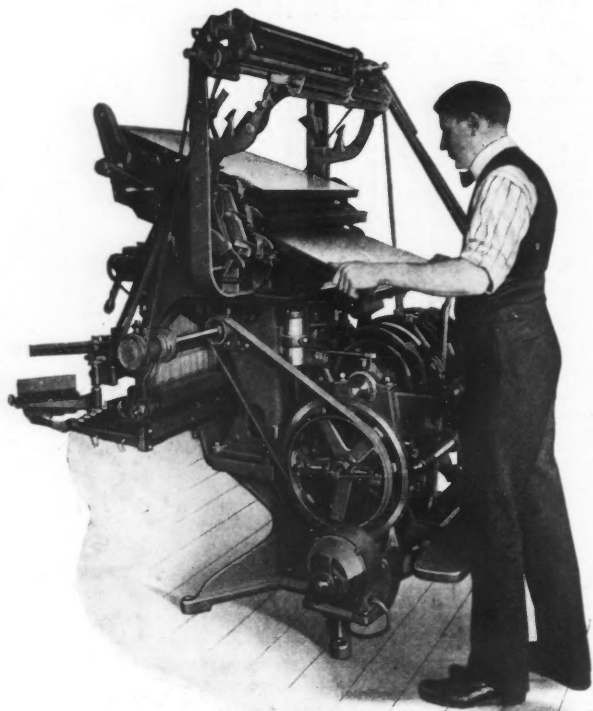
Reporting, foreign news service, typography, presswork, circulation methods, newsprint manufacture—all are described in 300 lively pages with more than 100 illustrations.

The price at which this book is being sold is less than the cost of production and far less than its value to any advertising man, journalist or printer.

Mailed postpaid on receipt of \$2.00 by the Business Survey of The Chicago Tribune.

11th Reason WHY the INTERTYPE IS "The Better Machine"

This is the eleventh of a series of practical talks on Intertype Features. More will follow. Watch for them!



Interchangeable Magazines

The man in the picture above is removing the bottom magazine from a Model C three-magazine Intertype.

- (1) That same magazine can be placed in any position on any other Model C, Model B, or Model A Intertype.

- (2) Note that the top of each magazine is tightly closed by an automatic shutter which locks in the matrices and keeps out dirt. This shutter is never open except when the magazine is in operating position.
- (3) No locking bar is necessary at the lower end of the magazine. The matrices are held in by simple two-piece escapements.
- (4) Each channeled surface of the Intertype magazine is made in one piece.

Universal Mouthpiece

The same standard Intertype mouthpiece can be used for all sizes of slugs:

- (1) It is not necessary to attach a special mouthpiece for head-letter or other special work.
- (2) The Intertype mouthpiece is keyed into place, without screw, and is easy to remove and replace.

Interchangeable Mold Caps

It was formerly necessary for machine users to purchase a separate mold for each kind of slug required. Note the Intertype way—

- (1) All mold caps (standard, head-letter, advertising figure, and recessed) can be used interchangeably on the same standard mold body.
- (2) The same flat liners are used interchangeably for all kinds of slugs.
- (3) Removing mold cap when changing liners provides opportunity to clean out shavings and dirt.
- (4) Molds are fastened to the center of the mold disk, independent of the rim, not in pockets.
- (5) Warping is prevented (a) by making all mold caps sufficiently heavy to resist it and (b) by a special heat treatment before finishing.

INTERTYPE CORPORATION


General Offices, 805 Terminal Building, BROOKLYN, N. Y.

548 Rand McNally Building, CHICAGO
301 Glaslyn Building, MEMPHIS

560-A Howard Street, SAN FRANCISCO
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Britannia Street, Kings Cross, London, W. C. 1.

The Des Moines Capital

 Has the Largest Circulation of any Evening Newspaper in Iowa

60,696

Average net paid daily circulation for the six months ending September 30, 1922

GAIN IN LAST 12 MONTHS OF OVER 13%

Semi-Annual Statements to Government Show the *Capital's* Remarkable Circulation Growth—

October 1, 1921—52,708, April 1, 1922—60,186, October 1, 1922—60,696

First

In total evening circulation

In total city circulation

In department store advertising

In editorial features

In comic features, including Mutt and Jeff, Fontaine Fox and the \$500,000 galaxy of comic artist stars headed by Bringing Up Father, etc.

Local Merchant Advertising in September Agate lines	The Capital's September Circulation	Nine Months of Department Store Advertising Agate lines
CAPITAL (Evening only).....421,138	CITY.....28,677 copies net paid	CAPITAL (Evening only).....1,425,873
TRIBUNE (Evening only).....399,294	OUTSIDE.....32,238 copies net paid	TRIBUNE (Evening only).....1,171,204
NEWS (Evening only).....128,805	TOTAL.....60,923 copies net paid	NEWS (Evening only).....397,529
REGISTER (Morning only).....82,726		REGISTER (Morning only).....9,720

The carrier circulation of The Capital is the largest in the history of this newspaper, showing a gain over the average carrier circulation of one year ago of 2,879 copies per day.

In seven out of nine months this year The Capital has published a larger volume of advertising from the Des Moines merchants than any other Des Moines newspaper.

In the first nine months of this year The Capital has shown a gain in advertising volume over the same nine months of last year of 161,234 agate lines.

Many of the country's largest National Advertisers use The Capital exclusively to cover this most productive market.

The Des Moines Capital

Iowa's Largest Evening Newspaper

LAFAYETTE YOUNG, Editor & Publisher W. C. JARNAGIN, Managing Editor LAFAYETTE YOUNG, JR., Business Mgr.

O'MARA & ORMSBEE INC., Special Representatives — New York — Chicago — San Francisco

\$90,000,000 Building Program

UNDER WAY IN

Philadelphia's Record Year

Is your lumber, paint, cement or pipe being specified?

Philadelphia's greatest building boom — a boom which has resulted in the issuing of Building Permits for structures estimated to cost approximately \$90,000,000 so far in 1922,—provides a big market for building materials.

If your products can be used in this record construction program — tell the owners of these projected buildings, and the builders, contractors, and architects about them.

You can reach most prospective users of building materials in Philadelphia in the evening when they are at home, free to note and remember the things you tell them, if you address them through The Bulletin — for The Bulletin enters nearly every home in and around Philadelphia.

Dominate Philadelphia

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



The Bulletin

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

U. S. Post Office report of net paid daily average circulation for six months ending September 30, 1922 —485,145 copies a day.

NEW YORK

Dan A. Carroll,
150 Nassau Street.

CHICAGO

Verree & Conklin, Inc.
28 East Jackson Blvd.

DETROIT

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

SAN FRANCISCO

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

LONDON

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

PARIS

Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1922, Bulletin Company)



EDITOR & PUBLISHER



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

Vol. 55

NEW YORK, SATURDAY, OCTOBER 28, 1922

No. 22

IRVING STONE—DADDY MECHANIC OF THEM ALL

Superintendent of the Chicago Daily News Printing Plant Has Been Taskmaster for the Leaders and by Invention Has Blazed Way to Greatest Improvements in Newspaper Making.

By BEN MELLON

IN 1865 a ten-year old in a spirit of combined mischief and inquisitiveness dumped a bucket of sawdust into a leaky boiler that was doing service on a farm down near Athens, Ill. The boiler stopped leaking.

About twenty years later there was a leaky boiler in the plant of the Chicago Daily News. A boiler out of order on the News meant more in those days than it would now—for financial and other reasons—so Irving Stone, the very same boy grown to manhood, went across the street to the livery stable and borrowed a bucket of shavings. After taking the wood cure the boiler continued to do real service for many a day without further expense.

I cite these two incidents of many years ago to prove two things: First, Irving Stone, mechanical superintendent of the Chicago Daily News and the daddy of them all, has been an inventive genius from the age of 10; second, he has never forgotten a lesson once learned.

It is impossible to discuss Stone in the terms that would apply to other men, for his life from the age of ten has just been one piece of machinery after another and every piece of machinery that he has touched has seemed to bring to him new ideas for improvement and the shifting of a little more of the load from the back of labor and the pocket-book of capital.

It might even be said that Stone was born a mechanic—he is fully convinced after many years' experience in dealing with them that they are born and not educated to it. Stone's father, Nathaniel Ford I. Stone, was a mechanic and an inventor of note. His greatest contributions were probably to the threshing machine and the steam engine. Name plates from engines invented by him that did service until just a few years ago can still be found in the mechanical department of the Chicago Daily News where they were installed by his admiring son, Irving.

Irving had five brothers. They too were natural mechanics, one is still associated with him on the News and another is in Los Angeles.

Irving Stone joined the News in 1879. He frankly confesses that his salary was \$10 a week—\$4 of which was paid to him in pennies and the balance went on the books. But it was a high life—a twofisted fighting life—hard work but a great life.

Three years later Stone was made mechanical superintendent. He has held the job continuously since and when his cousin, Melville E. Stone, far-famed father of the Associated Press, sold his interest in the paper, I. S. says he guesses he must have been sold with it because he has been there ever since.

The office of Irving Stone is something more than the working place of the mechanical superintendent of one of America's greatest newspapers.

His office is the meeting place of mechanical men. On their way to and from work on other papers they drop in to pass the time of day with "the old man." They come from other cities to consult with him on changes in mechanical operations.

The day I talked with him a man from Philadelphia and a man from a town in Wisconsin clasped hands in friendly greetings in his office and discussed press runs and paper wastes as they waited their turns to discuss their particular problems with him.

It would hardly be amiss to say that Stone's department has been a great institution of learning that can name among its graduates such men as Charles F. Hart, of the New York Times; the late William Loveland, of the Philadelphia Bulletin, and his successor, Frank Smith. Then there is Edward Mahr, of the Chicago Tribune, Walter Smith, of the

Baltimore American, and Jim Smith, of New Orleans.

From that day nearly 57 years ago, when the boiler on his father's farm was in sad need of fixing, until the present day Irving Stone has been tinkering. His first job was in a machine shop and every job since has been with machinery.

Irving Stone has about forty patents to his credit—all are practical from the mechanic's standpoint and some of them have been in actual operation more than a quarter of a century.

Stone asks no credit for things that he has achieved. He is emphatic in his expression of belief that every man's brain

needs assistance in constructive work. He recognizes one man's limits to invent and another man's limits to perfect. In considering Stone you must remember that he is one of the few men who with an undefeatable faith worked with Mergenthaler for the success of the Linotype machine for nearly twenty years before it was accepted generally by other men identified with the mechanical side of newspaper making. It must also be borne in mind that in Victor F. Lawson he has had an employer who has at all times been a trusting friend.

Stone laughs today as he recalls a visit to the press-room of the New York World in the late '80's that resulted in an invention that had far-reaching effects on the rapid production of newspapers to meet increasing circulation demands.

"There were fully forty men wetting down paper," said Mr. Stone, "and as I stood there watching them I got to thinking about how many blocks we would have to unwind our paper around to meet our own growing circulation if the favorable conditions of the time continued. I got to laughing as I pictured in my mind a great line of men extending back through many city blocks, wetting down paper and feeding it into our presses. It was all so ridiculous that I knew something would have to be done.

"When I got home I went to work on the problem. My greatest job was not in finding a way to run the paper through the presses dry but in convincing the paper makers that it was foolish for them to put a fine finish on their product for the publishers to wash off; and the publishers that it was an unnecessary expense to wet the paper both from the standpoint of labor and postage costs."

The first dry paper run was made by Stone in 1890.

The achievements of Irving Stone best known to the newspaper world and of the greatest economic value have been:

The method whereby it became possible to run dry newsprint through the presses.

The first practical electrical control of presses.

The slow motion drive that permits presses to start with 2 horse-power and gradually increase, instead of under a full head.

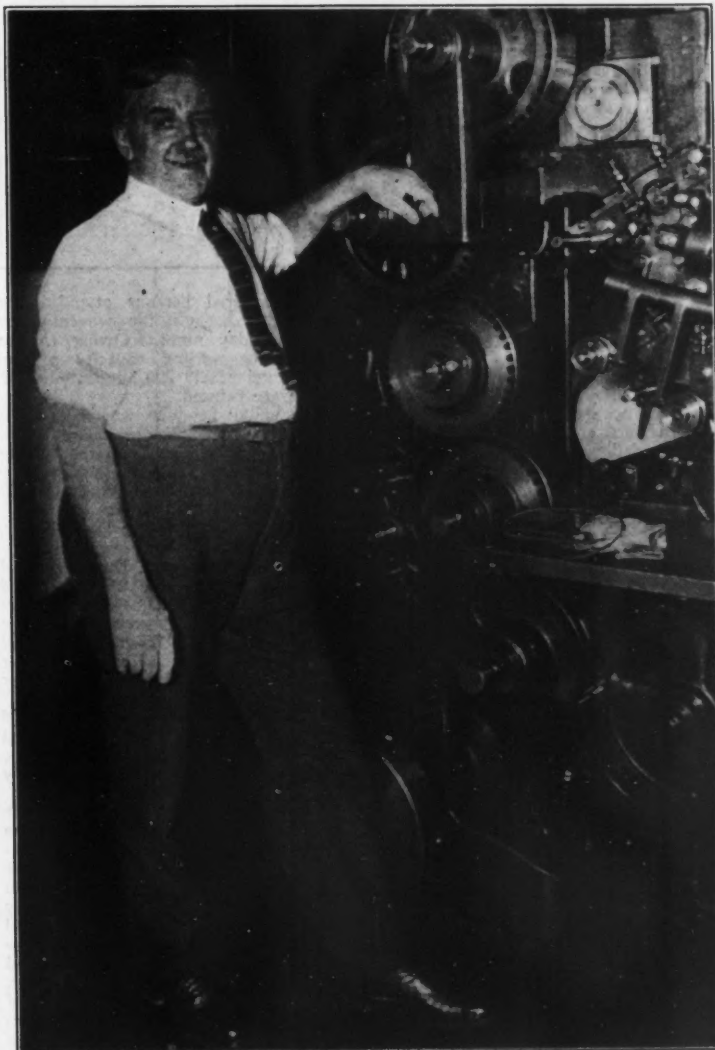
The Stone Magazine Reel for the control of paper, out of which came the paper reel system of replacement while the presses are in operation.

These are the outstanding results of his tireless labor but there are dozens of other little improvements in general use that are the work of his hands and brain. On the linotype alone there are eight perfecting improvements included in the general patents that stand out as testimonials to a worker who has "done his stuff," well.

If you were to ask Mr. Stone tomorrow what one thing he is most proud of in his life as a mechanical superintendent we would bet—granting the chance to lose—that he would reply:

"Teaching Chicago how to burn electricity."

The first Edison generator for incandescent lighting in Chicago was installed
(Continued on page 42)



Photograph taken especially for EDITOR & PUBLISHER.

From the day, nearly 57 years ago, when the boiler on his father's farm was in sad need of fixing, Irving Stone has been tinkering. His first job was in a machine shop and every job since has been with machinery.

ALL FREE PUBLICATIONS ARE BARRED BY A. B. C. CONVENTION

Threat to Start Opposition Organization Made by Advertising Agency Faction Which Fought Action—Attorney-General Advocates Official Government Paper

CHICAGO, Oct. 20.—Publications of free circulation were barred from the future advantages of the Audit Bureau of Circulations at the ninth annual convention, which was brought to close today by the overwhelming vote of 772½ to 107¾. Leaders of the publishing and advertising world were present at what is credited with having been the greatest convention from the standpoint of attendance in the history of the organization.



O. C. HARN

Only three changes were made in the Board of Directors. Under the advertiser department, Ralph Starr Butler, of the United States Rubber Company, was elected to succeed Henry W. Schott, of the Seaman Paper Company, and J. Murray Gibbon, of the Canadian Pacific Railway, Montreal, was elected to succeed W. W. Wheeler, of the Pompeian Manufacturing Company, Cleveland. David B. Plum, of the Troy (N. Y.) Record was elected to succeed A. G. Lincoln, of the St. Louis Post Dispatch.

All other old directors were re-elected and O. C. Harn, of the National Lead Company, was re-elected president; W. Laughlin, of Armour & Co., Chicago; Ernest Mitchell, of the Mitchell-Faust Advertising Agency, Chicago; and F. R. Davis, General Electric Company, Schenectady, N. Y., vice-presidents; W. A. Strong, of the Chicago Daily News, secretary; E. R. Shaw, of Power Plant, treasurer, and Stanley Clague, managing director.



DAVID B. PLUM

The fight over free circulation publications was the most important matter before the convention, and no time restriction was placed upon the advocates for and against before the vote was taken.

Ernest I. Mitchell, of the Mitchell-Faust Advertising Company, led the free publication forces. He pleaded that publications of free circulation were necessary in the general scheme of advertising and said that he not only believed they properly belonged to the A. B. C. but that he visioned the organization enlarging its scope until it embraced all forms of advertising as a protection to the advertiser from actual waste. He suggested that abolishing such a powerful group as the free circulation publications might open the way for a second audit bureau which would rightly extend its activities to putting the acid test of worth to all advertising media.

Stanley Latshaw, of the Butterick publications, in opening his defense of free publications, said he realized he was attending a funeral and merely wanted to lay a rose on the corpse. He then paid high tribute to free circulation publications and bitterly attacked what he called an "underhand campaign" against them. In support of his charge, he cited from a circular that had been sent out but did not bear the names of the authors.

Harry Tipper, representing the business papers, was on his feet in a minute and denied Mr. Latshaw's charge about

the circular. He said that the circular complained of had been sent out by the Associated Business Papers, Inc., and while it had not been signed it had in each case been accompanied by a letter signed by the officers.

Opposition to free circulation publications had more than a dozen exponents on the floor of the convention. W. A. Strong and E. R. Shaw who led the fight against free circulations and to whom EDITOR & PUBLISHER urged that proxies be sent cast 374¼ votes between them.

Amon Carter, of the Fort Worth Star-Telegram, spoke of the publications of free circulation as "the bootleggers of the publishing business." He said that under any rule of audit that could be laid down, the men who paid money for their circulation were in the same position as the man who today bought whisky in the dark. The quality, he said, was something that could not be judged until

another changing the first form sheet of the A. B. C. reports so that the only figure appearing on it will be the net paid circulation were referred to the board of directors.

A by-law making mandatory, instead of optional, the stating of all towns in which any newspaper has a circulation of 25 or more was adopted.

The only opposition to the Carter resolution to make it compulsory for all members in cities of 500,000 or less of the A. B. C. to list all towns in which they had a circulation of 25 copies or more came from W. A. Strong, of the Chicago Daily News. This resolution was adopted by the convention after short addresses in its favor by Mr. Carter, Charles D. Atkinson of the Atlanta Journal and Louis Wiley of the New York Times, who advocated the inclusion of all members under the proposed ruling.

The treasurer's report for the year show the A. B. C. to be in the healthiest financial condition in its history on August 31, with \$56,271.18 in cash and interest bearing investments of \$45,000 in United States Government Bonds and \$26,500 in Canadian Government Bonds. The report shows that the excess of earnings over expenses for the year, after charging off special advertising campaigns, was \$32,052.77.

WHO IS JOHN BENSON?

NEW president of the 4-A's and a Chicago advertising man. Certainly, but that is not enough. We wanted to know more than that about the man who has been elected head of the greatest organization of advertising agents in the world. So we put the question up to one of the best posted men on Chicago people.

"John Benson," he replied, "is a quiet, unassuming student and college graduate who is a credit to the business."

He was almost right. However, John Benson is not a college graduate, but he has dug coal.

That is only one of the outstanding things that is disclosed in the first intimate picture of the man and his life.

He went into advertising for love—not love of the business, but love of a woman, his wife. It is a story of an important figure in the advertising world you cannot afford to miss in

EDITOR & PUBLISHER—Next Week

after the customer had been given the necessary opportunity to die after taking. Because it was a bootleg product, he said free circulation had no place with the 100 per cent proven stuff.

G. Lynn Sumner, of the International Correspondence Schools, speaking for the national advertiser, said that he could see just as much logic in the A. B. C. auditing sandwich men—giving the number of blocks they cover, the number of people they passed and the name of the dark alley they end up in—as free circulation.

The group vote of the convention was divided as follows:

Newspapers, 567;
Advertising agents, 453¼;
National advertisers, 24;
Agricultural publishers, 41;
Magazines, 110;
Business papers, 176;
Total, 963¾.

Eighty-four did not vote on the free circulation amendment. On every hand EDITOR & PUBLISHER was given credit for the unusually heavy vote brought out.

The question of what is to be done with the present members of the A. B. C. with free circulations will be taken up at the next meeting of directors, which will probably be held in New York in November. It is generally believed that the present members will be given a limited amount of time to conform to the new by-law of the A. B. C. or withdraw. Other matters to be taken up at that time will be the Paul Patterson resolution to change the first sheet of the A. B. C. form to show only net paid circulation and the Amon Carter resolution for segregated city circulations.

A proposal to segregate city circulations by carrier, counter, etc., by newspapers in cities of less than 500,000 and

Eight hundred persons attended the banquet that brought the convention to a close Friday night. Owing to the limit of the seating capacity at the Drake Hotel nearly 200 applications for tickets were refused.

The annual banquet was laid in a scene of Oriental splendor where Egyptian dancing girls view with the leading stars of Chicago theatres and Sidney Smith and his brain child "Andy Gump" for the applause of the diners.

Douglas Malloch, writer and lecturer, acted as toastmaster and introduced Attorney-General Harry M. Daugherty and A. D. Lasker, chairman of the United States Shipping Board, as the speakers of the evening. Mr. Lasker spoke on the needs of American merchant marine and said that the Attorney-General's liquor ban spells ruin for American passenger service.

In replying the Attorney-General said that he was cognizant of the criticism that his ruling had aroused but that he had been governed in the matter solely by the laws of the country.

Attorney-General Daugherty in the course of his address declared that no organization or combination of organizations, not even the press—can be above the law of the nation. He took occasion to advocate the establishing of a daily or weekly official journal in which all Government pronouncements might be published, saying that while this would not relieve the press of its responsibility, it should be an aid to both the press and the people in supplying definite and accurate information on what Government was doing in its various branches.

"We must be one people, one union—and that the American Union," Mr. Daugherty asserted. Emphasizing the re-

(Continued on page 28)

MR. DAUGHERTY'S IDEA STIRS WASHINGTON

Correspondents at Capital Regard "Government Newspaper" Proposal as Another Bar Against Uncensored News

BY SAM BELL

Washington correspondent of EDITOR & PUBLISHER

WASHINGTON, D. C., Oct. 24.—Attorney General Daugherty's suggestion before the Chicago convention of the Audit Bureau of Circulations that the Government establish a "daily or weekly journal" of its pronouncements, has met with no enthusiasm in Washington, either in official or newspaper circles.

The unpopularity and costliness of the Official Bulletin published by George Creel's Committee on Public Information during the war still is fresh in the minds of officials. Any proposal to revive the unhappy experiment is certain to meet with rebuffs in Congress and apathy or opposition in other branches of the Government.

The suggestion, however, has given the correspondents' corps reason for pause. Without exception the men who handle the news in Washington are inclined to regard the proposal as another indication of the general tendency to shut the doors of officialdom in the face of the press or at least close up the few remaining sources of direct information still open to reporters in Washington outside of the Capitol.

They see in Mr. Daugherty's statement a splendid illustration of the persistent effort of officials to stereotype the news; to permit information of Governmental activity, and particularly information regarding administration policies to be made public only after that information has been prepared and carefully cut and dried for public consumption or released for the purpose of "feeling out popular sentiment," as the politicians are accustomed to call it.

With the advent of the Committee on Public Information came the Governmental "hand-out" and the method of shunting reporters to certain appointed fountain-heads of information. It is true the committee ended with the war but the method it established persisted and to a certain limited extent remained effective. The change of administrations in 1921 altered the situation somewhat, for with new officials came new ideas and indications that the bars would be let down and the old free-for-all pre-war methods restored.

For a time this idea prevailed, but the old habits, are beginning to assert themselves and every day in Washington witnesses a tendency to expect the reporters to be content with what information officials "deem wise" to give them and to expect newspaper men to accept judgments made for them by those in public office.

A general clamping down on the lid has been in progress steadily for the last six months, and officials are showing an increasing disposition to remain out of direct contact. Mr. Daugherty's suggestion, according to the general newspaper view here, is only a blunt manifestation of the slow crystallization of the sentiment of those in power.

It may be that the approaching campaign has something to do with the general attitude. It may be the desire of officials to commit themselves on public questions as infrequently as possible. It may be because Governmental initiative naturally slumps in the period preceding election and as little as possible is done in the formulation of policies. But the fact remains that officials in Washington do not want to give up information, and on the whole rather resent the efforts of reporters to obtain news. With that resentment goes an irritability, human enough, at legitimate criticism of the Government's acts and an indication that the belief exists that if the reporters could be cut off from their sources of information there will be less criticism and that things will move more smoothly for the Governmental machine.

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

What It Consists of—Suggestions for Studying One's Own Publication—Fixing Responsibility and Applying the Remedy

By H. FRANK SMITH

ARTICLE II



H. FRANK SMITH
Former Newspaper Man
Who Specializes on
Newspaper Typography
and Make-up.

IN the first article of this series, which appeared in EDITOR & PUBLISHER for September 30, I made an effort to

awaken a keener and more serious interest in newspaper typography by calling the newspaper publisher's attention to the apparent indifference with which his own advertisements are "set up," and tried to emphasize this indifference by contrasting it with the exceptional care put into the composition of the announcements of the magazine publishers. I thought if I could show the publishers the handicap under which their own advertising was laboring in trying to sell their own product, it might be easier to arouse their interest in the typography of the announcements of the advertisers who use their papers. In this first article I made the statement, in substance, that:

"The magazine long ago sensed the importance of good typography—and engaged experienced men and women to keep the text pages and the advertising pages attractive and readable. By doing this the magazines attained at least three worthwhile results—

- (1) Attractive pages, which encouraged a closer reading.
- (2) Closer reading results in a greater interest and a larger response to advertising.
- (3) Advertisers got more tangible evidence that their advertising was pulling because of the increased number of inquiries they received.

THEREFORE, these three "worthwhile results" tended to keep the readers satisfied and "sold" on the magazine."

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

Replies Cannot Be Made by Mail.

I am repeating this statement here because I believe it is very important that the publisher consider typography from these three angles, and also because these three "worthwhile results" make it easily possible for the publisher to visualize just what can be readily accomplished if he will only give serious attention to the many possibilities of reasonably good typography in the making of his newspaper from day to day.

LONG experience with type problems and intimate contact with successful advertising folks justifies the statement, I believe, that profitable advertising (sales, whether a manufactured article, an idea, good-will, prestige, propaganda, or what-not) depends in a very large degree upon appropriate or attractive typography—typography that is inviting to the eye, pleasant to look at, and easy to read.

That this statement is true is clearly evidenced by the fact that the most experienced and successful advertisers, large and small, the world over, are very particular about the typography of their advertisements. The more experienced they are the more care they take in the composition of their ads. Advertising agencies employ expert layout men and typographers; advertisers who do not have enough work to employ permanently a man or woman experienced in the use of type buy the part-time services of free-lances; in a number of large cities may be found "typographic service" plants where capable craftsmen specialize in setting type and furnishing plates or mats for advertisers. Unfortunately, the newspaper publisher is the only one who has not yet realized the importance and necessity of good typography and therefore is not in a position to render "typographic service"—either to his own organization, nor to the buyers of space in his newspaper.

There may be some question (I doubt it) about poor typography slowing up the progress of a campaign, but it is practically certain that good typography will quicken its success. In fact, today typography in advertising receives as much careful attention from those who appreciate its value as does medium, copy, follow-up, or any of the other important links in the wonderful chain of modern merchandising. Medium, copy, size of space, follow-up, distribution, dealer-helps, and everything else may be almost perfect, but if the typography of an advertisement is not of a quality that will attract quick attention and create a favorable first impression—the ad is less likely to be read—

If an ad is not read it fails in its mission—falls down on the job—

The result is a dissatisfied advertiser—perhaps a "stop-order" on the schedule, maybe a canceled contract—despite the fact that the newspaper might have a dominant circulation in an exceptional territory.

IF newspaper publishers, or business managers, or whoever is the "big boss," will take home a few back copies (picked up at random) of their own paper and examine the typography of the advertisements page by page they will find some startling things.

For every ad standing out in a dignified, easy-to-read, just-as-you-would-talk manner, they will find a dozen or two inept makeshifts—

Ads stuffed with bent or twisted rules, unrelated ornaments, dots and dashes, ding-bats or rinky-dinks in general—FIG. 1 (which not only handicaps the ad with a repellent atmosphere, but render it practically worthless because these space-fillers occupy valuable space that should be used for live copy or effective illustrations).

Ads overworked with italic, bold face or underscoring—FIG. 2 (which confuses the reader, and weakens the emphasis by smearing it all over the ad instead of confining it to one or two important points).

Ads set solid and flush to wide black borders in different faces of big bold type—FIG. 3 (reminding one of the old-time street fakir standing on the corner shouting with all his might in an unsuccessful effort to sell inferior wares).

Demonstration Sales!

The Demonstration Sales Gain Momentum Each Day!
The Third Week Now! See Page 7 for More Good News!

It's gratifying to have an event so well received—and to have the public enthusiasm retain its maximum! These DEMONSTRATION SALES are really a SMALL EDITION of this store's program for an entire year! Crowded into ONE SHORT MONTH are events enough to last the ordinary store half a year—but this store CAN Very Few of the Demonstration Items Are Advertised

DO the unusual, the unexpected! Folks who have marvelled at the number of individual events thus far will be nothing short of amazed when the final DEMONSTRATION SALE is announced! Frankly, these sales are a test of the ENDURANCE of this store. Twice! Read Each Day's Sale News for ALL the News!

Check Your Own Paper Against These Specimens of Poor Typography

FIG. 1. (Robinson) shows a needless waste of time and energy in piecing together bits of different kinds of rules, which eats up costly space that might be used for real selling copy and better display. FIG. 2. (Demonstration Sales). Example of an ad overworked with italics, caps and underscoring. FIG. 3. (Oslander's Market). Ads all set in bold type, solid and flush to wide black borders always look cheap and distracting. FIG. 4. (Blake Lines and Boston \$6.25). Specimens

of ads which have been running so long that they are worn out and print illegible, and are therefore worthless to the reader, the advertiser and the publisher. FIG. 5. (American Pictorial) Ad is smothered with display and shows how thoughtless publishers are with the typography of their own advertisements. Every-one concerned with newspaper advertising—especially executives and compositors—should know better than to set ads like this, and publishers should encourage a more effective style of typography. It is not at all difficult—if someone will only get on the job.

ROBINSON
DECORATING
COMPANY

DISTINCTIVE interiors which create an atmosphere of conservative originality are responsible for the widespread approval of this company's work on the part of builders whose good taste demands art of the highest character in the selection and treatment of colors combined with skilled application of paints

The

- Ralston Building—Mc Allister Hotel (entr)
- Roberts Hotel—Leamington Hotel
- Wofford Hotel—Breakers Apartments
- Bishop Apartments—Olive Apartments
- Grady Hotel—Palms Apartment

Are typical of our contribution to the attractive interiors and exteriors of Miami and Miami Beach buildings

— 142 NORTHEAST FIRST STREET —

THE COLDER THE WEATHER THE MORE MEAT YOU'LL EAT

It is a fact, isn't it that as the cooler weather sets in when you visit the meat market to order your provisions your mind naturally turns to more pork and beef than you have been buying during the summer months. Having this in view I am an usual speaking ahead with the times and am well stocked with pork both fresh and cured. If it's ham, bacon, pork sausage, pork shoulder, pork steaks, pork roasts or in fact pork in any amount desired, I have it here in quality and price that will meet with your approval.

Have you tried any of the good "BABY BEER"? I have been selling so much of for the past few weeks? If not do it today—"A word to the wise is sufficient." My fancy home dressed poultry meets all requirements both in price and the excellent manner in which it is dressed—either spring chickens or hens for stewing, are here awaiting you. My country killed lamb and veal needs no comment to my old customers—if it comes to your mind to want either of these meats try mine today—afterwards you'll have no other. Minis, both fresh, prepared and salted of every variety are always in stock at PHIL OSLANDER'S MARKET ON MORGANTOWN STREET.

Special Prices for the Week-End

Chuck Roast (whole cuts, lb. 15c	Fresh Liver Pudding, 2 lbs. .25c
Fancy Pork Chops, lb. .35c	Veal Roast, lb. .25c
Fresh Ham, whole or half, lb. 22c	Veal Chops, lb. .30c
Kingan's "Reliable" Ham, (skinned) lb. .25c	Fresh Ground Beef, lb. .15c
Full Dressed Spring Chickens, lb. .40c	Fresh Spare Ribs, lb. .18c
	Full Dressed Hens, lb. .38c
	New Sauer Kraut, 2 lbs. for. .15c

Phil Oslander's Market

22 Morgantown St.
BEST QUALITY—HONEST WEIGHT—LOWEST PRICES—COURTEOUS HELP.

"From Greenland's Icy Mountains,
From India's Coral Strand,
Where Africa's Sunny Fountains
Roll Down Their Golden Sand"

NO PLACE TOO FAR | NO PICTURE TOO
TO GO! | HARD TO GET!

IF IT'S NEWS FOR THE NEW 16-PAGE TABLOID

WITH THE DAILY
New York American

THE IMPORTANT NEWS EVENTS OF THE DAY IN PICTURES

Two Complete Newspapers for the
Price of One THREE CENTS

Ads that have been running so long that the face of the type or the "cut" is so worn that it prints only a smudge of illegible hieroglyphics instead of delivering a message—FIG. 4 (indicating that the newspaper apparently has no interest whatever in the advertiser, at least so far as helping him make his advertising pay is concerned).

BLAKE LINES
REGULAR SERVICE

American Steamers
BALTIMORE TO MANCHESTER
U.S.S.R. S.S. BLAIR Oct. 21
U.S.S.R. S.S. WEST OHLINA Nov. 7
U.S.S.R. WEST MAKINUS Nov. 18
MANCHESTER TO
U.S.S.R. S.S. BLAIR Oct. 21
U.S.S.R. S.S. WEST OHLINA Nov. 7
U.S.S.R. WEST MAKINUS Nov. 18

W. A. BLAKE & CO., Inc.
Operating U. S. Government Mails
AGENTS
Gay and Water Streets, Baltimore, Md.

NEW YORK OFFICE 1115 Webster Building, Chicago, Ill. (30)
MANCHESTER OFFICE 211 North Canal Street, New York, N. Y.

BOSTON '62
METROPOLITAN LINE
Via Cape Cod Canal
Connecting Boston for Portland, Woodland, Bangor, St. John, N. B., St. John's, N. F., N. S. (Foot of Murray St.) New York, daily, including Sundays, at 6 P. M.
Telephone Barclay 8000.
EASTERN S. S. LINES

FIG. 4. Worn-out plates printing only a smudge of illegible hieroglyphics

Granting that this kind of typography "sticks out like a sore thumb," you will agree with me, I'm quite sure, that these kinds of ads are even less useful than the dead digit—so far as accomplishing the purpose for which they are intended: namely, to *SELL something*.

OF course there are a number of reasons for this unfortunate condition. A few advertisers want crazy-quilt-looking ads, for the same reason that some funny folks have queer ideas about

doing this or that. In the majority of cases, however, the advertiser is interested only in profitable results—sales—and he depends a whole lot upon the publisher to help him attain this objective. That's all he is advertising for. Generally speaking (except in the larger cities), newspaper advertisers know little if anything about the proper use of type or the fine points of typography. They know, perhaps, that their ads should be set up to look inviting and readable, but they don't know how to lay out their ad and specify their copy to insure this result. It is therefore up to the publisher to furnish the necessary typographic service to guarantee the advertiser's copy being set up in a manner that will at least give it a fair chance for a reading among all the other ads with which it has to compete.

The publisher can render some of this service if he will formulate for his advertisers, and for his compositors, a few simple suggestions somewhat as follows:

- (1) Plan the ad to provide a continuity of reading from the head right through to the foot without jumping or skipping from one item to another, or from one column to another.
- (2) Use a liberal amount of white space judiciously, open up type lines or slugs with 1- or 2-point leads, put a little extra space around heads and sub-heads.
- (3) Use display type sparingly—all display means no display. One dominant head line is usually sufficient, other important points can be emphasized with subordinate heads.
- (4) Don't set text type in very wide measures—the smaller the type the narrower the measure; the larger the type the more space between lines. For newspapers these "lengths of line" might be followed: 6 pt., 8-12 picas; 8 pt., 8-14 picas; 10 pt., 12-18 picas; 12 pt., 12-24 picas; 14 pt., 15-26 picas; 18 pt., 20-34 picas. It is better to set two columns of a narrow easy-to-read measure and double up than to set copy in one column where the length of line is so long it is hard to follow and come back to the beginning of the next line.
- (5) Use all-cap lines only where absolutely necessary, and never more than two or three in the same ad.
- (6) Avoid use of wide solid black borders, and in their place use the parallel or triple-rule borders, or some of the wide gray-tone borders.
- (7) In each ad use only faces of the same type family, instead of mixing up

faces of different families, and which seldom if ever "go together."

(8) Above all, refrain from type stunts, freak layouts, and the use of unrelated ornament. Strive for simplicity, attractiveness and readability.

(9) Create an individual style for the regular advertisers—just a plain, pleasing looking style, then improve it as you go along and eventually adopt it as a permanent style for that particular advertiser.

I am not attempting to lay down any rules. The above suggestions merely cover some of the prevailing faults of newspaper typography, and if some little attention is paid to these suggestions a marked improvement will soon take place in the typography of newspaper advertisements.

After formulating a few simple and general suggestions like the above the publisher should appoint someone in the business office or the composing room to put and keep these suggestions into practice. Every piece of ad copy should pass

through this "someone's" hands to be properly "marked up" before the copy gets to the compositor or to the machine. Then the publisher or the business manager should give the paper the "once-over" every so often and bring to the attention of the one concerned any violation of the simple typographic standards he has established.

In view of the tardiness and the carelessness with which the advertisers and the salesmen send in copy, and the speed necessary to get this copy in type and the paper to press, it is not an easy task to keep up the quality of the typography of the advertisements in a daily newspaper—especially since the newspapers have neglected the matter of typography for so long that it is now tolerated as a necessary evil requiring too much effort to overcome. It can be done, however, much easier than you have any idea if the business office and the composing room will get right down to brass tacks and work seriously and sincerely on the problem. Try it—and see for yourself.

Comment and Criticism

A Review of Newspapers with the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up.

By H. FRANK SMITH

Headlight, Pittsburg, Kan.—Your series of page ads "depicting super-results advertisers receive from using The Headlight" carried splendid copy, but were greatly weakened by the careless manner in which the ads were laid out and set up. You used five or six different faces of type in each ad, which violates one of the fundamental principles of good typography. Try to use only one family of display type in the same ad. The text matter is set too wide; never set condensed type in wide measures. When you do have to use wide measures, use plenty of space between lines, especially when you have as much space to spare as in this series of ads. Setting body in two columns, and breaking up into paragraphs would help these ads wonderfully. Try it—and let's see some more proofs. The "Pep Pill" was an excellent idea well executed.

makings of exceptionally convincing announcements, and while this particular series is very much better than the general run of Journal advertisements—still there is abundant opportunity for improvement. In the first place, there should have been developed a uniform style of typography for the entire series; second, a style of hand-lettering, type faces and borders should have been selected that would harmonize better than the different styles used in each ad and none of which key with the other; third, I should say that the chap who laid out these ads and selected the type faces and borders did not use as much thought and care as the fellow who developed the idea and wrote the copy. All these ads needed to put a real wallop in them was good layout, typography and composition.

Index-Republican, Bellefontaine, O.—Good clean paper, which would look better if it carried a little more color. Reset your running heads, and try to replace

Evening Journal, New York.—The series of Women's Wear ads carried the

Two Examples Proving the Publisher's Lack of Interest in the Typography of His Own Advertising

In this ad someone spoiled a lot of good copy by hand-lettering a mess of grotesque characters in a style long since passé. Why all this monkey-business when type would tell the story a thousand times better?

FOURTH
IN THE
WHOLE WORLD
(Evening and Sunday)
FIRST IN OHIO
The Columbus Dispatch.
Ohio's Greatest Home Daily

THESE ARE THE LEADERS FOR THE FIRST 3 MONTHS OF 1922

DETROIT NEWS	5,634,650 LINES
WASHINGTON STAR	5,048,722
ST. LOUIS POST DISPATCH	4,767,560
COLUMBUS DISPATCH	4,671,700

THE DISPATCH EXCEEDS ANY OTHER OHIO NEWSPAPER MORNING EVENING OR SUNDAY BY 780,538 LINES.
Advertising Compilation the West Evening Post

THE REASON
Central Ohio within its dominated radius of 75 miles, contains 2,000,000 of the best fed, best housed and most provident people in the world.

The Columbus Dispatch.
Ohio's Greatest Home Daily
Has the Dominating Circulation in This Great Central Ohio Territory

This magazine ad is well organized, and shows how much better a message can be delivered with a couple of striking display lines, combined with good type faces, thoughtful grouping and proper use of white space.

What makes leadership in magazines?
The judgment of over 2,000,000 women or of a few men?

PICTORIAL REVIEW
First among Women's Magazines

The impressive facts and figures

February, 1922	600,000	5th among women's magazines
February, 1920	1,200,000	2nd among women's magazines
February, 1921	1,000,000	3rd among women's magazines
March, 1922	2,000,000	1st among women's magazines
April, 1922	2,000,000	1st among women's magazines

This ad is badly organized throughout; too many different faces of type; text too small and lines too long; grouping of figures crude and amateurish; splendid copy weakened by very inefficient composition.

TALK TO PHILADELPHIA IN THE MORNING

FIRST IN Volume of Total Advertising of All the Morning and Evening Papers

INQUIRER	11,460,000 Lines
Next Paper	10,960,300

The following figures of advertising of goods entering the home prove conclusively The Inquirer's great home influence

FIRST in Department Store Advertising	3,515,575 Lines
Inquirer	2,190,215
FIRST in Furniture and Carpet Advertising	472,840 Lines
Inquirer	391,235
FIRST in Piano and Organ Advertising	285,455 Lines
Inquirer	242,795
FIRST in Classified Advertising	3,723,300 Lines
Inquirer	2,241,000

The Philadelphia Inquirer
THE ONE BIG MORNING PAPER IN THE MORNING PAPER CITY
410 Market Street
WASHINGTON SAN FRANCISCO ATLANTA CITY LONDON

the solid-rule and solid-dot borders with a more pleasing style of border. Your standing panelled heads should be reset with new borders, and you should use a uniform style of dash between items under these heads. You are now using six different kinds of "monkey-dashes" which looks like monkey-doodle business.

Herald, Norristown, Pa.—Someone is paying a lot of attention to the typographic details and makeup of the Herald, and the paper shows thought and care throughout. The first page looks a little spotty on account of so many big heads on small articles, and you can improve this page. Grouping of all ads on one side of page is fine. Think your editorials could carry a little bolder head. I wouldn't put two double-column or triple-column heads alongside of each other; would look better if you worked in a single-column head between the 2-C and 3-C heads. Your "Borough Market" page would look better if you used a heavier border all round—something to key with head; make the borders around each ad uniform—some are 2-point and others 1-point; try to use the same series of type for all ads on the page. Why don't you kill that Gothic head and use something more pleasing; in fact, this whole item could easily be improved. As it now stands, it is the poorest piece of work in the whole paper. Clean it up.

News, Waterford, Cal.—Lively looking weekly and well printed. Some of your borders are too black, and you use too much display type in most of your ads. Can't you get a whiter paper in California? The color of the issue before us is almost gray, and unless you use plenty of color makes reading unpleasant.

Times, Houlton, Me.—One of the most carefully made up and printed weeklies that has come to our attention. Attractive, lively looking and a paper which any community might well be proud of.

Times, Montgomery, Ala.—Replace your running heads with new slugs and rules, and substitute the six-point solid rules with something more pleasing to look at. Your ads are too scattered; group them and place on one side of the page. Do these things and you will improve a newsy little daily. Also put new borders around your standing panelled heads. The present borders are all battered and worn out—take a look.

Times, Ranger, Tex.—Study and plan a better makeup for your first page; you have rafts of live news with good heads, but your makeup isn't balanced as well as it might be. Get after it. Why not feature your Classified under a triple or double column head, and play it up strong. You have more than enough of these little ads to make 'em work for you—as well as the advertiser. You might also brighten up your title on the first page by putting a panel in each corner and featuring a couple of the interesting advantages of the Times.

American, Hattiesburg, Miss.—Kill the solid black borders, and use less big bold type. First-page makeup good, although that thick black Gothic type could be replaced with something more pleasant. Double-page ads well handled in view of the raft of copy and cuts to be taken care of. Paper would be greatly improved if you refined typography.

Record, Canton City, Colo.—First page interesting and lively looking; heads are too solid, should be opened up a bit. Reset your masthead. Use a uniform style of border around your panelled heads on page two. The head over your Classified would look better and read easier if set in type—your readers are apt to get google-eyed trying to decipher your present arrangement.

Review, Lodi, Ohio.—You are missing a big opportunity to put some pep in your first page. You can put a head on the important "locals," and run the balance under a double-column head. This simple treatment would brighten up the page wonderfully.

Journal, Lackawanna, N. Y.—Needs a general cleaning up. By all means reset the masthead and the standing matter in the editorial column. The Lackawanna National Bank ad should be reset. Group

Want Ads

for insertion in the Classified columns of The New York American may be left at the

Brooklyn Office,
162 Montague Street
Phone Main 2963

up until 7:30 P. M. Daily and
9 P. M. Saturday for the Sunday edition.

NEW YORK AMERICAN
New York's Want Ad Directory
Read for Profit—Use for Results

IMPORTANT!

To All Readers!

THE NEW YORK AMERICAN is published daily in two sections, the main sheet, in which this notice appears, and the American Pictorial, a sixteen-page photographic feature section.

There is no charge for the Pictorial section. You should receive it daily, except Sunday, with the main news section. See that your dealer delivers it to you without charge. Do not accept the New York American without the Pictorial section and do not pay any additional charge for the Pictorial section.

AUTOMOBILE OWNERS LOOK HERE!

The Globe will begin the publication of a page on October 10th which will carry the announcements of leading and dependable accessory manufacturers. These announcements will tell you how to improve the comfort of your car and increase its efficiency.

- How to make your old car look new
- How to make your new car last longer
- How to dress it up to date and the places to get guaranteed goods.

WATCH FOR IT!

Sell YOUR Property

WHEN there is a market anywhere for good property, you should get quick results from a Real Estate advertisement in The New York Herald. Readers of The Herald can afford to rent good property or buy Real Estate as an investment.

REAL ESTATE DEPARTMENT
THE NEW YORK HERALD

Telephone Worth 10,000

Rent YOUR Property

Do You Need a New Location for Your Business?

Consult the Business Property Guide, published every Sunday, Tuesday and Thursday in the Real Estate Pages of The New York Herald.

The Secret of Flying

Has Man Learned Science of Birds?

Read the Article

—BY—

Allen Shoenfield

On Germany's Glider Tests and Achievements.

—IN—

SUNDAY'S NEWS

"Always In the Lead"

Personal Service Dept.

for Apartments and Furnished Rooms

Use it Today

IT IS FOR THE BENEFIT OF THE RENTING PUBLIC. This personal service supplements and gives you definite information on rooms and apartments in and around New York City, which are advertised in the NEW YORK EVENING JOURNAL.

Call Circle 5400, Extension 27

NEW YORK EVENING JOURNAL

Why Are Publishers So Careless with the Typography of Their Own Advertisements?

It requires no lengthy explanation to convince anyone that these advertisements are very poor specimens of typography. They were clipped at random from New York dailies, and the same kind of stuff can be found in most any daily paper. These crude contraptions have been running from time immemorial in newspapers, and no one seems to make any effort to correct such eyesores. Can you imagine an agency

or an experienced advertiser using this kind of riff-raff? Would it be unreasonable to judge the value of a newspaper by the use the publisher makes of his own space? Certainly there ought to be some one in the business office, or the advertising department, or the composing room interested enough to correct this atrocious style of composition. How does your own advertising compare with these makeshifts?

your ads better and place on righthand side of pages. More care should be used in writing heads so they balance better.

News, Red Bluff, Calif.—Think you could plan a better make-up for your first page. Try not to bunch so many big heads together. Reset your classified-business directory head—it's worn out. It would not require much thought and effort to get a better grouping and placing of ads. Following these suggestions would greatly improve what is now a lively little daily.

Messenger, Smithtown Branch, N. Y.—Neatly printed weekly. You can brighten up your first page with a more carefully balanced makeup. Avoid using so many cap lines in your ads.

Herald, Uniontown, Pa.—Neat, cleanly-printed paper. Tone down some of the black borders around ads. The little ads at bottom mar an otherwise good-looking first page. Believe editorial page would look better if cartoon was placed at top last three columns instead of bottom of first three columns. Kill those 12-point

solid black borders. Reset your classified head—it's battered and looks ratty. Make-up would be improved if you bunched ads instead of scattering them all over pages.

Courier Des Etats-Unis, New York City.—With a typographic style entirely its own, and which is quite different from the English papers, this foreign weekly presents an unusually attractive appearance—all of which is materially helped by very careful presswork.

Daily World, Vancouver, B. C.—After looking over your issue of Friday, October 13, I can find nothing that merits serious criticism—on the contrary there is much to commend. The World compares favorably in every respect with the best practice of modern newspaper making. Your typography, make-up and presswork is exceptional for a paper your size, and proves that a great deal of thought and care is put into the publication by someone who knows how to do it. Your large ads are well laid out and well composed—which must be very

pleasing to advertisers, readers and the newspaper folks concerned. The toning down of the heavy borders on the Gilbey and Rae ads, and lightening up two or three very heavy type lines are the only things I see which might improve the typography. These defects are not serious, however, and the World shows how a big daily can be alive, aggressive and on its toes (typographically) without resorting to the use of all the funeral types and borders the foundries have for sale.

Have You a Problem in Typography or Make-up?

Publishers may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still write Mr. Smith direct about any problem of typography or make-up that might be bothering you. The suggestions will be made promptly and frankly—and in a spirit of helpfulness. What's on your mind now—typographically?

WATCHING THE LITTLE THINGS MAY SAVE MUCH MONEY IN BUILDING

Many Contractors Figure Low Knowing That Extras Will Net Them Profit—Some Specifications That Should Be in Contracts.

By JAMES SINCLAIR

THE following list was compiled in the hope that some day it would be sufficiently complete so that the publisher contemplating the erection of a plant, could use it as a ready reference, both in estimating the cost of the undertaking and as a constant method of checking the many items that enter into the construction and equipment of the modern newspaper mechanical departments.

With the constantly increasing use of electricity, compressed air, gas, water and steam, it means in many cases a saving of thousands of dollars, if all the items of pipe, conduits, etc. are included in the original contract and not, as is usual in many cases, thought of at the last moment when the plant is nearing completion and given out to the general or subcontractors as "extras."

Many contractors will figure low on the original general contract, knowing only too well from experience that the "extras," which their practised eye can sense, are missing in the plans and specifications, will make up for any deficiency in their original estimate, and will generally result in giving them a fat profit.

Why not strive to make our mechanical departments temples of order and neatness? A lot of exposed pipes fastened to the walls and ceilings, due to some one's hind-sight during planning and construction, certainly do not add to the appearance of any room.

In the plumbing, wiring and heating of your house, you are careful that the architect has all unsightly pipes concealed, so why not be as careful with the appearance of your plant?

As a general proposition this list is intended for plants of 25,000 circulation and up, but there are many items equally as necessary for smaller newspaper plants.

No claim is made that the list is by any means complete and any additions or suggestions will be gladly received in the hope that later it can be published in pamphlet form for the benefit of publishers, who want to know what their plant is going to cost them—complete and ready to run—in dollars and cents before the start of construction.

- AIR** Compressor, governor Tanks, (auxiliary) Gauges Reducing valves Lines (galvanized) Table operating valves Compressor water control valves Compressor and piping for Monotype Safety valve
- ART DEPARTMENT** Copying light Developing and washing tanks North skylight Dark room Print files
- AUTOPLATE AND SHAVER** Foundation Gas supply Gas burners Water circulation City and pump sewer connection Clean-out traps, pump, storage and pressure tanks, stack Hood or cover for water piping (3") Gauges Valves (quick acting) Lock shield Pyrometer Power outlet, two 7½ HP., one 3 HP. Lights Note—Double end autoplate junior
- BANKS** Metal Lights Space for scrubbing underneath Break up with chute to metal truck
- BLANKETS** Drying racks (Stereo) Soaking tank (Stereo) Press Storage closet
- BOILER** Steam
- CANS** Waste Oily waste
- CASTING BOX** Flat Double truck
- CLOCKS (Western Union)**
- COMPOSITION** Mat storage drawers
- CONDUITS** Edison main Clock Telephone (main and branch)

- CONDUITS (Cont.)** Stock ticker News ticker Western Union Postal Telegraph Power (press, pump, stereotype compressor) Composing, monotype mains Blowers, compressors, lighting mains and branches Fire Exit lights "Off" lights Annunciators Bells Special signals Tachometers and counters Elevator hoists Dumbwaiters Controllers (press)
- CONVEYERS** Paper Plate Copy
- CUTS** Storage shelves Storage cabinet
- DELIVERY ROOM** Tables Twine Storage Lockers, toilet, washroom Chutes Windows Doors Grating Lighting
- DRAINAGE** Motor and press pits to sump tank
- DRILL PRESS** Power and light outlets Composing room machinist electrical department
- DROSS SMELTER** Stack Gas supply and burner Air supply Storage cans
- DUMB WAITER** Stereo foundry to composing room Power outlet Control conduit Shaft Signals Speaking tube
- ELECTRIC** Panel boards Switch board (main)
- ELEVATORS** Passenger Paper Freight Metal Signals Power and light outlets
- ELEVATORS** Below
- EXIT LIGHTS**
- EXITS**
- FANS** Ceiling Suction. See (S) Exhaust Desk Outlets
- FIRE** Escapes Buckets Water and sand Extinguishers Alarm Hose lines Pump Doors "Off" Press General illumination Outlets for desk
- FLOORS** Pressroom — ½" diamond steel Stereotype foundry — ½" diamond steel Composing room—Maple ¾"

- FLOORS (Cont.)** Toilets—terrazo
- GAS** Mains Meter platform Burners for stereo-type, monotype composing machinery
- GAUGES** Air Steam Water Ink Oil
- GEARS** Spare, storage
- GUARDS** Press (toe-board and gear) Stereotype (shaver) Linotype
- HEATING** Mains Branches
- HOSE** Fire Air (outlets) Vacuum Autoplate (metal covered)
- HOT WATER** Supply Pipe Insulation Self-closing faucets
- INK** Tanks Piping to and on presses Storage Tank air supply Valves
- JIG SAW AND DRILL** Stereotype Light and power outlets
- JOB POT** Gas supply Stack Burners
- KALAMINED (meaning metal covered fire proof)**
- DOORS** Windows
- LADLE** Single Two-man for full pages
- LATHES** Power and light outlets Composing machinist Electrician Press machinist
- LIGHTS** Night and emergency Fire exit Portable
- LOCKERS** Press department Stereotype department Composing room Delivery room General (office)
- LOCKS** One pattern (master-keyed)
- METERS** Water Gas Electric Steam Ink
- MATRIX** Chute Scratcher (gas supply) Trimmer Packing table Ice box Steam table (air and steam) Roller (power outlet)
- MORQUE** Steel shelving Steel filing cabinets

- MORQUE (Cont.)**
- OIL** Storage tank Kerosene Cans Outlet in pressroom Oily rag cans (covered)
- "Off"** Lights and horn
- PAINTING**
- PAPER** Trucks Hoists Storage house (racks) Core storage White waste storage Scales Baler Printed waste storage
- PASTE** Storage kettles Barrel location (press) Steam kettle (stereotype) Brushes (stereotype)
- PLATE** Trucks
- PORTABLE LIGHTS** OUTLETS for Same
- PRESS** Foundation Lights Bells Drive
- PRESS CONTROLLER** Platform Enclosure
- PUMPS** Fire Sump, stereo circulation House
- RADIATORS**
- RAG** Box (metal) Cans for dirty and oily waste
- RE-MELTING** Furnace (gas supply) Stack Burner
- ROLLERS (PRESS)** Racks Storage
- ROUTER** Curved Flat Light and power outlets
- SAW** Stereo saw and trimmer Miller saw and trimmer Light and power outlets
- SCALES** Paper
- SHOWER BATHS**
- STEEL** Shelving Floor (press and stereo foundry)

- STEEL (Cont.)**
- STEREOTYPE** Paper storage Plate trucks Mat storage bins Paste kettle (steam) Mat pasting tables Matrix roller Steam table Sink
- STOREROOMS**
- SUCTION** Fan and piping (composing room) Fan Stereotype foundry
- SUMP OR DRAINAGE** Pump (2) Float switch Pit Drainage system to pits
- SWITCHES** Safety type Power Lighting
- TACHOMETERS** Esterline and S & B
- TELEPHONE** Switchboard Ducts for main and branches List of required
- TOILETS** Towels Paper containers Waste cans for
- TRUCKS** Paper Plate Form Composing machine metal
- URINALS** General office Pressroom Stereotyping department Composing Delivery room
- VENTILATION** Vacuum Cleaner Piping Pump Hose Outlets
- VISES** Pressroom Stereotyping department Composing and monotype machinist Electrical department Machinist department Benches
- WATER** Main 3" or larger (2) Linotype and monotype cooling system Washrooms and toilets Drinking fountains Autoplate and shaver circulation Fire lines Tanks Sprinkler system

WESTERN N.Y. PRESS FOR PAID FIELD MAN

Two-Day Meeting at Rochester Endorses Plan of State Association—Next Meeting at Rochester in January

(By Telegraph to Editor & Publisher)

ROCHESTER, N. Y., Oct. 25.—The October meeting of the Western New York Newspaper Publishers' Association, held here October 20 and 21, attracted publishers and their wives to the number of 100. They enjoyed a dinner at the Powers Hotel, Friday evening, guests of the Trade Houses of Rochester and Buffalo. Following the dinner all were guests of Frank E. Gannett, of the Rochester Times-Union, at a theatre party. Nearly 60 publishers were in attendance when President Edward M. Perkins, of the Leroy Gazette-News, presided.

"Getting and Holding Newspaper Circulation" was the subject of a talk by Floyd B. Miner, of the Fairport Herald. The Herald recently concluded a successful circulation campaign. Mr. Miner believes in filling his paper with names as one of the best methods of retaining patronage of subscribers.

L. E. Bird, superintendent of schools at East Rochester, showed the need of greater co-operation between public school officials and the newspaper editor.

"The schools of today need the interest and support of the newspaper as never before," said Superintendent Bird, "and the editor has no more fertile field for building interest in his paper than the thousands of school children, whose activities are of vital concern to thousands of parents."

Peter A. Blossom, of the Brockport Republic, president of the New York State Press Association, presented information and recommendations looking to the employment of a paid field secretary by the State Association. The publishers expressed approval of the plan and willingness to give financial support. President Blossom said that it was his earnest desire to give to the state association a practical plan and field secretary that would bring a substantial return on the investment.

Thomas J. Blain, of the Port Chester Daily Item, and Fay C. Parsons, of the Cortland Democrat, members of the legislative committee of the State Press, spoke of the work that was being done by the legislative committee.

"How I Conduct My Paper by Departments" was the subject of a good paper by R. M. Eddy, of the Palmyra Courier. He strongly advocated a clean-cut departmentalization of newspapers.

A discussion on how much community work a publisher should do was led by Carl G. Clarke, of the Perry Record. The idea was advanced that some publishers enter into so much community work that they rob their papers of time and attention that would make them an even greater contributing factor to the success of the community than the individual work of the publisher in different projects. Others held that because of his intimate knowledge of the affairs of his community, the editor's personal contact and work in community projects carried great power for good. In the last analysis the discussion simmered down to the admission that the only way to keep a country newspaper publisher out of community work was to lock him up in jail.

Walter B. Sanders of the Nunda News, gave a talk on "The Possibilities of Correct Advertising," which showed some of the ways in which newspapers may improve the efficiency of their advertising and broaden their patronage.

Davis Entertains Reporters

Washington reporters, comprising the detail assigned to the Department of Labor, were entertained at an informal dinner, October 20, by Secretary Davis. Those present were: J. Russell Young, Washington Star; Harry N. Price, Washington Post; Harry Ward, International News Service; Glenn I. Tucker, New York World; E. A. Knorr, Central News; William Loch, United Press; Isaac Gregg, New York Evening Sun; Clinton Coffin, Associated Press; George Durno, United News; Louis Rothchild, Daily News Record; Maurice Jull, New York Evening Sun; Walter R. McCallum, Washington Star; Carl Butman, Wall Street Journal, and W. Bruce MacNamee, Universal Service.

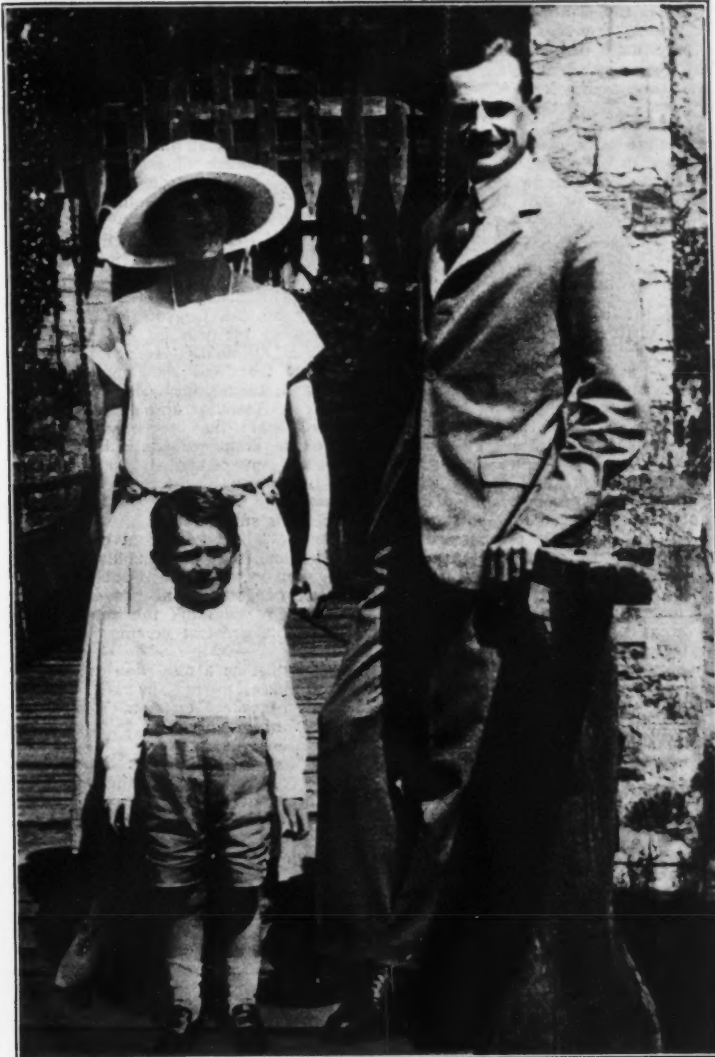
Chicago Tribune's Book Ready

The Chicago Tribune has issued a 300 page book, "W. G. N.," containing a history of the paper and a description of all the processes involved in issuing a newspaper from the editorial, advertising, circulation, and mechanical points of view.

4 Papers Buy Ludlow Machines

The Ludlow Typograph Company in the second issue of its Ludlow News tells of sales of Ludlow equipment to the following newspapers: The Memphis Press, the Indianapolis Times, the Chicago L'Italia and the Montreal Times.

THEY ARE ALL IN THE DAY'S NEWS



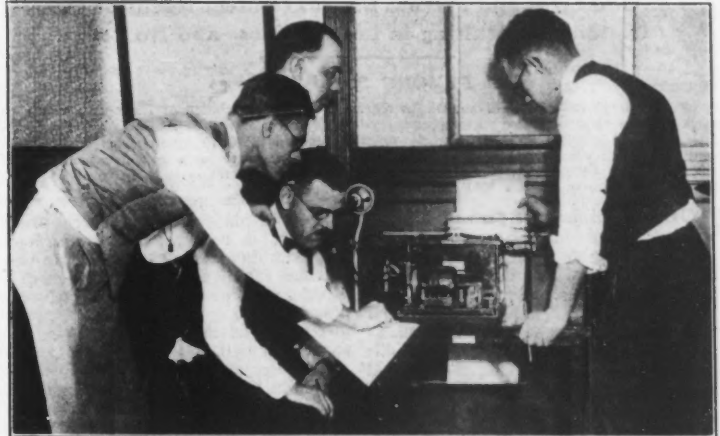
Wide World Photo

Another Astor enters journalism. Major the Hon. John Jacob Astor will henceforth forge the lightnings of the London Times, in association with the Walter family from whom Lord Northcliffe bought it. Major Astor, a younger brother of Viscount Astor, owner of the London Observer, is standing (above) with Lady Violet Astor and their son, Gavin, on the drawbridge at Hever Castle.

They used to say that a good newspaper man knew where hell was going to break loose next and was on the spot to cover the eruption—or words to that effect. That seems to fit the case of Ward Price (below) whose cabled accounts of the Turkish entry into Smyrna and the conflagration that followed were widely reproduced in the European press. He was the only British correspondent who actually saw what he wrote about there, says Le Matin of Paris.



Wide World Photo



Keystone Photo

They've got a new toy for the journalism students at Columbia and the desk editor has to fight his way through a crowd of news-hungry youngsters every time he needs a new take of A. P., U. P. or I. N. S. copy from the tickers installed last week.

No one was killed when the U. S. Army balloon C-2 burned at Brooks Field last week, for newspaper men on duty are notorious mascots. Officers and reporters (below). In the car when the ship crashed were: Standing, left to right—Maj. J. McD. Thompson; Capt. J. C. A. Montague; Capt. N. M. Walker; Maj. H. A. Strauss (commander); Lieut. O. A. Anderson; Sergt. C. B. Albrecht. Kneeling, left to right—Ben Baines, San Antonio Light; E. D. Alexander, San Antonio Express; Oliver Holden, San Antonio News; N. G. Naranjo, La Prensa, San Antonio; and S. Deane Wasson, correspondent of the Houston Chronicle and EDITOR & PUBLISHER.

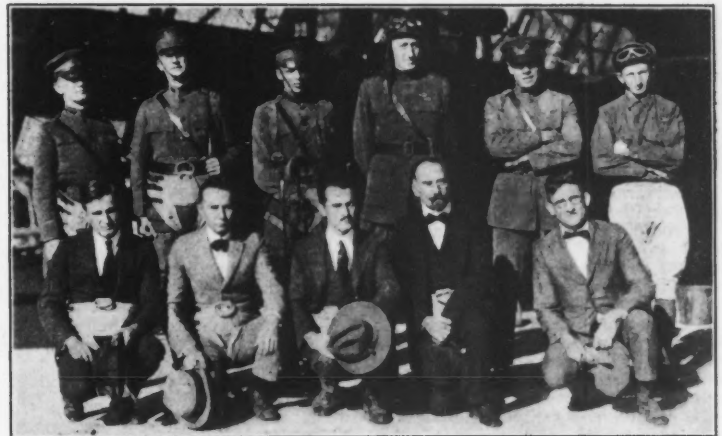


Photo by Harvey Patterson, San Antonio

The Pulitzer School of Journalism in competition with the Missouri school in Japanese journalism. Miss Miriam Beard (right), a Pulitzer alumna, has landed her contributions in the English feature section of the Asahi Shimbun of Tokyo after a month in Japan.



"B'ar 'n' huffer!" They've got both in Yellowstone Park, but only the bear turned out to welcome a National Editorial Association party (above) on their recent visit. From left to right in the automobile the bear's guests are: J. P. O'Furey, Hartington (Neb.) News; Frances Luhmann, St. Paul; Adelaide Nichols, Estherville (Ia.) Republican; Mary E. Doxsee, Monticello, Ia.; Mr. and Mrs. Charles, Rochester (N. H.) Courier; J. D. Carpenter, Woodbury (N. J.) Democrat; Katherine G. Carpenter, Woodbury, N. J. (feeding His Bearship); Leone C. McGowan, Minneapolis; Margaret E. Marquis, Bloomington, Ill.; and Miss E. M. Frank of St. Paul.



FOUR SIZES OF PAPER SHEETS AMPLE FOR NEARLY ALL PRINTING

Waste in Paper and Printing Industries Caused Chiefly by Stocks of Odd Sizes and Private Brands to Meet Needs of One Customer, Resulting in Lost Business and No Profit

By JOHN SULLIVAN

EDITORIAL NOTE—Mr. Sullivan, who is secretary of the Association of National Advertisers, was a member of a committee on simplification of paper sizes of the U. S. Bureau of Standards. This committee has just finished its work, which involved a thorough investigation of paper and printing in their commercial uses, and Mr. Sullivan last week set forth its conclusions and several of his own before the United Typothetae of America. The following article, submitted to EDITOR & PUBLISHER by Mr. Sullivan, is based on that address.

DOES simplification prevail now in the paper manufacturing, paper selling, printing and machinery business? If it does, what is all the shouting and the shouting about? Simplification does not prevail. I am told that there are mills making 150 and more sizes of paper. I am informed that the average number of items carried in stock by paper merchants is 5,000. It is a fact that there is, in your own industry, an over-equipment of machinery of 50 to 150 per cent.



JOHN SULLIVAN

Here are the effects, briefly stated: The most reliable data gathered shows that printing prices average $2\frac{1}{2}$ times today what they were in 1914.

The volume of printing sales had dropped in July, last, 80 per cent from the peak of March, 1920.

Magazine advertising lineage has dropped 38 per cent from its peak of 1920, and newspaper advertising lineage but 7 per cent from its peak of 1920.

The average number of turnovers annually in the printing industry is about $1\frac{3}{4}$, and the average percentage of net profit around $3\frac{1}{2}$ per cent.

What does 80 per cent decreased volume of sales mean? It means that the buyer of printing has gone on strike, because printing prices are too high. But how can you reduce printing prices when your profits average only $3\frac{1}{2}$ per cent, with an average turnover of $1\frac{3}{4}$, which means 2 per cent profits per turnover?

If you do not get your business on to a turnover basis, you cannot reduce your prices, and the buyer will continue on strike.

Let me give one or two illustrations regarding turnovers: If you carry an average paper stock of \$10,000 (selling value), and your printing sales amount to \$20,000 a year, you have two turnovers. If your average net profit is 5 per cent, your total profit for the year is 10 per cent.

If, however, you carry an average paper stock of \$5,000, and your printing sales amount to \$20,000 a year, you have four turnovers; and if your average profit is 3 per cent, your total profit for the year is 12 per cent. The same turnover factor applies to plant and overhead investment.

The probability is that if your prices provide for a profit of 3 per cent instead of 5 per cent, your total sales in a year would be more than \$20,000 for paper, and, if they were \$25,000, your total profit would be 15 per cent.

Your expenses of purchasing would be less; your wastage or spoilage of stock would be less; you would require less labor handling stock and gain in production labor; and you would need less stock space and have more productive space.

But a five-or-six-times turnover basis on your paper items is not for you unless you buy on the basis of a few sizes and grades of paper.

Let me give you the high lights of the report of the Bureau of Standards, Simplification of Paper Sizes Committee, rendered September 22 at Washington.

We made a survey of the paper-making market. We said:

"Let us find out how much printed literature is now being cut and folded from certain sizes of paper, or can be so cut and folded with slight change in dimensions. We will surely ascertain what practices obtain, and so be in a position to recommend the production of sizes of paper that will meet the largest percentage of requirements in printed matter, or to which the remaining percentage can readily be adapted."

Twenty-one thousand copies of the booklet, "Suggestive Page Sizes," were distributed, 15,000, with 15,000 questionnaires, among the members of eight national organizations and to secretaries of national organizations of manufacturers or distributors.

Fourteen surveys were made of current printed literature, in respect of sizes and folds, representing over 25,000 printing jobs. Analyses were made also of magazines, trade papers, books, directories, etc.

The surveys of printed literature showed that if advertisers, publishers, printers and lithographers co-operate by changing only a portion of their present literature specifications only $\frac{1}{8}$ " to $\frac{3}{8}$ ", $87\frac{1}{4}$ per cent of the unstitched circulars, 79 per cent of the booklets, and 86 per cent of the cloth-bound and loose-leaf catalogs could be cut without waste from the following four standard sheet sizes of paper: 26" x 29", 25" x 38", 32" x 44", and 35" x 45 $\frac{1}{2}$ ", and their double sizes.

If the changes were $\frac{1}{4}$ " to $\frac{1}{2}$ ", practically all the literature would come within the above four standard sheet sizes.

The committee also recommended that the sheet size of 30 $\frac{1}{2}$ " x 41" and its double size be adopted and recognized as a standard for the use of book publishers.

As to bond and writing paper sizes, we recommended 17" x 22", 17" x 28", 19" x 24" and their doubles.

And our committee will soon meet with a special sub-committee to recommend a set of standards for bond and ledger paper specialties.

Printers do not need to stock freak sizes of paper in order to do a large and profitable business. If you have read the Bureau of Standards Committee's booklet, "Suggestive Page Sizes," you will have seen the great range of sizes and folds possible with three sheet sizes of paper.

With the sheet sizes recommended by the committee, there is afforded ample opportunity for originality and expression of individuality. Some men have the very foolish idea that originality of size and fold is the basis of success in advertising. It isn't the size and shape of a man that makes originality of expression of thought and purpose; it's the brains, and the soul that makes the brains work. In advertisements, it isn't the size and shape of the space used that sells goods; it's what goes into the space.

Suppose our recommendations should be able to serve only 90 per cent of the requirements of users of printing. Why should you have 13 $\frac{1}{4}$ turnovers a year and a net profit of $3\frac{1}{2}$ per cent, and a decrease of 80 per cent from a peak of business in order to serve 10 per cent? As it is, virtually 100 per cent of the market can and will accommodate itself to your acceptance of the committee's recommendations. We canvassed, for instance, the membership of the A. N. A. and found that practically 100 per cent of the membership either do or can take care of their printing needs on the basis of the committee's recommendations.

Our report has not yet been adopted by the Bureau of Standards, the Bureau desiring first to present it to the paper manufacturers and the paper merchants.

But there is another and necessary basis of purchasing power: Simplification in brands of paper bought must be practiced if the printing business desires lower prices, turnovers and a higher annual percentage of net profit.

Last February, in a letter written to H. D. Craig, of the New York Employing Printers' Association, I said that recently I had been going through old material dealing with standard brands and private brands of goods; and that, in the light of marketing knowledge of today, it seemed very strange that eight to twelve years ago anyone should have thought the manufacture, selling and advocacy of a private brand of goods to have an inherent possibility of permanency.

During the past year the U. T. A. has been distinguishing between private brands and mill brands. The distinction I prefer is between private brands and standard brands. Someone may say that is a distinction without a difference. True, but it is clearer, and there is no element of sharp antagonism involved. A standard brand is one which is manufactured on a mass production basis because there is a large and stabilized market for it. Consequently, a standard brand can be produced at a minimum unit cost; it can be marketed at a minimum selling cost; it can be sold at a minimum price.

A private brand cannot be manufactured on a continuous mass production basis; the market for it is limited, and the market is not stabilized. Consequently, the unit cost of production must be relatively high; also the selling cost; also the selling price. A private brand can be manufactured on a mass production basis, spasmodically equal to the possibilities of a standard brand, but only spasmodically.

Very few, indeed, are able, even occasionally, to place orders large enough that each item may be made on a standardization basis.

There you have, in my opinion, a sharp, simple distinction between what constitutes a standard brand and a private brand of paper.

No doubt a private brand can be sold at the price at which a standard brand can be sold; but not for long, and not with an equal aggregate of profit. Moreover, there can, in a private brand, be no assurance of consistency of quality. Not only can there be no consistency of quality, except in standardized quantity production; when the making of a private brand is transferred from one mill to another, there must be variation in quality; two mills do not make the same kind of paper, and, also, there are often too many temptations for the middle man to shift grades.

You want uniformity of grade and of content because only by having such uniformity can you turn out consistently good jobs; you have less trouble, and you give greater satisfaction and promote better business relations.

The buyer of printing—in the case of members of the Association of National Advertisers, the larger buyer is himself a maker of standard brands and prejudiced in favor of standard brands—the buyer of printing wants consistently good jobs executed; if he receives a poor job, and discovers on the paper used no brand or a brand unfamiliar to him, he knows why he has received a poor job. Only a few such jobs, and he is off that printer for life.

Identification of paper means not only by brand, but by content. To all intents and purposes there is at the present time simplification of grades, because the substances used in making paper are comparatively few and well known. In other words, we know that when we buy paper we are buying a compound of specific materials.

But do we know what place in the scale of quality, because of the proportions of the specific materials and processes used, a particular paper ought to occupy? The more of one ingredient than another a paper contains, the better, or the worse, the printing job. If the

printer is not able to identify the grade, how can he surely know that he is buying the right paper for a certain job?

Understand that I do not insist that there should be identification of grade to prevent dishonesty in manufacturing. There is no dishonesty whatever involved if a certain paper is manufactured from 25 per cent of a superior material and 75 per cent of an inferior material, so long as it is not priced at and sold as one containing 75 per cent superior and 25 per cent inferior.

Besides, the fact that a manufacturer places his brand at all on a paper is a sufficient evidence of honesty in manufacturing. No mill can afford to have itself identified with absolute inferiority than with relative quality.

By purchasing standard mill brands, the buyer will assure himself of uniform values, uniform prices and uniform printing. But he should have some means whereby he can measure values, prices and capacity for printing.

Is it at all unusual to require that a statement that will show process, contents and percentages should be furnished? A manufacturer of talcum powder will state the percentage of boric acid and other ingredients in his product. The purity percentage of soap is given. The furnishing of an analysis in connection with the selling of synthetic products is very common. If such a phrase as "all wool and a yard wide" may become the ideal standard of the cloth industry, as well as the figurative standard of commercial propositions in general, why shouldn't the paper industry have its greatest common measures of quality?

There must be a reduction in costs of distribution. During the last twenty-five years, costs of distribution have advanced very rapidly and to very high levels.

Reduction in costs of production has virtually reached bottom; there will be, if anything, increases in costs of production, not further reduction.

The great problems to be solved in American business from now on will be marketing problems. There must be reduction of selling costs.

Marketing covers, in the main, advertising or mass selling, and individual selling. These two forms of selling must be, and are being, coordinated; they are working as two twin dimensions of business promotion.

Mass selling, or advertising, is too costly at present. And it is still being used wastefully.

It must be used more effectively, which means, largely, using the more effective medium; and there must be less money spent.

To the confusion, and near-terror, of many old-line advertising men, traditional advertising practices are going by the board, or are being stood on their heads for unaccustomed examination. The reason for all this is that American business is acquiring a marketing sense, and the driving force is inexorable economic law; "needs must when the devil drives," though economic law is anything but a devil.

It is my firm belief that recognition and acceptance of this economic law means the salvation of the printing industry.

Johnston on Fat

William Johnston, an editor of the New York World's Sunday edition, has written "The Fun of Being a Fat Man." Mr. Johnston writes from actual experience and he tells his readers that "with all the weight of my 250 pounds, I assert that I like to be fat." Herb Roth of the World's art staff, illustrated the book, which is published by Little, Brown & Co., Boston.

New Paper in Youngstown?

The establishment of another daily paper in Youngstown, Ohio, is being talked of. George B. Snyder, retiring postmaster of Youngstown, according to the rumor, is considering the project with associates. He was for 16 years city editor on the Youngstown Vindicator. For the past 12 years he has been postmaster.

NEWSPAPERS CAN EASE ROUGH ROAD FOR THEIR ADVERTISERS

Merchants Appreciate Campaign to Get Public in Habit of Paying Bills Promptly—Thrift Also a Rich Topic—Theatres Kept Filled by Newspaper's Arguments

By HAMMOND EDWARD FRANKLIN

EDITORIAL NOTE.—This is the fifteenth of a series of articles by Mr. Franklin on important phases of creating sale through newspaper advertising, based on studies of methods and results of current successful local sectional and national users of newspaper advertising. Readers of EDITOR & PUBLISHER who know the facts behind noteworthy efforts are invited to send them to Mr. Franklin, care of EDITOR & PUBLISHER. Suggestions and comments are invited. The next article of the series will appear in an early issue. Look for it.

THE newspaper publisher who is alert to the opportunities around him can do many things to cement the good will of his advertiser customers, along out-of-the-ordinary lines, if he puts to work the sixth sense which has long been considered a part of every real newspaper man's makeup.

But a glance through dozens of papers, weeklies, small dailies, and big-city

promptly. This began last summer and is continuing regularly, hammering home new arguments each month a little after the tenth when the average person may be inclined to let bills "slide."

Each advertisement is about 10 inches deep by four columns wide. The copy was written and illustrations prepared by the copy and art departments of the newspaper. The stress was placed on the positive suggestion, "Pay your bills promptly." The copy talks the language and interests of the average person.

One piece of copy said, under a drawing of an old-fashioned girl:

"CREDIT" A MODERN CONVENIENCE

"If you had lived during your grandmother's time, you would not have enjoyed credit. It is merely a square deal to merchants who have granted you credit to expect you to pay your bills when they are due—not a week or a month or more later. Don't take undue advantage.

"Suppose your milkman should neglect to leave your milk three or four times a week, or your downtown merchant should neglect to give you service every day? You would then feel just as the merchants do when you fail to pay your bills promptly.

"Think this over. It is just as easy to pay promptly and it gives you a feeling of relief when the 'unpaid bill' file is empty.

"PAY YOUR BILLS PROMPTLY."

Another advertisement, showing a merchant behind the counter, said:

"SUPPOSE YOU WERE THE MERCHANT

"You would be alert at all times to offer for sale only the highest quality merchandise obtainable. You would be prompt in caring for your customers' needs.

"You would pay your employes and creditors on time and you would run your business in a punctual, orderly manner.

"But what would you expect of your customers in return for this superior service? You would, at least, expect that they show their appreciation by paying their bills on time.

"If you have unconsciously developed a habit of neglecting to pay your merchants when bills fall due, you are 'breaking ground' for a poor rating in every merchant's books. It is just as easy to pay your bills on time. You will have more enjoyment from everything you buy when you know that you are playing fair.

"Start on the right road today. Get out all your unpaid bills and show your merchants that you intend to uphold your part of the bargain. They will be able to give you better service, and you will profit in many ways.

"PAY YOUR BILLS PROMPTLY."

Another piece of copy showed Longfellow's famed village blacksmith, quoting as its head the lines "And he looks the whole world in the face for he owes not any man," with arguments carrying out that thought.

The happiness which a "pay-as-you-go" policy can bring into the family circle was made the subject of another advertisement, with the headlines "Your credit rating is known" and sub-head "In the grasp of the housewife and mother lies the happiness of the home." These accompanied a picture of a mother holding a receipted bill in her hand, with, beside her, two smiling children.

"There is nothing so supremely satisfying to any mother as to know and feel that her home spells true domestic happiness," the copy stated. "It is a real and actual thing no matter how idealistic it may seem and is attainable most always by conscientious effort on the part of the mother to keep the family credit rating above par and spotlessly clean.

"It is a joyous satisfaction for Father and Mother; a genuine happiness for Sister and Brother to know that all bills are paid promptly. This feeling of satisfaction makes genuine happiness.

"When the mother of each family exercises as much prudence in the payment for

items of merchandise as she shows in the selection of those items, a big shortcut to that attainable ideal is made and is realized in her friendly grasp.

"PAY YOUR BILLS PROMPTLY"

Another graphically compares the average person's credit standing to the mercury in a thermometer, fluctuating in direct ratio with promptness in paying debts.

The importance of buying a home has been made the subject of copy of similar size and layout at various times, one of the recent ones being headed "Don't let old age find you without a home!" under a drawing of a husband and wife of advanced years seated by a lamp. The reader was urged to consult the paper's real estate columns to pick out a home for investment.

Still another type of what might be called "extra service" advertising appeared in the Hub newspaper, occupying a full page, on September 17, under the head "Get to work! Wake up! New England!" This was written by Henry Knott, well known advertising counsel. It was devoted entirely to sales talk intended to stir the conservative New England business man to action. No mention of the newspaper was made except the name at the bottom.

At the time of the buyers' strike, the publishers of the Herald and Traveler published a noteworthy series of page advertisements planned to awaken people to the need of resuming buying.

One showed from figures of the Harvard Bureau of Business that the profit

The fact that money in circulation benefits all formed the theme for another. There were others.

This prosperity campaign attracted wide attention. So many requests for proofs of it were received that it was bound in portfolio form, with several hundred sent to various parts of the country. Some of the copy was hung up at the National Dry Goods Association. Many letters were received from retailers commending this form of help.

As the early fall season of theatricals opened up, there was some doubt as to how the public would turn out to attend the theatre, which, during the buyers' "strike," so-called, had found its problems rather complex. The Herald and Traveler began a display advertising campaign to sell the theatre to the public.

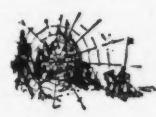
The copy, which has measured three columns by 8½ inches and has been printed ordinarily on page one, has been entirely different from regular theatrical advertising.

For instance, under a picture of the lobby of a typical theatre, and headed, "Amusement is necessary to life," it was brought out:

"Real amusement stimulates. It takes the load from your shoulders. It gives a new point of view. Physicians tell us that it is an absolute necessity; that it is healthy and invigorating.

"Business cares, household cares, domestic cares, school cares, are all absorbed in real amusement. The theatre is the mirror of human actions and it awakens us to the laughter that is stored within us. People who go to theatres regularly are happy.

"For some people the drama is necessary, for




Don't Permit Cobwebs Where Air Castles Ought To Be

Life is well worth living, if the stage be properly set. Inspiring to actual realization are the thoughts that build for you your castle, personify your Sir Galahad, clothe you in wonderful gems and silks, or shower upon you the admiration of the world.

But these visions do not appear unless you seek them. Your mind must be at ease, free from restlessness, or monotony.

The theatre managers of Boston present to you diversional amusement which banishes care. One or two "theatre nights" each week will suffice. Don't permit cobwebs where air castles ought to be.



Go To The Theatre

Here's how the Boston Herald and Traveler helped stimulate local business, thereby encouraging the spending of money for advertising in its columns by those who benefited.

"many-editions" shows that much less originality is being used than one would expect.

The editorial department is on its toes with live news features in many cases, but the advertising department seems to have too often fallen into a mere copy-chasing rut. There is no sign of creative thinking and apparently no interest in the problems of the city's stores and of manufacturers. Special pages? There may be a pure food and an industrial section, but that is all in a day's cruising along a well-greased rut, anyway.

The "dollar puller" department of EDITOR & PUBLISHER will be found a mine of ideas on special stunts which bring in revenue to the business office. This article is intended as a stimulus to those publishers, however, who look beyond the immediate dollar to the future—who realize that they are building an institution for the years rather than for today and tomorrow alone.

A publisher like this knows that his success is bound up in that of his customers. Anything which he can do to benefit them in the long run will help him. There is, of course, a limit, as in regard to sales co-operation, even for the progressive publisher who seeks to enhance the value of his columns for the advertiser. Yet there are many things which can be done.

Getting in the money is one of the problems which your merchants and business men have. If it is difficult for them to make collections, it may slow up your own. If you can aid them in effecting prompter payment of bills, you will have contributed something really worth while which they are certain to appreciate.

The Boston Herald and Traveller have been conducting a novel advertising campaign in display space designed to sell the man in the street and his wife at home on the value of paying bills



Suppose You Were the Merchant—

You would be alert at all times to offer for sale only the highest quality merchandise obtainable. You would be prompt in caring for your customers' needs.

You would pay your employes and creditors on time and you would run your business in a punctual, orderly manner.

But what would you expect of your customers in return for this superior service? You would, at least, expect that they show their appreciation by paying their bills on time.

If you have unconsciously developed a habit of neglecting to pay your merchants when bills fall due, you are "breaking ground" for a poor rating in every merchant's books. It is just as easy to pay your bills on time. You will have more enjoyment from everything you buy when you know that you are playing fair.

Start on the right road today. Get out all your unpaid bills and show your merchants that you intend to uphold your part of the bargain. They will be able to give you better service, and you will profit in many ways.

PAY YOUR BILLS PROMPTLY

Slowness in paying bills due merchants is one of the conditions now existing throughout the country having an effect on advertising volume in newspapers. Here's a way the Boston Herald and Traveler is helping its customers and is building for its own future at the same time.

of the retailer is but 1.9 cents on the dollar. Another showed how 80 minutes spent in the stores is equivalent to a journey to many parts of the world so far as merchandise is concerned. A third contrasted the old days of goods used as a means of barter with the present ones.

Still a further advertisement cited the many different industries which are affected when a woman buys a suit. The same idea was shown in connection with money spent for shirts. A page was built around Roosevelt's saying that "thrift is spending money wisely." Factories with "closed" signs on them were displayed, with the thought featured, "You hold the key that will open all these factories."

others comic opera or musical comedy, for still others a burlesque or vaudeville show or a motion picture. There is no set type of amusement for all people, but Boston theatres supply every variety of amusement.

"Don't allow yourself to mope, brood or become a stick-in-the-house.

"GO TO THE THEATRE."

• Another: "DONT PERMIT COBWEBS WHERE AIR CASTLES OUGHT TO BE

"Life is well worth living, if the stage be properly set. Inspiring to actual realization are the thoughts that build for you your castle, personify your Sir Galahad, clothe you in wonderful gems and silks, or shower upon you the admiration of the world.

"But these visions do not appear unless you seek them. Your mind must be at ease, free from restlessness, or monotony.

(Continued on page 44)

NEW PLANT TO HOUSE "COLOROTO" MACHINES OF CHICAGO TRIBUNE

Plans Completed and Structure Will Be Ready Next Summer to Print 1,500,000 Copies of 32 Four-Color and 32 Gravure Pages—New Device Insures Perfect Register

By LUCILLE BRIAN GILMORE

THE Chicago Tribune has completed plans for the erection of a new "coloroto" press plant which is expected to mark a new phase in the history of newspaper printing. The new structure will be completed early next summer. Need for color without sacrifice of speed has led to the development.

The initial installation in the "Coloroto" building, which is to front on Illinois and Rush streets, just north of Chicago's Boulevard link section, will be able to print 1,500,000 copies, containing 32 tabloid size color pages and 32 pages of rotogravure, with provision for increase both in circulation and in number of pages.

In addition to the pressroom, there will be a new etching room of 15,000 square feet, storage for roll paper and a mailing room. All this will be on the Rush and Illinois street levels. The pressroom will be above ground and will have natural ventilation on four sides, as well as artificial ventilation.

With the Tribune presses running full capacity as to number of pages, and with only a spare capacity of 100,000 circulation, and with the present color press building entirely occupied and not capable of enlargement, it was decided not to wait for the prize-winning Tribune building, now engaging the attention of architects in Europe as well as the United States.

An announcement by the Tribune recently contained an interesting explanation of the coloroto process.

"The development of color in newspaper printing has been one marked by a ceaseless struggle against great difficulties," says the Tribune survey department. "A newspaper, because of its circulation, must be printed on newsprint; and it must be printed swiftly. Coarse screen halftone color plates, or Ben Day manipulation of color blocks have long been resorted to in an effort to make colorful the illustrations in the Sunday magazine sections.

"The union of color and rotogravures as developed by the Tribune is a most happy one. Color vivifies; quickens; it is life to the eye; its advantages have always been obvious and desirable. Rotogravure gives wonderfully soft but accurate reproduction through an inexhaustible range of media. The successful joining of color and rotogravure in one unprecedented process has at last subjugated the sinister entente of high speed presses and newsprint paper.

"Coloroto has made color, in the true, genuine sense, accessible to newspaper readers. The process of four-color rotogravure is similar in principle to one-color rotogravure, but the operation is more intricate and difficult. There are two classes of reproduction in color-rotogravure.

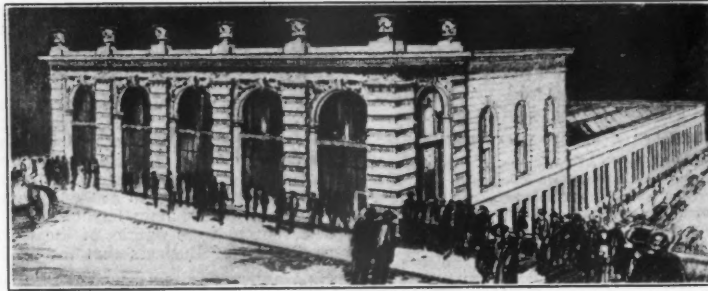
"In one, the copy to be reproduced is set before the camera, and color separation screens are introduced between the camera and the copy. This stage of the process is similar to the four-color halftone process.

"An orange screen absorbs all but the blue portions of the copy, thus allowing the blue parts to react on the negative. A purple screen absorbs all but the yellow; a green allows only the red to pass. A negative is then made without the separation screens, to run in black and act as a 'key.'

"The foregoing method is the one used where oil or pastel is the medium. In the case of line drawings where the color is washed in flat, one negative is made for the black key, and the yellow, blue and red negatives are made from this. This method presents no involved combinations either of color or tone, so it is not necessary to separate the primaries by complementary absorption. It can be readily seen that when these four colors

are superimposed, one above the other, we shall have a reproduction of the original, since all pigmental color, in whatever tone or combination, is derived from the primaries—yellow, blue and red.

"In either case we now have a set of four negatives: one for the yellow, one for the red, one for the blue, and one for the black. Each of these is to be etched on a separate copper cylinder. Positives are made from the negatives, and both are retouched as in one color rotogravure. Each positive is printed on gelatine trans-



In this new plant the Chicago Tribune is preparing to install one of the wonder printing plants of the world, devoted entirely to its Coloroto process work

fer tissue in conjunction with a screen, and the gelatine tissue is transferred to the cylinder.

"This is an extremely delicate operation. Unless each color registers with those above or beneath it, the effect of the picture when printed is destroyed. A printing-frame was devised and patented by the Tribune to insure the transfer of each color to its cylinder to within 1/1,000th of an inch of the other colors on their cylinders. When the cylinders are etched, we are ready to go to press."

The frame device used by the Tribune to insure register is simple notwithstanding its great importance. It is an iron frame equipped with needle-like prongs. "The frame is used on an iron table," said one of the Coloroto experts. "We use a round glass plate on top of the table with bright lights underneath."

"We have our four pages ruled out in the ground glass so that they fit right on the cylinder and give assurance that the right white margin is obtained.

"Then we take the four pages of color, black, yellow, red and blue. The color positives are gummed down onto the glass. Before we photograph, we make a fine square in each corner of each positive.

"Here is where the frame device comes into use. It can be moved and we manipulate it until the needle-like points with which it is supplied strike and penetrate each of the four register marks on each of the four pages.

"After we have hit each square with these points, the points are tightened down, thus assuring a register. Then all we have to do is raise the iron frame and take out one color and put in another until the four colors have been so applied. With each color the same process is followed."

The paper passes in a long sheet from the feed roll, where the color sections are printed in one continuous passage through the press. If the whole section is to be printed in four-color rotogravure, the paper passes first to the cylinder where it receives the yellow ink. Rotogravure ink, being more volatile than inks used in relief printing, dries very rapidly, so by the time the paper has passed from the impression roller up through a heated compartment, it is dry enough to receive another impression.

Then it goes to the red cylinder, up through the heaters, comes down and goes to the blue cylinder, and finally to

the key plate, which is ordinarily black. The paper is then delivered to the folding and cutting machinery.

The press is flexible in that almost any combination of four-color pages and one-color pages can be run.

While the press is running on an average issue, there are 45 entire color sections in various stages of completion, counting that part of the paper receiving its first impression to the part being folded and cut.

Fifteen shifts a week are used to get out the rotogravure sections. One shift is used for clean-up, so that there are 14 operating shifts. The production is approximately 30,000 an hour. This means 420,000 papers per press, or 840,000 papers a week. It is possible to increase the number of shifts a week to bring up the capacity to approximately 1,200,000 a week.

The capacity of the roto presses running a roto section of 40 pages with only one color is 2,400,000 a week, the Tribune

COST OF THE "MORGUE" IS ITEM OF CAPITAL

Publishers May Include It, With About 4% Annual Depreciation Over Organizing Period, to Reduce Taxes of 1917-1921

By CLIFFORD YEWBALL

Most successful newspapers have a large and extensive "morgue," accumulated over a considerable number of years at a large expense. It frequently appears, after a complete examination, that it cost a newspaper as much as \$50,000 to accumulate. The addition of this amount to the invested capital of a newspaper will of itself produce startling reductions in taxes for the years 1917 to 1921.

Many newspapers are unaware of the real cost value of their morgue until specifically brought to their attention. I have several times asked newspaper men whether they had a morgue—their answer is invariably "Yes." I have asked them what it cost, and their answer is invariably "I don't know." I have asked them what it is worth to them, and they sit down and figure what it would cost them to buy complete the information that they have stored away in their files. In one newspaper that I examined, when we came to go thoroughly into the details, we found over 26,000 items of news and pictures; a large percentage of them were copper plates and cuts, every one of which had at some time been purchased by the publication and used not once, but many times during the course of their existence. In addition to this there were many, many matrices containing news of local and national importance that had been purchased from time to time from news service bureaus and syndicate houses, used once, placed in the morgue and probably used again in subsequent years as items of interest came up in which they were available.

There is another feature to consider, namely: the space occupied by the morgue and the time of the librarian looking after it. In all well-conducted newspapers there is engaged a librarian whose sole duties are to go through the various local and other newspapers, clip therefrom items of importance, and file them away for future reference when the occasion requires.

The next point that arises is, how can the cost of the morgue be ascertained?

In order to do this, it is necessary to analyze all the expense accounts and to pick out therefrom all the items entering into the morgue. This probably extends back twenty years and you will be surprised at the total you arrive at. There should then be entered the wages of the employees looking after the morgue, the cost of the equipment utilized, and also if a special room is set apart therefor, a reasonable rent for the same. When all this is done you will still not have the total cost to you of the morgue, because it is more than probable that a good many of the cuts were made in your own stereotype plant. It is, however, impossible to get this cost.

The next point to be considered is the life of a news item. Newspaper men with whom I have discussed this problem tell me that the average life of a news item is between twenty and twenty-five years. To the yearly totals thus obtained there should, therefore, be applied a depreciation rate of approximately four or five per cent, according to the individual's own ideas. You will then have the total cost of the morgue, together with the depreciated value, and you will find the net figure to be considerable.

True, if you undertake to do this class of work you must be consistent and take out of expense and put into capital in the high tax years. On the other hand, it will be found that the amount of depreciation to be charged off in the high years will equalize the take-out of expense of those items going in to build up the morgue, and the net result will be a large addition to invested capital available in all years 1917 to 1921, which will have a very marked tax reducing effect on the high taxes of those years.

Free Weekly to Start in Wichita

Allen B. Russell, manager of the Allen B. Russell Advertising Agency, Wichita, Kan., and C. L. Schroeder, advertising manager of the Wichita Daily Beacon, will launch a free weekly paper in Wichita about November 1. They announce that the paper will be delivered to every home in the city and that its financial support will come from advertising receipts.

Drops Two Editions

The Springfield (Ohio) Morning Sun has discontinued its 9 p. m. night extra and its 5 p. m. football extra which it published for some time.

A Double WHY Back of This

THE BOSTON EVENING AMERICAN'S circulation is only about one-fifth less than the combined circulation of its two principal competitors. This despite the fact that its competitors sell for two cents each, the AMERICAN for three cents.

Why? *Because The EVENING AMERICAN is giving the people what they want.*

There are similar differences in the three newspapers' advertising totals.

Why? *Because The EVENING AMERICAN is giving the advertiser what he wants.*

BOSTON AMERICAN
LARGEST EVENING CIRCULATION IN NEW ENGLAND

SMALLER DIFFERENTIAL FOR AGENTS AND NONE TO DIRECT ADVERTISERS

S. N. P. A. Committee Recommends These Changes in Its Report—Also Urges End to Free Publicity of All Kinds—Defines Recognition Qualifications

A COMMITTEE appointed by President Charles I. Stewart of the S. N. P. A. to which the whole matter of agency relations was referred has just made its report to Secretary Walter C. Johnson.

Among other qualifications the committee recommends for "agency recognition" is the following:

"Any advertising agency handling at least two national accounts. The committee construes any account to be 'national' which on an extended schedule shall use the newspapers in a considerable part of the territory represented by the membership of this association, with the proviso that the agency placing such advertising shall supply to the secretary of this association a detailed statement showing a surplus of at least \$3,000 over liabilities at any time the secretary may call for such information."

The committee named by President Stewart was the result of a resolution introduced at the last annual meeting of the Southern Newspaper Publishers' Association by H. Galt Braxton of Kinston, N. C., in which it provided that the whole matter of agency relations be referred to the Advertising Committee in order that they might make a clearer study of it and report to the membership as early as possible.

President Stewart appointed a special secret committee to handle the matter, and the committee in turn divided its studies as follows:

1. Agency Recognition—its meaning.
2. Commissions—why paid; to whom payable.
3. Positions, and Free Publicity.
4. Co-operation.
5. Local and Foreign Rates.

Under the first head the committee's opinion is that any agency that rebated to a client any portion of the commission or differential allowed would be guilty of rate cutting.

Considering the second head the committee is of the opinion that there will be a reduction in the near future in agency commission, because of a 15 per cent differential was established when commissions included cost of service to publishers as well as service to publishers.

In the third class the committee strongly endorses the position of the American Newspaper Publishers' Association regarding free publicity.

The following suggestion is made under the head of co-operation:

"That every local rate card contain these clauses:

"All advertising space contracted under the rates named herein is wholly for the use of the local advertiser named, by or paid for by a general or national advertiser must be on the basis of the national advertising rate card governing that classification of business.

"Any space the national advertiser All space in connection therewith used pays for directly or indirectly, is national advertising."

The committee's findings in full follow:

No. 1. RECOGNITION—ITS MEANING.

The committee conceives that it is not the function of a publishers' association to judge the comparative capabilities of advertising agencies to render service to clients.

That in granting recognition to agents the Southern Newspaper Publishers' Association merely expresses its belief that during the period of such "recognition" the agent is equipped and inclined to render such service to its clients as reflects creditably the value of advertising in newspapers; is financially able to promptly pay bills contracted with its membership, and is serving the S. N. P. A. by the development of prospective advertising and in the assumption of credit risks.

It is the committee's conviction that any

agency rebating to a client any portion of the remuneration or differential allowed the agency is guilty of rate-cutting, and thus invites the withdrawal of the recognition and differential.

Half a century ago this agency differential was granted as part payment for copy preparation and other services to the advertiser. Yet the advertiser had no voice in fixing the amount thus paid. Time has established the fact that the agent who devotes his energy to making the advertising pay the advertiser best serves the publisher, the client and himself. Remuneration for service of that character is logically a matter of arrangement between the agent and his client.

The agent does, however, render a distinct service to the publisher in the development of new advertising, in the assumption of credit risks, and should for that service to the publisher be rewarded by a differential in rate. No one can successfully controvert the fact that the 1,100 advertising agencies with their 2,700 solicitors have been an outstanding factor in the development of national advertising to its present great volume in America.

The so-called agency commission is not a commission in reality, it is a differential discount given for specific service to the publisher—i.e., a pro rata contribution of each newspaper to agencies for advertising development, for the assumption of credit responsibility and for the maintenance of organizations and equipment for those purposes.

Every sale must have sales effort. Every sales effort has a cost. This compensation to agents must be figured as part of the selling cost. The publisher must pay in some way for the creation of new business and for the insurance of credits.

That brings us to consideration of what is fair compensation: One recognized authority contends that the average net profit of agents for 1920 was .029 per cent. This figure, however, was "net" after the cost of service to the advertiser had been deducted. We are unable to state what the average advertiser paid these agents for services received, or if the 15 per cent publishers' commission was the only compensation this group of agents accepted.

The prevailing tendency among the larger magazines to increase commission to agents should be made a matter of record. The magazines by enlarging commissions and by contracts with agencies compelling them to retain all the commission, practically pay a substantial bonus to the agency for favoring magazines at the expense of other and perhaps less well organized classes of media.

Your committee is of the opinion that the amount of agency commission paid should and will be gradually reduced, because the 15 per cent differential was established when commissions included cost of service to advertisers as well as service to publishers.

The advertiser must now pay for service rendered to him, and the publisher must pay for service received.

As a matter of practical operation, however, we do not believe it possible for the Southern Newspaper Publishers' Association alone to reduce the amount of the agency differential at this time. We respectfully suggest, however, that the Association present this point of view to other newspaper associations, and that it urge concerted and prompt action.

Your committee recommends for "agency recognition":

Any advertising agency handling at least two national accounts. The committee construes any account to be "national" which on an extended schedule shall use the newspapers in a considerable part of the territory represented by the membership of this Association, with the proviso that the agency placing such advertising shall apply to the secretary of this Association a detailed statement showing a surplus of at least \$3,000 over liabilities at any time the secretary may call for such information.

Acting upon this standard your committee has "recognized" the following Southern agencies:

ALABAMA

Sparrow Advertising Agency, Birmingham.
Cox Advertising Agency, Birmingham.

ARKANSAS

Bott Advertising Agency, Little Rock.
S. M. Brooks Advertising Agency, Little Rock.

FLORIDA

Thomas Advertising Service, Jacksonville.

GEORGIA

Watts, Scott & Beutell, Atlanta.
Acme Advertising Agency, Atlanta.
George W. Ford Company, Atlanta.
Dillard-Jacobs Agency, Atlanta.
Lewis & Coffee Advertising Agency, Atlanta.
Johnson-Dallis Company, Atlanta.
Massengale Advertising Agency, Atlanta.
Harvey Advertising Agency, Atlanta.

KENTUCKY

Margon-Robinson Company, Louisville.
Thomas E. Basharm Agency, Louisville.

LOUISIANA

Chambers Advertising Agency, New Orleans.
Ferry Hanley Advertising Agency, New Orleans.
Bauerlein, Inc., New Orleans.

MISSOURI

Yost-Graiot & Co., St. Louis.

NORTH CAROLINA

Walton Advertising Agency, Charlotte.

OKLAHOMA

Southwestern Advertising Agency, Oklahoma City.

SOUTH CAROLINA

Jacobs & Co., Clinton.

TENNESSEE

Nelson-Chesman Company, Chattanooga.
Lake & Dunham, Memphis.
Wilson Advertising Agency, Nashville.
Southern Advertising Agency, Memphis.
J. Back Advertising Agency, Nashville.

TEXAS

Clifton H. Tupper, San Antonio.
Mid-Continent Advertising Agency, Dallas.
Wimberly Advertising Agency, Fort Worth.

VIRGINIA

Staples & Staples, Richmond.
Freeman Advertising Agency, Richmond.
C. W. Page Company, Richmond.
Cecil, Barretto & Cecil, Norfolk.
Virginia Advertising Service, Norfolk.
Thomas D. May Advertising Agency, Charleston, W. Va.

The agents marked () have refused financial statements to the secretary. Their records in the past have been O.K., but the committee feels that our membership is entitled to the complete facts.*

No. 2: COMMISSION—WHY PAID; TO WHOM PAYABLE.

As indicated in the foregoing, the agent is entitled to a differential for the specific service to the publisher, and we are, therefore, unanimous and emphatic in the belief that the advertiser is not entitled to such differential directly or indirectly.

Your committee finds that the following advertisers receive commission direct from certain of our membership:

J. C. Ayer Company, Lowell, Mass.
Walter Baker & Co., Ltd., Worcester, Mass.
James F. Ballard, 500 North 2nd street, St. Louis.
Sam H. Birchall, Vogue Company, 19 West 44th street, New York.
Booth's Hyomei Company, Ithaca, N. Y.



(Continued on page 18)

ONE issue of The Detroit News, more than 290,000 copies, in a single pile, with the papers in the customary half fold, would be 6½ times higher than New York's tallest skyscraper.

This great circulation reaches practically every home in Detroit and vicinity. Since the consolidation of the Journal last July The News has added practically half the latter's circulation, the other half having been largely duplicated by The News before consolidation. The Detroit News is the home paper on which the whole community depends for news and advertising information.

Through The News you can cover the whole field at one time and one rate.

The Detroit News
"Always in the Lead"





SPORT PAGE


Conducted by
BILLY EVANS
AMERICAN LEAGUE UMPIRE

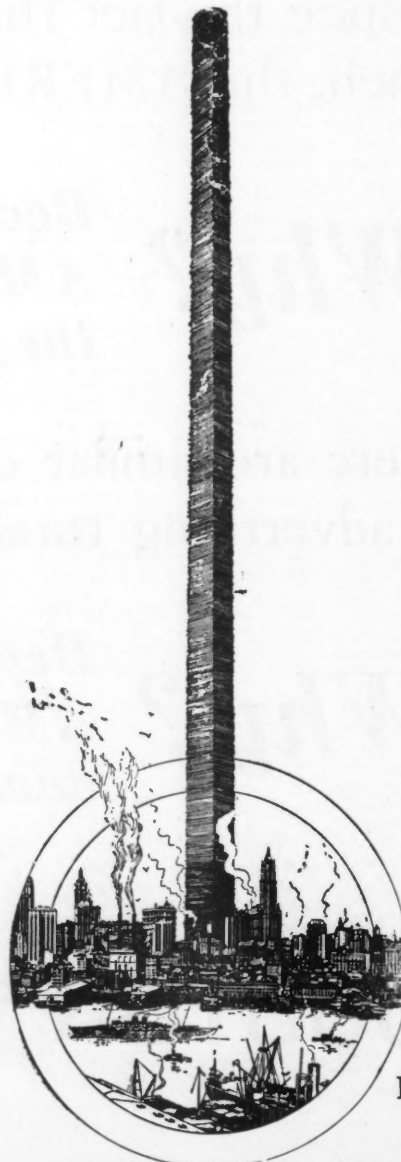
A daily feature of the full
NEA SERVICE

WRITE FOR SAMPLE SERVICE



NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO





“Albany has wanted a GOOD EVENING NEWSPAPER for a long time. We are glad it has arrived.”

This, and similar expressions, have come from the lips of thousands of Albanians since the first publication of the

ALBANY EVENING NEWS

National Advertisers should be quick to grasp the opportunity to economically cover

Albany, Troy, Schenectady and The Capitol District

by the

OPTIONAL COMBINATION OF THE KNICKERBOCKER PRESS (Morning)

and the

ALBANY EVENING NEWS

RATE: 12½c. line

National Representative: JOHN M. BRANHAM CO.

Weed Building
Troy, N. Y.

PUBLICATION OFFICE:
18-22 Beaver St.
Albany, N. Y.

115 State St.
Schenectady, N. Y.

SMALLER DIFFERENTIAL TO AGENTS URGED

(Continued from page 16)

S. F. Bowser & Co., Inc., Fort Wayne, Ind.
Bradfield Regulator, Atlanta, Ga.
Calumet Baking Powder, Chicago.
Carleton & Hovey Company, Lowell, Mass.
Carter Medicine Company, 57 Murray street, New York.
Centaur Company, 80 Varick street, New York.
Chamberlain Medicine Company, Des Moines.
Charles Cluthe & Son, Bloomfield, N. J.
Cornell Wood Products Company, 190 North State street, Chicago.
De Miracle Chemical Company, 1907 Park avenue, New York.
F. W. Devoe & C. T. Reynolds Company, 101 Fulton street, New York.
W. L. Douglas Shoe Company, Brockton, Mass.
Foley & Co., 2835 Sheffield avenue, Chicago.
Funk & Wagnalls, 354 Fourth avenue, New York.
Williams-Galloway Company, Waterloo, Iowa.
W. T. Hanson Company, Schenectady, N. Y.
Oscar Harrison, Esq., 1476 Broadway, New York.
Philo Hay Specialties Company, 30 Clinton street, Newark, N. J.
Heart Cure Company, Hallowell, Me.
B. Heller & Co., 3925 Calumet Avenue, Chicago.
Heyinger Pitt Company, Corning, N. Y.
Ferd T. Hopkins & Son, New York.
C. I. Hood Company, Lowell, Mass.
Humphrey's Homeopathic Medicine Company, 156 William street, New York.
Firestone Tire & Rubber Company, Akron.
International Harvester Company, Chicago.
International Proprietaries, Inc., Atlanta.
Jacques Manufacturing Company, 1603 South Canal street, Chicago.
Lawrence Williams Company, Cleveland.
Levering Coffee Company, Baltimore.
Perry G. Mason Company, Cincinnati.
Maxwell Motor Company, 1230 Oakland street, Detroit.
Mellin's Food Company.
Monticello Drug Company, Jacksonville, Fla.
Munyon's Homeopathic Remedy Company, Scranton, Pa.
Oppenheim, Oberndorf & Co., Candler Bldg., Baltimore.
Paris Medicine Company, St. Louis.
Pepsin Syrup Company, Monticello, Ill.
Peruna Company, 115 North Rich street, Columbus, Ohio.
Radway & Co., 208 Centre street, New York.
Dr. V. M. Pierce, Buffalo, N. Y.
Robinson-Pettet Company, Inc., Louisville, Ky.
Royal Baking Powder Company, New York.
Dr. J. H. Schenk & Sons, P. O. Box 1245, Philadelphia.
Scott & Bowne, Bloomfield, N. J.
Swift Specific Company, Atlanta.
A. J. Tower Company, Vernon and Simmons street, Boston.
Dr. Tutt Manufacturing Company, 84 Read street, New York.
Tyler Commercial College, Tyler, Tex.
United Drug Company, 43 Leon street, Boston.
Vick Chemical Company, Greensboro, N. C.
E. S. Wells, 708 Grand street, Jersey City, N. J.
Willys-Overland, Inc., Toledo, Ohio.
World's Dispensary Medical Association, Buffalo, N. Y.
Charles Eckert Young, 1620 Indiana avenue, Chicago.

The committee recommends that each of our publishers check this list with his special representative. It is our opinion that in some instances commissions are allowed advertisers direct without the publishers thoroughly understanding the situation.

The committee recommends that this practice be immediately discontinued. It realizes that only through concerted section action on the part of the entire membership can this evil be successfully banished.

It cites the fact that were any advertiser denied commission direct by all Southern newspapers that this problem would quickly cease to exist.

It urges individual and collective attention to this serious condition, and suggests definite action at the next annual convention of the Association.

It especially urges that meantime no new

commitments regarding commission direct to advertisers be made by any Southern publisher.

No. 3: POSITIONS AND FREE PUBLICITY.

The committee submits that any concession to any advertiser not enjoyed by another advertiser, whether it be positions, extra insertions, allowances of lineage, waiving of short rate, free publicity, or the acceptance of national advertising at local rates, is unfair and unwise.

It is entirely logical that when an agency or advertiser obtains evidence that such concessions have been granted to any user of space that an attempt will be made to secure equal terms.

It is obvious that such practices are unfair to advertisers paying for service rendered according to rate-card demands, and that such concessions amount to a plain cut in rates.

The committee recommends that when position is demanded for advertisements that we deviation from rate cards be made under any demand that position rates be paid; that no condition whatsoever. In the makeup of the paper it suggests that preference be given to those advertisements which lend prestige and dignity to the advertising columns of our newspapers.

It emphatically indorses the stand of the American Newspaper Publishers' Association on the free publicity evil (Bulletin No. 4209), and suggests that nothing should appear in the news columns of a publication that is not approved by the editor on the basis of its legitimate news value.

It recommends the discontinuance of "Business Office Musts," ordered solely for box-office benefits.

No. 4: CO-OPERATION.

The committee finds a lamentable present-tendency among publishers to compete on a basis of co-operation to be rendered. Frequently agents make pledges of elaborate co-operation the deciding factor in placing business. This result in unbusinesslike waste, and often absolute loss on schedules secured.

The committee, therefore, urges strict adherence to this Standard of Merchandizing Practice for newspapers adopted in 1921 by the National Association of Newspaper Executives, and nothing more:

First—To study the local market and trade territory, and be able to report intelligently thereon for both local and national advertisers.

Second—To furnish such information for prospective advertisers and to make market investigations, which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information on a specific line.

Third—To endeavor to educate the dealer in better merchandise methods and to insist that advertised goods be furnished customers rather than "just as good" substitute.

Fourth—To encourage adequate merchandising by supplying data, maps, lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

Fifth—To decline requests for service that are clearly not within the province of newspapers, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc.

Attention is directed to the fact that this standard has been adopted by the American Association of Advertising Agencies, by a majority of the national buying and selling organizations, as well as by this Association in 1921.

No. 5: LOCAL AND FOREIGN RATES.

An ideal rate card would give local and foreign advertisers, using a like amount of space in like manner, an equal rate.

The ideal rate card would grant no discounts for bulk space "to be used within one year," but would allow lower rates for definite amounts of space to be used on specified days, 52 weeks in the year. All other space is sold at a flat rate.

Foreign rates, where foreign and local cards exist, should only be sufficiently higher than local rates to cover the differential allowed agents.

It is suggested that every local rate card contain these clauses:

All advertising space contracted under the rates named herein is wholly for the use of the local advertiser named. All space in connection therewith used by or paid for by a general or national advertiser must be on the basis of the national advertising rate card governing that classification of business.

Any space the national advertiser pays for directly or indirectly, is national advertising.

CONCLUSION.

The committee understands its findings are merely a recommendation to our membership, and that to secure decisive action on any phase of this report the Association must decide in convention assembled.

We recommend, however, that this report be immediately released to the membership in order that the suggestions made herein may become operative wherever publishers elect.

In conclusion the Committee desires to express its belief and hope that compliance with its recommendations will result in the upbuilding of the Business of Advertising for the advertiser, for his agent and for the publisher.

Buys Nebraska Paper

Bert Ramsey has purchased the Burdard (Neb.) Times of C. L. Peckham, the editor, who is now located at Shellburg, Iowa, where he has purchased an interest in the Shellburg Advance.

NEW TYPOGRAPHICAL SCALES

Increase in Danville, Ill., Renewals in Erie and Toledo

Contracts between publishers and typographical unions were announced this week in Danville, Ill., Erie, Pa., and Toledo, Ohio.

In Danville the new agreement runs from October 1, 1922 to September 30, 1925, providing a 48-hour week and the following rates of pay: Night, first year, \$41; second year, \$42; third year, \$43; day, first year, \$39.28; second year, \$40; third year, \$41. Machine learners get \$8 a week for the first 12 weeks and 50 cents increase per week for the remaining 14 weeks of the term. Apprentices get one-third to two-thirds of journeymen's scale. The old scale provided \$35 for night work and \$32 for day work.

The Erie agreement runs for one year from October 1, 1922. Under it journeymen receive \$46 for night work and \$43 for day work, and machinist-operators get \$2 a week above scale. Learners on the linotype receive \$31.50 and on the Lanston machines, \$31.50 to \$41. Apprentices have a night scale of \$15 to \$31 and a day scale of \$13 to \$29.50. The 48-hour week is provided.

Toledo newspapers will work under a one-year contract dated June 1, 1922. It provides a night scale of \$50 and a day scale of \$46, with two-thirds of the journeymen's pay for machine-learners.

Daily for International Falls

The Falls Evening Tribune, a daily, has been started at International Falls, Minn., by H. J. Miner.



Washington as the Center of the World

Politically, socially, educationally—Washington occupies a commanding position in the affairs of the world—and Washingtonians are the actors in its great undertakings.

No city enjoys the prestige of Washington—and no city merits more the attention of those who cater to the wants of the cultured and affluent.

Our folks here have tastes for the luxuries; as they have need of the commodities—and the means to gratify both.

If you want to put your product influentially before the people of the world—start in Washington—and use The Star.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

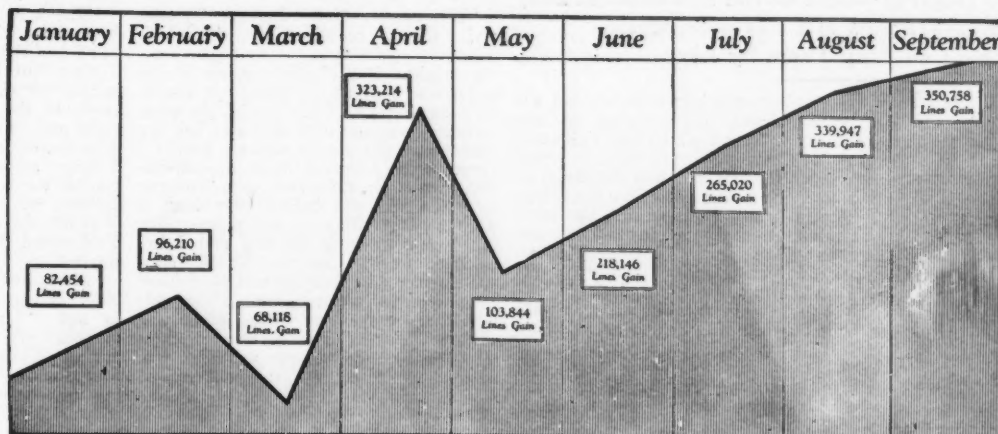
Regular FELLERS

by Gene BYRNES

The Victoria Times, Victoria, B. C. is the new paper this week.

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

HERALD-SUN SYNDICATE, 280 Bdwy., New York City



During the first Nine Months of this year, "The World" gained 1,848,712 lines of advertising, or 45,685 lines in excess of the increase of its nearest competitor.

The Trend is Toward Newspapers —and Toward THE WORLD

SEVENTY-TWO MAGAZINES, representing all fields, reported a loss of 28% in advertising carried last year as compared with the preceding year. The trend is inevitably toward newspapers, because of their concentration on given units of population, their speed in delivering distribution and their ready adaptability in any plan of merchandising.

The World furnishes conspicuous evidence of this advertising trend.

Its nine-months' gain of 1,848,712 lines was not only the largest increase in lineage shown by any New York newspaper, but it was 43.8% of the combined gains of the seven morning and Sunday newspapers of the city.

It was 30.7% of the combined gains of the fourteen morning and evening papers of Greater New York, and was 17.5% in excess of the corresponding period last year.

In National Advertising The World, during this period, gained 34.2%, a greater ratio of increase than any other newspaper in the city, with the exception of a tabloid picture paper. THE EVENING WORLD, in the same classification, gained 17.9%, a ratio of increase surpassed by but one other evening paper in New York.

The trend is toward newspapers—and toward THE WORLD!



NEW YORK

Pulitzer Building, New York

Mallers Building
Chicago

Member of
National
Newspapers
Incorporated

Ford Building
Detroit

YACHT A NECESSITY, MUSIC A PLEASURE TO CYRUS H. K. CURTIS

Youth Restored on the Heaving Decks of the Lyndonia at Sea,
Publisher Believes—Hymns His Favorite Music,
Because He Can Play Them by Ear

"A SHORT time ago a news item appeared in the daily papers saying that Cyrus H. K. Curtis, president of the Curtis Publishing Company, had bought a painting by George Romney for an amount reported to be between \$60,000 and \$70,000. The item also said that Mr. Curtis had been collecting pictures for some years. This put the famous Philadelphia publisher into a new class. Of his standing as a foremost publisher in the country, the world was well aware; of his interest in art, however, little, if anything, was known. There seemed to be a story in it. There was. And a better one than the news item promised."

Thus wrote Rose C. Feld in the first paragraph of a story in the New York Times of October 22, drawing the picture of Cyrus Curtis, the man, musician, editor, publisher and capitalist. Philadelphia answered to Miss Feld's telephone call that Mr. Curtis was on the Lyndonia, his yacht, in the North River. Luckily meeting the yacht's launch at the dock, she was ferried to its mid-stream berth and was met at the gangway by its owner.

"You want to talk about my pictures," Mr. Curtis answered to the interviewer's introductory remarks. "I am afraid there is nothing to talk about. I know nothing about pictures. I know nothing about the Romney. I didn't know until I saw the announcement in the paper that I had paid any such price for it. It was as much news to me as it was to you. Don't ask me to tell you about pictures. Mrs. Curtis is the art collector of the family. I keep out of that. That's her province. Is there anything else you want to know?"

There were many things and she finally asked most of them: Her first question was about the yacht and Mr. Curtis's yachting. Mr. Curtis invited his caller to a deck chair and explained that the yacht was "not a hobby, but a necessity" with him, that he spends half his time afloat. He bought his first ship in Camden, Me., 21 years ago, and has stuck close to a ship's rail ever since. "It had been in the blood. I suppose, this liking for the sea and the pleasure of the feel of the ocean beneath you," he explained. "I was born in Maine and brought up on or near salt water. The spray and the tang of the sea always bring back associations and memories."

From April to October Mr. Curtis lives on the yacht three days in every week and in February and March he lives on it continually. Ten thousand miles is not an unusual cruise for the Lyndonia.

"A yacht is an expensive pleasure, to be sure, but it pays," Mr. Curtis said. "It pays in a score of ways. They say that you can't have your youth back once you have passed the milestone of maturity and age. I disagree with that. I have had my youth back and still have it. I have never felt better in my life than I do today. I know it is the yacht that is doing this to me. Life seems happier on this deck, problems simpler, and a cigar tastes better. And not the least joy of its existence lies in the fact that it is a most effective way of getting away from people and things you do not wish to see or hear about."

He has no telephone aboard. On foreign cruises, he complies with the law that commands a radio installation, but he receives few messages and sends even fewer.



CYRUS H. K. CURTIS

Most of his meetings with his staff are held aboard ship. In the week that the yacht lay in New York he had a different group of Curtis publication men on board every day for luncheon and discussion of business. It is the place where Mr. Curtis prefers to transact his affairs, but he is little interested in the below-decks operation of the ship. "The deck is all I ask. Puttering about engines and oils has no charm for me," he declared.

The yacht's possibilities as a topic were exhausted when Miss Feld asked: "Where did all this begin? On a yacht or surroundings similar to it?"

"No. Hardly," was Mr. Curtis's reply. "It began when I was a kid of twelve. We were very poor. I never had any money for myself. My father and mother had all they could do to keep the wheels going around without letting the neighbors know there was no oil to lubricate them. It started one Fourth of July, if I remember well. All the youngsters had money to spend except myself. I had exactly three cents. I asked my mother for more but she didn't have any to give me. I went out with my three cents to see what investment I could make. Nearby stood a boy with the last three newspapers in his pack. It was a holiday. He was tired of business and wanted to get to playing. I offered him the three cents for his three papers. At that time newspapers sold for three cents apiece. Business was slack, there was the electricity of celebration in the air and he accepted. I tramped all over town until I sold my wares at the usual market price, and returned home with nine cents. Next morning I showed up at the newspaper offices and got a morning route."

Curtis, the 12-year-old, sold his papers, getting up at four o'clock after spending much of the night at dancing school, for "even then there was such a thing as social prestige to uphold." As told in EDITOR & PUBLISHER for October 23, 1920, in a biography of Mr. Curtis, he saved his money, bought a press and printed a paper of his own, until a fire wiped out his property when he was 16, too old to go back selling papers. Then he got a job as a Boston errand boy at \$3 a week and during his noon hours sold advertising space on one of the Boston dailies at 25 per cent commission. The noon hour work was profitable, but his department store boss wouldn't let him quit until the end of the year. Finally he was free and concentrated on advertising until a newspaper opportunity offered. His first venture was as a partner in the Boston Independent, which lived for a year and was followed by several others, in which all the work and none of the profits came to the young

Curtis. When he finally decided to leave Boston for Philadelphia he was the sole owner of the People's Ledger, Boston and Philadelphia, a fancy title that didn't bring big profits and which he sold eventually to his printers.

"The next venture was the Tribune and Farmer," continued Mr. Curtis. It is at that point that things began looking bright. One of the features of the paper was a woman's column. It was as dead as the rest of the sheet. My wife, however, was the only one who had the courage to tell me it was no good. I agreed with her and more in desperation than in hopefulness I said: "You run it." She did and before very long it was the best thing in the paper. The tail began wagging the dog and I decided to let the dog go. The Tribune and Farmer was given up and the Ladies' Home Journal, growing out of that column run by the first Mrs. Curtis, was started. Mrs. Curtis decided, after a while, that running a home and a job was more than she could do and she retired in favor of the home. Edward Bok was asked to take charge, with what results you know.

"The Saturday Evening Post and the Country Gentleman came along later. The Philadelphia Public Ledger I bought for myself. That is, the paper in which I am personally interested today.

"You ask what is the secret of building up a circulation of the kind we have. It's no secret. Every publisher knows what it is. It's feeling the public pulse and giving it what it needs for its mental consumption. Perhaps the thing that helps me is that I myself am a patient whose pulse I feel. I am an average sort of man and I have an idea that what I like will suit the taste of other men.

The average man, by very virtue of the definition of the term, is the man of the majority; what he likes, most will like."

Mr. Curtis repeated his "secret of success" which he gave EDITOR & PUBLISHER two years ago.

"The main point with me always has been the getting of somebody to do the job better than I can do. I know what I want, but I can't always do it. The success of our organization is due entirely to the people I have found, the right men in the right place. Very often I have been complimented on the choice I have made. The people who have praised me for that do not know of the failures who have been discharged."

When the talk turned to music, Miss Feld found the center of the publisher's interest.

"My father and mother met in a church choir in which they were both singing," he said. "I was named after my father and the old German organist of his church. Cyrus Herman Kotschmar. The first name is Yankee, but the second two are not. It seems that the music of my parents and the beloved old organist have come down to me. I can't read a note. I never had the time to study music, but I can play most of the simple things I hear by ear. I play all the hymns that way. I think I like hymns because it is so easy for me to play them. I pick the notes out with my right hand and my left almost unconsciously finds the proper accompaniment."

Mr. Curtis disclosed another side of his character as he shower his interviewer to the Lyndonia's boat.

"I want to thank you," he said, "for surprising me today. You chose exactly the right hour. My wife was giving a

(Continued on page 45)

15 years of dominant leadership

THE supremacy of the TIMES-STAR in Cincinnati is graphically and conclusively revealed in the following display advertising space records of fifteen years—not a temporary fluctuating condition, but the continuous progressive history of a decade and a half.

The comparison with the morning paper includes both its daily and Sunday editions, or six days against seven.

Total	Times-Star Display Adv.	Excess over second paper	Excess over third paper
1908	3,157,791 lines	395,787 lines	647,465 lines
1909	3,766,252 lines	458,269 lines	628,152 lines
1910	3,952,739 lines	385,700 lines	847,539 lines
1911	4,228,028 lines	986,538 lines	1,522,690 lines
1912	4,595,339 lines	782,559 lines	1,213,142 lines
1913	4,673,760 lines	754,796 lines	1,690,052 lines
1914	4,854,836 lines	909,434 lines	2,156,428 lines
1915	5,570,726 lines	1,797,726 lines	1,967,784 lines
1916	6,280,533 lines	1,814,547 lines	2,009,070 lines
1917	6,422,857 lines	1,956,747 lines	2,189,559 lines
1918	6,516,111 lines	2,217,313 lines	2,072,473 lines
1919	9,325,197 lines	2,254,182 lines	2,715,160 lines
1920	9,651,817 lines	1,073,233 lines	1,713,761 lines
1921	10,641,904 lines	2,731,536 lines	3,795,063 lines
1922	5,254,669 lines	1,070,118 lines	1,978,949 lines

(First six months of 1922—January to June, inclusive)

First in volume of local, first in volume of national!

The Supremacy of the TIMES-STAR is greatest now.



CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

THESE FEATURES DRAW READERS

Signed news articles by
Cornelius Vanderbilt, Jr.

Handwriting Portraits of
Famous Men and Women
by
William Leslie French

The Young-Old Philosopher
by
Charles Hanson Towne

C-V Newspaper Service

350 Madison Avenue, New York City
Washington, D. C. Seattle, Wash.

A Significant Fact

THE NEW YORK HERALD alone of the five standard New York morning newspapers increased in average circulation during the six months ending September 30, 1922, over the preceding six months.

The gain was small, but however small it was a gain, and a gain in circulation made solely on the merits of the paper without padding or pushing, and considered in respect of a shading down of all other standard New York morning papers, is a significant fact.

EDITORS CHARGE BRIBE FOR SENATE SEAT

Providence News Heads Arrested on Conspiracy Complaint of B. L. Beekman After Articles Alleging Misuse of Money

PROVIDENCE, R. I., Oct. 23.—Former Gov. R. Livingston Beekman, now Republican candidate for Senator from Rhode Island, today obtained warrants for the arrest of John A. Hennessy, president of the Providence News; Henry D. Hamilton, secretary-treasurer of the Providence News; Luke A. Keenan, of Johnston; and Hervé J. Lagace, of Woonsocket, a defeated candidate for Congress, charging unlawful, malicious conspiracy to accuse him of bribery. Mr. Beekman defines his action as one "under the common law and is a criminal complaint alleging conspiracy to false charge me with bribery." It is said that he will take further action later against the Hope Publishing Company, owners of the Providence News. "I am not looking for one dollar," said Mr. Beekman, "I want to place all four of the individuals implicated behind the bars."

The defendants were given a special arraignment in the Sixth District Court. All denied the charge and were held in bail of \$2,000 for a hearing on November 2. Prominent Democrats furnished their bail.

The Providence News last Friday began publishing a series of articles in which it charged Mr. Beekman with bribery. The story was profusely illustrated, there being cuts of notes claimed to figure in the bribery, the pictures of three \$500 bills, claimed to have been given by Mr. Beekman to Mr. Lagace, cuts of cigars—two brands—which were said to be the type given by Mr. Beekman to his friends, one an inferior brand to the less important and a better one to the higher class of friends and politicians; a photograph of an alleged note of appointment and designation of fictitious names to be used at the meeting by the principals; and pictures of all those alleged to have taken part in the bribery.

J. Henry Reuter, campaign manager for Mr. Beekman, has brought a criminal action against the Hope Publishing Company asking damages of \$250,000 for libel in connection with the same story.

(By Telegraph to Editor & Publisher)

PROVIDENCE, R. I., Oct. 25.—In regard to the charges and counter-charges concerning the alleged use of money to bring about the election of R. Livingston Beekman to the United States Senate from the State of Rhode Island, the following statement was made today to EDITOR & PUBLISHER on behalf of the Providence News by James C. Garrison, vice-president of the Hope Publishing Company:

"The Providence News on October 20, 21

and 23, published affidavits and other testimony to show that ex-Governor Beekman, with his campaign manager, J. Henry Reuter, made overtures to Hervé J. Lagace for the support of that gentleman of Mr. Beekman's candidacy for the United States Senate. Mr. Lagace, who was the Democratic candidate for Congress in the Third District two years ago, failed by one vote in the convention this year. Soon afterward, according to the affidavit of Mr. Lagace, he was approached by emissaries who told him he could get some of the Beekman campaign fund. Mr. Beekman then telephoned to Mr. Lagace and asked him to meet Mr. Reuter in a bedroom at the Providence Biltmore Hotel. Mr. Lagace was instructed to call for 'Mr. Henry,' saying he was 'Mr. Herbert,' this code being written on a hotel envelope by Mr. Reuter. Mr. Lagace reported the progress of the negotiations for the purchase of his services, meant to influence the large Franco-American vote in the Blackstone Valley, to the Providence News.

"Obeying the written instructions of Mr. Beekman's campaign manager, the Democratic leader went to the rendezvous and there received as his retainer in the service of the Republican nominee for the United States Senate, three \$500 bills. These Mr. Lagace took to the office of the Providence News, where they were photographed and published along with the affidavit of the gentleman.

"Mr. Beekman himself made a general denial of the whole story. The secret service agents and the United States District Attorney have been appealed to for the prosecution of the publisher of the News on the technical violation of the statute forbidding the reproduction of bank notes. But the Government has recognized the motive in the publication of the \$500 bills, and has done nothing except confiscate the plates with which the front page of the Providence News had been so handsomely decorated.

"Mr. Beekman then came out with a statement saying that the money had been paid to Lagace with his approval. He had previously branded the entire News story as a falsehood, and Reuter had called it 'all moonshine.' On top of this, Reuter charged a conspiracy by Lagace with John A. Hennessy, editor of the News; Henry D. Hamilton, its treasurer, and Luke A. Keenan, its assistant secretary, to defraud Beekman and himself out of the three \$500 bills.

"These cases cannot, of course, come to trial before election. Their chief object is to stop the Providence News from hammering away at corruption, the editors being subject to contempt, now that the courts have jurisdiction.

"Meanwhile there is no attempt by either Beekman or his running mates to answer our charge that an attempt to steal a seat in the United States Senate has been defeated by timely publicity."

(By Telegraph to Editor & Publisher)

WASHINGTON, D. C., Oct. 26.—Investigation by the secret service of publication in the Providence News of facsimiles of three five hundred dollar bills, alleged to have been used in political bribery in the Rhode Island campaign, has been completed and the plates from which the photographs were made turned over to Norman Case, federal district attorney at Providence.

The investigation, secret service officials said, was instituted to determine whether the photographic reproductions of the currency constituted a violation of section 150 of the Penal Code. Although no opinion was expressed as to the conclusions reached by the investigators it was pointed out the section specifically prohibits any manner of reproduction of government obligations or securities, even to the extent of providing against the reproduction of a stamp.

Further action to be taken will come from District Attorney Case. Thus far no Federal warrants for the proprietors of the News, or those alleged to be re-

sponsible for the publication of the facsimiles, have been issued. The executives of the News, it is understood here, have contended that publication was made upon the advice of counsel that it did not constitute violation of Federal law. The portion of section 150 referring to publication or reproductions of United States currency follows:

"Whoever shall print, photograph or in any manner, make or execute, or cause to be printed, photographed, made or executed, or shall aid in printing, photographing, making or executing any engraving, photograph, print or impression in the likeness of any obligation or security, or any part thereof.

"Shall be fined not more than five thousand dollars or imprisoned not more than fifteen years, or both."

SAYS RECORDS WERE STOLEN

Newark Ledger Makes Unusual Statement in P. O. Circulation Report

The following statement appeared in the Newark (N. J.) Ledger's sworn Post Office report of ownership and circulation on October 18 over the signature of D. S. Kelly, business manager:

"Circulation figures not given on account of defaulting circulation bookkeeper having made away with circulation records and cash book."

According to Mr. Kelly, in an interview with EDITOR & PUBLISHER'S Newark correspondent, definite serious charges will be lodged with the police against the bookkeeper referred to within the next few days, with the object of causing his arrest.

Mr. Kelly said the former employe in question called at the office of the Ledger at an hour when the force was at liberty and was seen by an office-girl tampering with the cash-slips. When questioned he explained that he was merely "arranging them in the binders" to make it "easier for the next fellow" who would take his place. When he departed, Mr. Kelly said, "not one of the cash slips could be found in the binders nor have the records or cash books been found since."

L. T. Russell, editor and publisher of the Ledger, has placed the matter in the hands of the Joseph J. Byrnes Insurance Company.

Mr. Kelly has been asked by the Post Office to prepare and submit a more concrete form of statement. Representatives of the Audit Bureau of Circulations have also been in touch with Mr. Kelly, but he would not divulge the nature of this interview.

The Ledger's Post Office statement, as published, listed the Lanston Monotype Company, Philadelphia, as the only "known bond holders, mortgagees and other security holders owning or holding one per cent or more of the total bonds, mortgages or other securities."

Italian Daily Starts in Portland

La Stella, of Portland, Ore., an Italian language daily paper, commenced publication October 13. Dr. B. De Rosa is the editor and it is published by the Star Publishing Company.

The Ludlow

As a Publisher Sees It

THE Battle Creek Enquirer-News installed the Ludlow System in the midst of its heavy holiday business two years ago. It has been in constant use ever since. The following letter, therefore, is based upon two years experience. The Elrod Caster, for leads, slugs and rules was adopted at the same time.

Clean Decks in Half an Hour

"The steady increase in volume of business has so overgrown the building which we built a few years ago that our alley would now be choked beyond possibility of any accomplishment whatever if we were attempting to handle business by the old method.

an hour from the time the press started the composing room was entirely clean of any standing matter from the edition. Bear in mind the fact that *not a sort had been pulled, not a lead or a slug or a rule waited for.*

"The Ludlow and the Elrod, in combination with the linotype on straight matter, gives us a complete clean-up, and no matter what the size of the edition or how long before publication pages are gotten ready, there never is any congestion of standing matter.

"The Ludlow in combination with the Elrod is doing all that we expected it to do and when such an equipment is carefully organized as to its use in the shop and used with business-like system it will be a great addition to the efficiency of operation.

"Recently we issued a forty-eight page week-day edition in the middle of a busy week and within half

"We could not have operated during the past year, with the business we have carried, in the quarters which we occupy, without the Ludlow. This is a plain statement of fact."

Ask us on your letterhead for illustrated literature

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City



LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

LEDGER SYNDICATE

NEWS AND FEATURE SERVICES

Maintain Prestige—Create Circulation—Attract Advertising

(Via leased wire or laid down in New York, Washington, Chicago, Cleveland, Dallas, Seattle or San Francisco)

PUBLIC LEDGER COMBINATION NEWS SERVICE.
PUBLIC LEDGER FOREIGN NEWS SERVICE.
PUBLIC LEDGER DOMESTIC NEWS SERVICE.
PUBLIC LEDGER BUSINESS NEWS SERVICE.

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

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

"It was the American Soldier that whipped us!"

The German HIGH COMMAND Answers the Question

WHO WON THE WAR?



General Erich von Ludendorff, Chief of German General Staff during World War



Wilhelm, former Crown Prince of Germany, Commander-in-Chief of the Army Corps



General Rothmaler von Einem, who commanded the Third German Army



General Baron von Gallwitz who commanded main German forces opposed to the American troops in France

How the Prussian Military Leaders

compare the bravery of the Yankee fighters with members of all the other Allied Armies

THESE German army chiefs write for the first time their estimate of the physical strength, endurance, valor, morale, and effectiveness of the American army settling forever the discussion of who were the most dangerous fighters opposed to the Teuton allies in the world war.

No discussion bearing upon the great war so challenges the attention of the entire civilized world as this series of articles written by the military leaders who directed the Teuton armies. Their statements were made in answer to a questionnaire prepared by high military authorities and war correspondents.

Their frank statements also divulge important opinions held by the German Military Leaders of the strategy and leadership of the American army. They declare unequivocally that the participation of the American army was the direct cause of Germany's defeat and that the American doughboy is the best and bravest fighter the world ever saw.

This series has important information of vital interest to every American. It will be read eagerly by all who were in the army and navy, their families and friends.

WIRE YOUR ORDER—KING FEATURES SYNDICATE, INC., NEW YORK CITY

THERE'S MANY A GOOD SUNDAY STORY HIDDEN IN THE WANT-ADS

For Instance, the Match that Lit the European War in 1914 Was Dipped in Serbian Classified Ads—They Once Elected a Mayor of San Francisco—And Such Stories Are Good Promotion

By C. L. PERKINS

Executive Secretary, Association of Newspaper Classified Advertising Managers

MOST people in the newspaper business fully realize that most publications fail to use display advertising adequately to properly promote want-ads. This realization does not, however, greatly change the situation.

The news columns as well as the display advertising columns also offer a profitable field of promotion and a field which could be used legitimately.

Today the news columns, particularly in the Sunday papers, are filled with feature stories—material intended to educate and entertain. These articles cover almost every conceivable subject but seldom ever refer to or deal with want-ads. Yet the feature writer could not secure better material than in the classified columns. There he will find comedy, paths, greed and unselfishness, labor and capital—a cross section of humanity with its needs and wants.

The Kansas City Star in its issue of October 8 had an article which is a legitimate use of the news columns to promote want-ads. This interesting story is as follows:

"The little things are most important after all. For instance, up to December 26, 1913, there was not a single passenger injured on the Frisco system in Oklahoma. On December 27 of that year, when the officials were congratulating themselves on the clean record made, a passenger sat in his berth trimming his corn with a razor. The coach swerved, the man gashed his toe, blood poisoning resulted, and the road's attorney settled with the widow for a nominal sum. The man has been through four wrecks, according to the testimony of men who knew him, yet a corn caused his death and deprived the railroad company of a clear record for a year.

"Just so with the want-ads, the little things that everybody reads. The rest of the paper is edited according to the paper's 'style' and policy while each little want-ad is edited by a different person. And it pays to use them, read them and have them printed.

"A few years ago a man closely associated with organized labor became candidate for mayor of San Francisco. He had little money, so he appealed to his friends, most of whom were as poor as, or poorer, than he was. They could give him no great help until some genius suggested a way. Each member of the labor union, every time he happened to have a few cents to spare, inserted a want-ad in one of the daily papers, telling why their candidate should be elected. The wording at times was crude, as it had to be cut to about a dozen words,

but the results were good. For a month or two want-ads appeared under every classification imaginable, extolling the candidate. He won in a walk, but his administration ended in disaster and disgrace. That, however, was not the fault of the little want-ads. They had done their work.

"Want-ads brought about the world war, in a way, brought disgrace and poverty to several kings, and, as Irvin Cobb explained, 'made the world safe for the Democrats.' One morning a prince with a morganatic wife visited a neighboring state. The city which he visited had a paper called 'Usud.' The morning of his arrival there this paper contained several want-ads asking citizens to do away with the prince. They were couched in such language that the authorities did not catch the drift of their meaning at once. The students of the city did. The prince was assassinated and the trouble which arose out of it sent several million soldiers into the field.

"During the war a Kansas City (Kan.) negro, noted for his inability to hold a job, complained to a white woman that he was down and out. His 'trade' was that of tending lawns, cleaning house and inveigling two-bit pieces from white people with whom he was acquainted. War work was occupying the time of practically all the householders, and they let their lawns go and put their two-bit pieces into War Savings Stamps. The woman he appealed to knew the old man, and as her son was in France and her stock of money low she made an agreement with him. He was to go to work at his trade and for the services she was to receive 10 per cent of his wages. She used want-ads and the negro prospered.

"One day he came to her home and asked if she could get washing and ironing done on the same terms. Her questioning elicited the fact that the gardener, due to his prosperity, had taken unto himself a wife who was able to work. So the white woman set out to secure a job for the bride. She had passed her just one job when the man visited her again.

"If yo' could git me four or five jobs takin' care of babies, now, ma'am, I'd sure be glad."

"Can you care for a baby?" she asked in surprise, 'or is it your wife?'
"'Taint nuther,' he said. 'You see dis wife ob mine she didn't let on about it, but she's got five chillun and all ob 'em are able to take keer of a baby. I jes didn't know what size fambly I was gittin' when I got this here wife.'

"The want-ads did the work beautifully."

New Montreal Ad Weekly?

The incorporation under a dominion charter of the Journal Publishing Company of Montreal with a \$100,000 capital with Montreal lawyers named as the incorporators, has aroused much curiosity, and some rumors that Mr. Hearst was planning to enter the Canadian field. EDITOR & PUBLISHER has been unable to learn much about the new project except that the company will not bring out a daily paper and will probably publish a weekly trade paper devoted to the advertising field.

Advocate Builds Annex

The Stamford (Conn.) Advocate has let a contract to build a 36 by 60 feet annex to its press room to F. S. Dawless & Sons, Inc. In this will be installed the 40-page press now being built for the paper by R. Hoe & Co.

Starts a Real Estate Page

The Birmingham News has added a real estate development page which gives considerable prominence to the educational campaign to interest people in owning their own homes.

Australian Journals Profitable

The annual report of the Sun Newspapers, Ltd., of Sydney, Newcastle and Melbourne, Australia, states that their net profit for the year ended March, 1922, was £103,100, or approximately \$458,795 at present rates of exchange.


THREE CARDINAL POINTS

Newspaper Should Advertise Markets, Marketing and Medium

Markets, marketing and medium are the three topics which a newspaper should discuss in its trade paper advertising and other promotion. J. W. Ferguson, general manager of Editor & Publisher, told the New York Times' advertising staff at a meeting October 21. Mr. Ferguson applied these headings also to the work of solicitors for the paper's own advertising columns, with the explanation that the advertiser is more interested in facts about those who will buy his goods and how they can be induced to buy, than in facts about the medium in which he is placing his advertising.

"In traveling around the country I have been amazed at the number of publishers who have claimed that they had nothing to advertise," the speaker continued. "They are usually leaders in their field and get most of the advertising that is appearing in their territory. If a leading department store made the same statement to their solicitors these publishers would probably hit the ceiling. Any advertising man with any news instinct will know that the city or market covered by newspaper circulation offers more real advertising material is to be had in the largest department store in the world.

"This is only suggestive of how markets might be sold. I believe the New York Times' composite responsibility should be divided into a personal responsibility which each solicitor of a particular class of advertising should assume."



YOUNGSTOWN
The Ideal Test City

THIS city of steel—of fine homes and of large pay-rolls—has been chosen by many leading national advertisers and agencies as an ideal "test city" in which to try out and perfect their newspaper campaigns. Youngstown's cosmopolitan population of more than 141,000 comprises an excellent cross-section of American buying habits.

COVER YOUNGSTOWN
WITH

The Vindicator

The Youngstown Vindicator intensively covers not only this city itself, but also the great Mahoning Valley with its 350,000 population and an annual buying power of over a billion dollars! The Sunday Vindicator is the only Sunday newspaper in this entire section.

Let our Service Department assist you in opening up this tremendous market for your products.

DAILY AND SUNDAY

The Youngstown Vindicator
YOUNGSTOWN, OHIO

LACOSTE AND MAXWELL, REPRESENTATIVES
Monolith Bldg., New York Marquette Bldg., Chicago

Founded 1799

Norristown Daily Herald

FOR OVER A CENTURY
ONE OF PENNSYLVANIA'S
GREAT HOME NEWSPAPERS

RALPH BEAVER STRASSBURGER
Publisher

THIS WAS A BLOOD TEST, MEN!



The Newspaper Information Service furnishes its clients with a daily "Questions and Answers" department. (Northcliffe founded his fortune on answers to questions, d'ye mind.)

But the greater thing we do is our direct, personal and worthy service to our clients' readers from Washington, FREE, in our client newspaper's name. From Washington, the world's greatest storehouse of information, we send newspaper readers the answer to any question; mail them any government bulletin and put into their hands any or all of hundreds of other bulletins on human subjects which have been prepared for us by authoritative writers. All in the client's name—all as cordial, valuable, FREE service to readers from his Washington bureau. And it isn't long before hundreds—and then thousands—of these SPOTS OF GOOD WILL are scattered thru the paper's circulation.

Mr. Frank E. Gannett, the discriminating and careful editor of the Rochester Times-Union became convinced of the good will accruing to a newspaper thru these principles of service. But he decided to make a test before giving us the "go ahead" order.

Accordingly, the other day he ran one of our coupon boxes, stating that if Times-Union readers would write to us, we would send them copies of the bulletin on the subject named. Six hundred and sixty-two of his readers wrote to us and were promptly served.

We thought this should make Mr. Gannett a client right off the bat. We had another think coming! He wanted to be sure that HIS READERS WERE SATISFIED with the stuff they got from us.

Meanwhile we had sent him the originals of all the letters and coupons from his readers, as is our custom. He picked a lot of the names and addresses out of the pile and sent them double post cards asking the writers if they had received the information they asked and, if they had, was it satisfying.

Mr. Gannett has been good enough to send us the bunch of postals that came back to him. Every one wrote that the information arrived promptly, that it was entirely satisfying to him, or her, and every one took the trouble to thank the Times-Union for its service.

The Rochester Times-Union became a member of the Newspaper Information service on Monday, October 23, 1922.

Good will! GOOD WILL! What business can succeed without it? WHAT BUSINESS CAN HAVE ENOUGH OF IT?

Try our plan of accumulating special good will among your readers, and thru your community, especially for the advertising responsiveness that accompanies good will every time. Write for particulars and rates to



THE NEWSPAPER INFORMATION SERVICE, Inc.

1322 New York Avenue, N. W., Washington, D. C.

NATIONAL NEWSPAPERS' DISSOLUTION DENIED

President Blethen Declares Rumor Resulting from Chicago Meeting Is Not Based on Facts—Next Meeting Nov. 10 in N. Y.

The members of the National Newspapers, Inc., held an informal business meeting at the Hotel Drake, Chicago, October 24, at which it was decided to meet again on November 10, at the Waldorf-Astoria, New York. After the Chicago meeting it was rumored in the advertising field in New York and Chicago that the organization was about to disband because of alleged inability to handle advertising on the unit basis for all members due to varied page sizes and inability to agree on standards.

Branding this rumor as "not a fact," Col. C. B. Blethen, of the Seattle Times and president of the organization, told EDITOR & PUBLISHER, Thursday, in New York, that the National Newspapers, Inc., is "coming out of its difficult organization period in excellent shape, with considerable business secured, and ready to go ahead better than before."

"We started with 21 members and 21 different points of view," said Col. Blethen. "Now we have narrowed it down to two points of view supported by two groups, one of 17 members and the other of four members. Our membership can never be greater than 30 and I doubt if it will ever exceed 25. In the meantime there are 24 applications on hand to fill whatever vacancies arise. Of course, the National Newspapers, Inc., is a co-operative venture and there is nothing which would prevent all its members from withdrawing at any time, but I do not believe that will happen."

The National Newspapers, Inc., was organized last February with 17 charter members with the idea of developing a new weekly color magazine section of national circulation along the lines of

Hearst's American Weekly. Advertising for all the members was to be sold as a unit.

Col. Blethen was elected president and the executive committee selected consisted of A. E. Braun, the Pittsburgh Post; H. S. Scott, the Detroit News; Henry Varian, the New York World; and S. E. Thomason, the Chicago Tribune. The plan was to admit only one newspaper from any incorporated city and extension of the membership to beyond 20 cities was left to the discretion of the officers.

The 17 charter members were: New York World, Chicago Tribune, St. Louis Post-Dispatch, Boston Post, Fort Worth Star-Telegram, Minneapolis Journal, Detroit News, New Orleans Item, Philadelphia Inquirer, San Francisco Chronicle, Cincinnati Enquirer, Cleveland Plain Dealer, Seattle Times, Atlanta Constitution, Buffalo Courier, Oakland Tribune and Pittsburgh Post. Einar F. Meyer has been the New York manager and offices were to be opened in Chicago and the Pacific Coast.

Elects O. H. Wilson

O. H. Wilson, the Columbia (S. C.) State, was elected president of the Carolina-Virginia Circulation Managers' Association at its third annual convention held October 23 and 24, at Winston-Salem, N. C. The officers selected were: first vice-president, C. C. Council, The Durham (N. C.) News; second vice-president, Mrs. W. M. Corbin, Charlottesville (Va.) Progress; secretary-treasurer, B. L. Welfare, The Winston-Salem (N. C.) Sentinel. The 1923 convention will be held in Roanoke, Va., in October.

Talley N. Y. Arbitrator

Judge Alfred J. Talley of the Court of Special Sessions has accepted appointment as arbitrator in the wage dispute between the Employing Printers' Association of New York and Typographical Union No. 6.

BELIEVE IN NEWSPAPER ADS

Says President of Direct Mail Advertisers' Association at Meeting

CINCINNATI, Oct. 25.—Direct mail advertisers are firm believers in newspaper advertising, said Joseph Meadon, of Detroit, president of the Direct Mail Advertisers' Association, in annual convention here today.

"We never urge our customers to stop their newspaper advertising, and we are pioneers in co-operating with newspapers and in co-ordinating newspapers and direct mail appeal," he said.

Mr. Meadon asserted that last year \$750,000,000 was spent in direct mail advertising in the United States, an amount larger than was spent for any other form except newspaper advertising.

I. P. Announces \$75 Price

EDITOR & PUBLISHER's information, published last week, that the International Paper Company's contract price on newsprint for the first half of 1923 would be \$75 per ton was officially confirmed by an announcement made by the company October 26. No price has yet been set on non-contract paper.

Clark Wins Golf Cup

(By Telegraph to EDITOR & PUBLISHER)

WASHINGTON, D. C., Oct. 26.—Kenneth Clark, of the Washington Bureau of the United Press, won the second Fall tournament of the Washington Newspaper Golf Club over the links of the Columbia Country Club today. Clark, with a handicap of 28, turned in a net score of 77 for the eighteen holes. Lawrence Benedict, of the United Press, was second with an 80, and Robert Choate, of the Boston Herald, was third with 81. Walter R. McCallum, of the Washington Star, captured the prize offered for the low gross score, and James Wright, of the Cleveland Plain Dealer,

won the consolation prize offered for the fifth from the highest gross score. The presentation of the George M. Cook trophy, which went to the winner of the tournament, was made by William S. Brigham, president of the Newspaper Golf Club.

Morning Paper in Pottsville

The Pottsville Morning Paper is the title of a new daily which appeared October 27 from the plant of the Pottsville (Pa.) Daily Republican. Its coming was announced October 25 by J. H. Zerbey, proprietor of the Daily Republican, at a luncheon of local business and professional men, held in honor of the 50th anniversary of Mr. Zerbey's newspaper career. The new paper will carry the full leased wire service of the Associated Press.

Join Allied Newspapers

Stuart S. Schuyler, vice-president and manager of the Chicago Office of Allied Newspapers, Inc., has announced the following additions to the personnel of the Chicago Staff: Phillip W. Reling, formerly with the Associated Farm Papers of Chicago; Lynn Gamble, formerly St. Louis manager for G. Logan Payne Company; Walter J. Stenhouse, formerly with the Chicago office of the Kelley-Smith Company.

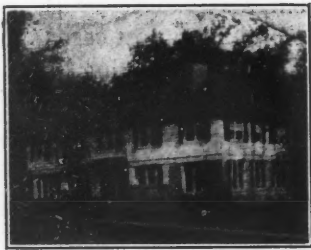
Buys Nebraska Daily

John H. Kearnes, of Omaha, Neb., has purchased the controlling interest in the Beatrice (Neb.) Daily Express.

Nolan Goes to Omaha

Chester Nolan has been appointed classified advertising manager of the Omaha World-Herald. He was formerly telephone manager in the classified department of the Brooklyn Daily Eagle.

Prosperous Baltimore



THE sum total of a city's prosperity is reflected in the personal doings of its individuals.

In the Roland Park-Guilford districts of Baltimore—where the town Morgans and Vanderbilts live—\$1,700,000 has been spent for homes since the first of January.

It is no coincidence that the Sunpapers reach 95% of the homes in this suburb of quality folks.

The Sunpapers have what is known as an "intelligent reader" circulation. They are the kind of readers who make the "intelligent buyer" class.

The Roland Park-Guilfordites are typical of that class.

But that's not all! The Sunpapers cover every section of Baltimore like a blanket.

What better prospects would you want to read your national advertising?

The circulation is now—

235,781 Daily (Morning and Evening)

157,875 Sunday

—September net paid average.

THE

MORNING

JOHN B. WOODWARD
Times Bldg., New York



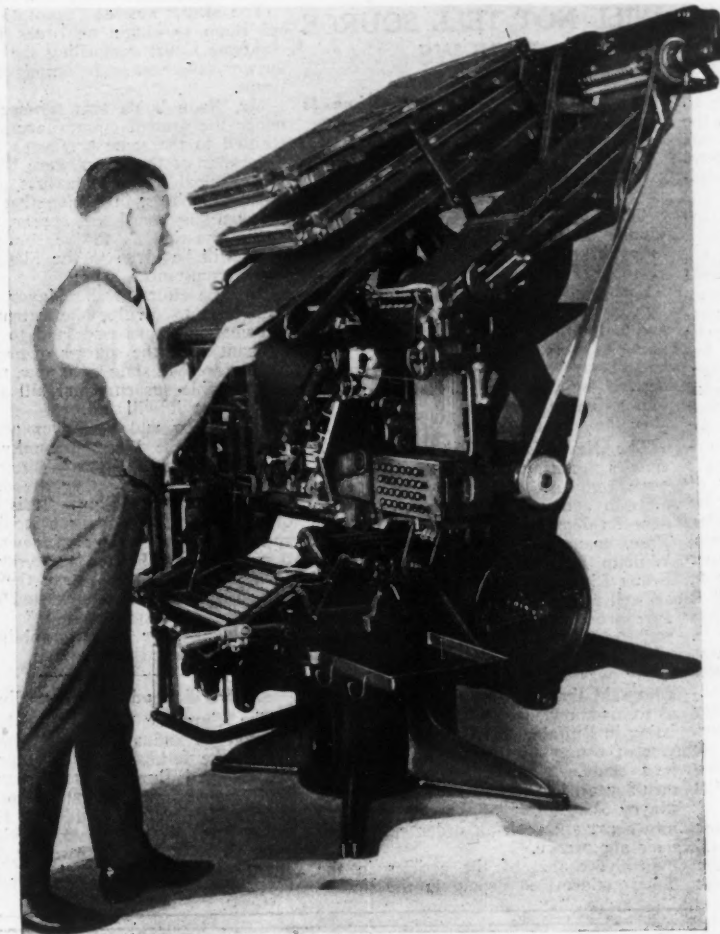
EVENING

SUN

SUNDAY

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"—They Say "Sunpaper"



Model 21

TRADE LINOTYPE MARK

THREE MAGAZINES which may be either short or full length, all of which can be instantly removed from the front of the machine.

Model 22

TRADE LINOTYPE MARK

(Shown in the Illustration)

SAME AS MODEL 21 with the addition of an auxiliary magazine which can be used to accommodate those characters that run as sorts on the Model 21. It can also be used for advertising figures or an alphabet of caps.

EXCEPT for such changes of detail as are necessary to permit the setting of large faces, the Model 21 is exactly like the Model 8 and the Model 22 is exactly like the Model 14.

The Three-Magazine Model 21 The Three-Magazine Model 22

TRADE LINOTYPE MARK

For Setting Text and Display Up to and Including Full 36 Point

THESE MODELS combine the advantages of having three magazines (either short or full length) always on the machine, with the quick magazine change that has been such a popular feature of the Single-Magazine Models 20, 21 and 22.

ANY MAGAZINE can be replaced by another in less than fifteen seconds. All the magazines are interchangeable

with magazines of the Single-Magazine Models 20, 21 and 22.

EMBODY EVERY FEATURE of the well-known Models 8 and 14; the only difference being 72 keys on the keyboard and 72 channels in the magazines instead of 90.

AN ADDED ADVANTAGE lies in the possibility of utilizing either machine for straight-matter or display composition.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

Canadian Linotype Limited, Toronto

**ALL FREE PUBLICATIONS
BARRED BY A. B. C.**

(Continued from page 6)

sponsibility of the press to the country, he declared that, next to the home, school and church, the newspaper had the greatest power for good or evil.

"Whenever a newspaper ridicules a law, plays up a policy of contempt for law and its enforcement and in its news and editorial columns fosters law-breaking, that newspaper is doing more to destroy American institutions than a Federal Judge can do to maintain them," he asserted.

Declaring the public press on the whole to be fair and honest, the Attorney-General continued:

"No man in public life who is possessed of vision and realizes his responsibility to Government would favor regulation of the public press by law, but it is obvious that the power of the press must not be used to foster disrespect for our Government and disobedience to its laws."

Mr. Daugherty said that a national press founded on sincerity, justice and faith was an immutable force for good, and added:

"I believe the great metropolitan journals, powerful magazines and press associations owe a duty to Government no whit less than the humblest immigrant admitted to our shores."

He said that the influence of the press should be lent to the task of repressing the despoilers of national ideals and added that "mockery of our laws and our courts, the desecration of the sentiments of our people, must stop, and no agency is better equipped to stop it than the press."

President Harding, as publisher of the Marion (O.) Star, sent this message, which was read by Managing Director Stanley Clague:

"I am writing a line to thank you for the invitation which you presented to me in person a few days ago to come to the annual banquet of the Audit Bureau of Circulations. I wish it were possible for me to attend and regret very much that my duties here render it impossible. I cannot forego expressing my personal appreciation of the work of the Bureau, which I feel has done so much toward standardizing values in the great business of advertising and has contributed a good deal to a general improvement of the journalistic profession."

Those at the speakers' table included: Cyrus H. K. Curtis, of the Curtis Publishing Company and the Philadelphia Public Ledger; L. B. Palmer, of the American Newspaper Publishers' Association; Rev. John Timothy Stone, pastor of the Fourth Presbyterian Church; Laurance H. Armour, vice-president, Armour & Co., Chicago; Fred W. Upham, treasurer of the Republican National Committee; James McDougal, governor of the Chicago Federal Reserve Bank; Charles F. Clyne, United States attorney; E. J. Brundage, Attorney-General; Charles S. Deneen, former governor of Illinois; O. C. Harn, president of the A. B. C.; Stanley Clague, managing editor of the A. B. C.; Paul Patterson, president of the American Newspaper Publishers' Association; W. H. Mann, general manager of Marshall Field & Co.; George N. Peek, president of the Moline Plow Company; Charles G. Dawes of the Central Trust Company, Chicago; Louis Wiley, business manager of the New York Times; Charles Fitzmorris, chief of Chicago police; Sidney Smith, cartoonist of the Chicago Tribune.

Carrying out the Oriental effect the table favors were bronze camels and manikins; vanity boxes were given the women guests.

A feature of the dinner was a four page newspaper "The A. B. C. News," "The most libelous newspaper in the world" which was issued from the plant

of the Chicago Tribune and on the back page carried a 7-column picture of the banquet.

**WILL NOT TELL SOURCE
OF NEWS**

Buffalo News Articles Say Crime Is Rampant—Mayor Schwab Would Investigate—Paper Forbids Subpoenaed Men to Appear

The right of a newspaper to refuse to divulge its source of news information is again being contested. The Buffalo Evening News on October 25 refused to let its employes answer subpoenas issued by Mayor Francis X. Schwab of Buffalo and at the time EDITOR & PUBLISHER was going to press Corporation Counsel Rann had not as yet applied for a court order desired by Mayor Schwab citing the News to show cause why it should not obey the subpoenas.

The News is publishing a series of articles declaring that vice and gambling were rampant in the city and Mayor Schwab announced that he would conduct an inquiry. He summoned Marc Rose, managing editor of the News; William F. O'Connell, city editor; and Frank Bloomer, a reporter on the paper, as well as Richard Coley, who had been a reporter on the News five years ago, and Fred Robertson, advertising solicitor of the Buffalo Police Monthly. Mr. Coley was excused by Mayor Schwab who said that he had been misinformed as to his knowledge of vice and crime existing in Buffalo. Mr. Robertson, on advice of counsel, refused to take the witness stand. None of the three News men appeared at the Mayor's hearing and Mayor Schwab stated that he would go into court and seek an order compelling their appearance.

In the course of the articles in the News unidentified people in the under-

world were given as the authority for the statement that a slush fund of \$60,000 a month was being collected from gamblers, disorderly houses, and saloons.

The Mayor notified Corporation Counsel Rann to obtain an order from the Supreme Court compelling the News to answer subpoenas or be adjudged in contempt.

Mr. Rann holds that newspaper men under the present circumstances are not entitled to the same privileges as if the proprietor of the News were being sued for criminal libel. In a first page editorial the News, in stating that none of the men summoned will appear, and that no information as to the source of its news will be given to the Mayor under any circumstances, says:

"As the effort of the Mayor to force the News to divulge the extent of the information it possesses and to turn informant as to the sources of such information, we will state right now, to relieve any possible suspense and kill any false hopes, that it will fail.

"Policemen and detectives accept the hazards of the personal enmity of underworld denizens as part of their calling. They go armed and they are organized to meet such conditions. It is no part of a reporter's job to be a stool-pigeon, and reveal the sources of news, all of them confidential from the very nature of the case. Not to betray the sources of information is the first and cardinal principle of newspaper ethics."

Meanwhile, the News is publishing its stories of alleged graft.

Burrill Heads Syracuse Club

The Syracuse (N. Y.) Advertising Club at its annual meeting October 18, elected the following officers: president, W. Howard Burrill, business manager, the Syracuse Journal; first vice-president, Charles K. Kaletski, Lyddon & Hanford Advertising Agency; second vice-president, Donal P. Grant; secretary, John A. Plumb; and treasurer, Ralph E. Haven, the Liberty National Bank.

Some Rare Opportunities in Used Newspaper Presses

We offer for sale at very low prices the presses listed below:

- Goss High-Speed 64-page 4-deck Octuple Press.
- Goss High-Speed 48-page Sextuple Press with extra Color Cylinder and Color Fountains.
- Two Goss 48-page 3-deck Straight-Line Sextuple Presses.
- Two Duplex 48-page 3-unit Tandem Sextuple Presses.
- Two Duplex 32-page 4-deck Tubular Plate Presses.
- Two Scott 32-page 4-deck 2-plate-wide Presses with Color Attachment.
- Two Scott 32-page 4-deck 2-plate-wide Presses.
- Scott 24-page 3-deck 2-plate-wide Press.
- Goss 32-page 4-deck 2-plate-wide Press with extra Color Fountains.
- Goss 32-page 4-deck 2-plate-wide Press.
- 2 Potter 16-page 2-deck 2-plate-wide Presses.

We also have some excellent used Presses of our own make and a large assortment of Stereotyping, Electrotyping and Photo-Engraving Machinery.

If you are contemplating installing any new equipment of this kind, it would be to your advantage to take up the subject with us now, before these machines have all been disposed of. Let us know your requirements and we will submit proposals in detail.

R. HOE & CO.

504-520 Grand St., New York City

827 Tribune Building
Chicago, Ill.

109-112 Borough Rd.
London S. E., 1, Eng.

7 Water Street
Boston, Mass.

The Largest Patronage in the Industry



POWERS PHOTO ENGRAVING CO.

154 Nassau Street—Tribune Building.

POWERS COLORITYPE CO.

229 West 28th Street.

POWERS REPRODUCTION CORPORATOIN

137 West 37th Street.

POWERS FOURTH ENGRAVING CO.

Broadway and 50th Street.

ANNUAL READER LOSS SHOCKS BRITON

English Trade Papers Expect to Hold Subscribers and See Failure of 20% to Renew as Big Loss

By F. E. HAMER

EDITORIAL NOTE.—Mr. Hamer, whose firm, Benn Brothers, Ltd., of London, publishes trade journals covering almost every field in the United Kingdom, has been in contact with American trade journal and newspaper publishers during the past three weeks, as a member of the party of British publishers who attended the convention of the Associated Business Papers in New York two weeks ago. He has long been active in British journalism, having held high executive posts on the Manchester Guardian and on London dailies before entering the class journal field, and is well posted on affairs of the craft and the public of the British Isles. His impressions of American trade journalism and other phases of our life with which he came in touch during his visit were written especially for EDITOR & PUBLISHER just before he sailed on the Majestic, October 28.

It is always dangerous to generalize upon a superficial acquaintance with a subject, and these impressions, based upon a stay of less than a month in the United States, are subject to that qualification. Here they are, however, for just what they are worth.



F. E. HAMER

Taking first the business papers of America, I am impressed by the scale of the organizations. Your offices, your staffs, your productions seem huge when compared with ours. The obvious explanation is that they serve an immensely larger area and immensely larger communities, but I think it is also true that they are big just because you deliberately work to make them big. Your organizations explore and stimulate and suggest and attempt more than ours do, with the inevitable result.

The people of America appear to have been drilled into the advertising habit, and the American firm takes a page where a British firm might take an inch. As regards the editorial quality of your journals, I keep an open mind as to whether the best of yours is better or worse than the best of ours, but on such matters as illustration and make-up, you obviously spend much more lavishly than most of our journals do.

In regard to circulation, it is a surprise to learn how low the percentage of your renewals seems to be. Most English publications, I think, would regard an annual loss of 20 per cent as heavy, while here a loss of 25 per cent is considered not unsatisfactory. The explanation, it seems to me, must be that our circulations are less forced than yours and therefore less variable. The "field" work, no doubt, brings in large numbers of new subscribers every year, but it appears to be followed by a heavy loss and every year a certain amount of the work has to be done over again. It is not for me to criticize, but my own firm at least aims at doing a job well once and for all, and I fancy that is the way with most British publishers.

I am impressed with the vigorous and intensive character of your business organization. Circulation, advertising, service and all the rest are all developed as branches of the science of publishing, and it was with great interest I listened to the wealth of suggestion and criticism at the A. B. P. conferences. Every detail appeared to have been thought out; a definite theory or philosophy had been worked out, and no detail which could help in any degree seemed to be too trivial for notice. With us organization has not been pressed to the same limit, and little points of detail are not attended to with such zeal.

It was interesting to hear that in one respect we are ahead of you. I am told

that the almost universal custom here is to work five and a half days a week. In London the five-day week, giving a clear Saturday and Sunday, is quite common. Benn Brothers, Ltd., introduced this system over two years ago and it has been a complete success. The work is done with just as much, if not more, efficiency, and the staff are distinctly better for a regular week-end of two whole days. It is significant that this year we paid the highest dividend in the history of the company—namely, 17½ per cent, and, in accordance with a scale adopted some time ago, a bonus of 7½ per cent was also paid to every salaried member of the staff.

Another custom I miss. It is the almost universal practice in London business houses to serve a cup of tea, with biscuit or cake, to every employee during the afternoon. Here the practice seems unknown, though on some of the oppressively hot afternoons since our landing, such a refresher would have been distinctly welcome.

Speaking more generally, I am impressed by the similarity between the British and American conditions and problems. I have inquired into a great number of industrial conditions and in nearly every case, a description of your case would serve very well as a description of ours. The best address I have heard is that of Mr. Barnes, president of the United States Chamber of Commerce, and passage after passage from that address might have been put into the mouth of our Chancellor of the Exchequer and would have exactly described the conditions at home.

Incidentally, I have been greatly impressed by the character and ability of the men behind American movements. If we trusted to the headlines in your dailies, we might imagine the American to be a particularly noisy or blatant type. Everywhere the fact is precisely the opposite. Your public men seem to me to be quiet, thoughtful and cultivated, with a great gift of analyzing and exploring a subject; and their desire for the most exact definition gives to their words an almost keener edge than we are accustomed to. Even your customs officials, about whom severe things are often said, I found to be quiet, courteous and gentlemanly, and I shall gratefully remember the officer who, having passed my baggage, wished me a pleasant time in the United States.

To American hospitality, I despair of doing justice. It enfolds one in an ample embrace and meets in advance every need. If I had accepted all the invitations extended to me I should have been here for at least three months. Sir Ernest Benn remarked to me on the eve of my departure that I should find the Americans talking dollars and preaching Christianity in a way no other nation does, and his description is justified. Great commercial race as you are, I think in many ways you retain an almost child-like sentiment and simplicity underneath. That appeals to me immensely. You remain, in spite of your commerce and wealth, a pre-eminently human people,

HOTALING'S News Stand

IN NEW YORK

At the

North End of the Times Building
Broadway and Forty-third Street

Sells more out-of-town newspapers than
any other news stand in America

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway... Here is a mammoth news stand which sells newspapers from every city in the world... Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."—Boston Transcript, Oct. 29, 1921.

sticking still very close to the fundamental truths and virtues, and long may it remain so, for the good of yourselves and of the world.

Before I visited America, Anglo-American amity was an idea. Now I have seen the reality. However much we may vary in externals—accents, habits, customs and other characteristics—we are fundamentally one race. Everywhere I have gone, I have sunk into American conditions as into a comfortable armchair. No creak, no jar, no friction. Repeatedly I find myself forgetting I am on the other side of the Atlantic.

To sum up, I believe the future of the world rests with the English-speaking race, and that those who work to preserve and consolidate their continued unity in all that is fundamentally good are doing the Lord's will as surely as though they were ordained to the task by an angel out of Heaven.

New Canadian Pulp Plant

The directors of Howard Smith Paper Mills, Ltd., on October 23 announced that the company will proceed shortly to erect a bleached soda pulp plant. So far the needs of Canada in this respect have been met by importation.

Picture Daily in Bendigo

The Sun will shortly be established as a new daily paper in Bendigo, Victoria, Australia. It is stated that it will give special attention to illustrations.

Il Popolo in the A. N. P. A.

Il Popolo, New York, an Italian language daily, has been elected to active membership in the American Newspaper Publishers' Association.

New Equipment in Springfield

The Springfield (Ohio) Daily News has installed another model H Linotype, giving it a battery of nine linotypes and one monotype.

QUERIES NAMING PRICE PAY FULL WIRE RATE

Interstate Commerce Commission Dismisses Complaint of Consolidated Press Assn. Against Western Union

(Special to EDITOR & PUBLISHER)

WASHINGTON, D. C., Oct. 23.—Complaint by the Consolidated Press Association against the Western Union Telegraph Company, alleging that the latter refused to apply press rates on numerous messages relating to news articles tendered here for transmission to newspapers, and that the charges assessed on such messages were unjust, unreasonable and unduly prejudicial, was dismissed by the Interstate Commerce Commission today.

The association contended that commercial rates were charged on messages which under the Western Union's rules, it holds, were "queries" that should have been charged at press rates. In the complaint it was alleged that the following is typical of the message on which the telegraph company refused to apply the press rates:

Albany, N. Y., Times Union:

Bob Small, who traveled with Taft and recently went with Cox, will cover Harding for Consolidated Press beginning December thirteen stop Pittsburgh Leader Saint Louis Post Dispatch Philadelphia Bulletin Buffalo News and other leading newspapers have ordered service stop Price is fifteen dollars weekly press rates collect from New York suggest that as territory being closed rapidly and this offer sent simultaneously to other Albany newspapers you wire decision promptly.

The Western Union testified that this message does not come within its definition of a query, but is on its face an offer to sell news and, like messages from merchants in which commodities are offered

(Continued on page 42)

"The Press Congress of the World in Hawaii."

Edited by Dean Williams, School of Journalism, University of Missouri . . . About 600 pages; 300,000 words.

THIS historic record of the great Press Congress of the World in Hawaii, October, 1921, reports the full proceedings, with addresses, papers and messages from journalists in

many countries. Foreword by President Harding. Magnificently illustrated, handsomely bound. It should be in every newspaper library. Limited edition available. Price \$5.00 including delivery charges. Please mail orders at once.

Orders accompanied by remittance for \$5.00, either check or money order should be sent to JAMES WRIGHT BROWN, Secretary-Treasurer, THE PRESS CONGRESS OF THE WORLD, 1117 World Building, New York City, U. S. A.

If further information is desired please address inquiry to the Secretary-Treasurer of the CONGRESS as above

*If you have got the far-sighted vision to retain
your good will trade-mark*

NEW YORK STATE

OFFERS UNUSUAL ADVERTISING INSURANCE

New York State with a total wealth of over \$15,000,000,000 and 10,384,144 people is the wealthiest community in the world.

It is easily accessible from all sides either by ocean-going steamships or great trunk lines—thus giving ample and economical distribution service to all points.

New York State ranks fifth among all agricultural states with a total of \$466,000,000, of which \$270,000,000 stands for crops last year and \$196,000,000 for livestock.

New York is second in the production of milk, also in the production of cheese. It produces most of the powdered milk and a quarter of the condensed and evaporated milk made in America.

New York State is the most available, richest, easiest reached territory on earth. Get to this territory with daily newspaper advertising.

The following leading New York State daily newspapers come as near covering the state as is possible in any one list.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
*Albany Knickerbocker Press.....(M)	31,950	.09	.09	*New York Evening Mail.....(E)	147,766	.41	.40
*Albany Knickerbocker Press.....(S)	47,041	.11	.11	New York Evening Post.....(E)	35,066	.32	.25
†Auburn Citizen.....(E)	6,433	.04	.035	†The New York Herald.....(M)	178,066	.49	.45
*Brooklyn Daily Eagle.....(E)	61,561	.20	.20	†The New York Herald.....(S)	178,066	.49	.45
*Brooklyn Daily Eagle.....(S)	75,566	.20	.20	The Sun, New York.....(E)	189,442	.48	.45
*Buffalo Courier and Enquirer...(M&E)	85,857	.18	.18	New York Times.....(M)	358,671	.85	.805
*Buffalo Courier.....(S)	120,554	.27	.22	New York Times.....(S)		.75	.7275
†Buffalo Express.....(M)	39,688	.12	.10	*New York Tribune.....(M)	137,011	.40	.36
†Buffalo Express.....(S)	54,504	.18	.14	*New York Tribune.....(S)	141,973	.40	.36
*Buffalo Evening News.....(E)	104,958	.21	.21	†New York World.....(M)	352,612	.595	.58
*Buffalo Evening Times.....(E)	85,006	.15	.15	†New York World.....(S)	558,935	.595	.58
*Buffalo Sunday Times.....(E)	102,809	.15	.15	†New York World.....(E)	265,049	.595	.58
Corning Evening Leader.....(E)	7,260	.04	.04	***Niagara Falls Gazette.....(E)	14,614	.06	.05
**Elmira Star-Gazette.....(E)	23,754	.09	.07	**Olean Times.....(E)	6,423	.03	.03
Genova Daily Times.....(E)	5,432	.04	.04	***Poughkeepsie Star and Enterprise.....(E)	11,553	.05	.05
***Glens Falls Post-Star.....(M)	7,419	.03	.03	†Rochester Times-Union.....(E)	65,240	.20	.18
***Gloversville Leader Republican.....(E)	6,247	.03	.03	Saratoga Springs Saratogian.....(E)	8,224	.04	.04
Gloversville Morning Herald.....(M)	5,717	.035	.035	***Staten Island Daily Advance.....(E)	10,168	.05	.05
†Hornell Tribune-Times.....(E)	6,800	.035	.035	Syracuse Journal.....(E)	45,014	.10	.10
*Ithaca Journal-News.....(E)	7,454	.04	.04	†Troy Record.....(M&E)	22,408	.05	.05
*Jamestown Journal.....(E)	7,030	.025	.025				
*Jamestown Morning Post.....(M)	9,525	.05	.03	Government Statements, April 1, 1922.			
**Middletown Times-Press.....(E)	6,335	.03	.03	*A. B. C. Publishers' Statement, April 1, 1922.			
***Mount Vernon Daily Argus.....(E)	7,976	.04	.04	†Government Statement, October 1, 1922.			
***Newburgh Daily News.....(E)	10,283	.05	.05	***A. B. C. Publishers' Statement, October 1, 1922.			
†New Rochelle Daily Star.....(E)	4,250	.04	.02				
†New York Globe.....(E)	166,196	.36	.34				

"As Milwaukee Buys—The Nation Buys"

An Ideal Try-out Market

A manufacturing city—the twelfth largest in the country—the buying center of the leading dairy state in the Union. Here's an ideal locality for any try-out advertising campaign.

"As Milwaukee Buys—The Nation Buys." And Milwaukee surely does buy! In 1921 Milwaukee's purchases exceeded \$9,000,000 every business day,—over a million dollars an hour!

Of course Milwaukee families buy from Milwaukee stores. Many Wisconsin people, too, do their buying in Milwaukee. Even more important is the fact that every community in the state, is served by Milwaukee's wholesalers and jobbers.

You can dominate the Milwaukee-Wisconsin territory with only one advertising medium. The Milwaukee Journal goes into four out of five Milwaukee English-reading homes. As for the state, more Wisconsin people read The Journal than any other publication in the world.

The Milwaukee JOURNAL

FIRST—by Merit

Try It Out In Representative Milwaukee

CIRCULATORS ENDORSE KELLY BILL

Central States Body Figures It Will Save 50% in Cost of Mailing—Rural Delivery for Evening Papers a Problem

By unanimous vote the Central States Circulation Managers' Association went on record at its meeting in the Hotel LaSalle, Chicago, October 24, as favoring passage by Congress of the Kelly bill providing for amendment of the revenue act of 1917 by striking out the provision which increased the rate on second class mail matter July 1, 1921, and July 1, 1922, and fixing as permanent the rates established July 1, 1919. The bill seeks to repeal the last two increases, but provides that the first two shall stand.

Speakers at the meeting declared that passage of the bill would result in a 50 per cent saving on the cost of newspaper mailing. A committee of three was appointed to draw up a resolution urging adoption of the measure and forward a copy of it to Congress, together with a request that it be passed at the December session.

The committee is composed of Charles Payne, the Indianapolis Star; W. P. Lovell, the Bloomington (Ill.) Pantagraph, and G. S. Galloway, the Rockford (Ill.) Register-Gazette.

The house committee on the Post Office and Post Roads held a hearing on the measure, June 27, and postponed action until December 1, in view of the study of all mail rates, and expects to have a report ready for submission at that time.

Of the association's membership of 65, 40 attended the meeting. Several speakers gave an interesting insight into the methods of circulation development and many points of importance were brought out by the circulation managers. One was that evening rural delivery of newspapers to farmers has been found inadvisable and unsuccessful, as the farmers prefer the morning circulation.

That circulation managers pay more attention to subscribers who decide to discontinue subscription instead of ignoring them altogether in the struggle for new subscribers, and seek to have those about to quit continue to take the newspaper, was one suggestion. Another favored a club among boy carriers to bring about more co-operation, and improve the morale of the boys at the same time.

W. J. Parker, assistant circulation manager, Chicago Evening American, Mr. Payne, and F. A. Reinhardt, Chicago Evening Post, were among those who talked on circulation features.

"Building circulation through the aid of the editorial department is the very essence upon which all great newspapers have built their circulation," said Mr. Reinhardt. "It is building circulation on a solid, concrete, constructive basis. The circulation manager should see that the publisher is issuing a complete, satisfying newspaper that appeals to every member of the family, for newspapers are sold on their merits."

"The Indianapolis Star works on the theory that its district managers should be put upon a competitive basis just the same as its carriers," Mr. Payne said. "It is the belief of The Star that more business can be obtained from carriers and agents if the district managers work in competition with one another and are continually in a high pitch of enthusiasm."

"It must always be kept in mind that there is nothing that must be sold as quickly as a newspaper," Mr. Parker said. "The four principal things to keep in mind are: First—The article must have merit. Second—It must have the proper sales force who believe in the article they are selling. Third—The ultimate consumer must be made acquainted with the article. Fourth—It must be placed in the hands of the public who will in time render their decision as to its merits."

Five new members were admitted.

They are: Mrs. Margaret Carberry, Bloomington (Ill.) Bulletin; Robert J. Breckenridge, Lexington (Ky.) Herald; Henry T. Larsen, Racine (Wis.) Journal-News; John A. McDermott, Champaign (Ill.) News-Gazette, and W. J. Arndt, Dubuque (Iowa) Telegraph.

GOLDEN HEADS TEXAS ASSOCIATION

Houston Chosen for 1923 Convention of Texas Circulation Managers—Admitted to I. C. M. A.—Returns Condemned

(By Telegraph to Editor & Publisher)

GALVESTON, Tex., Oct. 25.—The Texas Circulation Managers Association met here Monday. The following officers for the ensuing year were elected: President, W. L. Golden, the Galveston Tribune; vice-president, A. B. Harris, the Dallas Times-Herald; secretary-treasurer, L. H. Hagood, the Fort Worth Star-Telegram; and directors, J. L. Burton, the Houston Post, and E. H. Robertson, the Galveston News. Houston was chosen for the place of meeting of the 1923 convention.

The visitors were welcomed to the city at the opening session by Louis C. Elbert, managing editor of the Galveston News, and Arthur L. Perkins, managing editor of the Galveston Tribune.

A resolution was adopted thanking the International Circulation Managers Association for recognition of the Texas body by the election of M. W. Florer, director of circulation of the Dallas Morning News and the Dallas Journal, and first vice-president of the Texas association, to the position of first vice-president of the international body.

Methods of improving the efficiency of the transmission link between the newspapers and the reading public were discussed and a general exchange of ideas and suggestions was indulged in.

The convention adopted a resolution condemning the "return privilege" whereby unsold papers are sent back to the newspapers and the cost deducted. These papers, it was declared, are a dead loss to the newspaper and it is unfair that the circulator or news dealers should be permitted to place orders for papers and then return all unsold.

A committee consisting of R. B. Kinard, Houston Post; E. C. White, Houston Chronicle; M. W. Florer, Dallas News and Journal, and Harold Hough, Fort Worth Star-Telegram, was appointed to take up the question of baggage and means of improving the mail service as rendered to newspapers. This committee will confer with officials of the railroads and of the United States mail service with a view to working out plans which will mean quicker and more reliable delivery of newspapers.

Radio and its effect as a circulation builder formed an important topic for discussion, and following the address of Harold Hough, Fort Worth Star-Telegram, on "Will Radio Build Up Your Circulation?" a general discussion was indulged in. The general opinion seemed to be that radio is an excellent circulation builder.

"The Best Follow-Up Methods of Collections" was discussed by R. B. Kinard of the Houston Post, who said one of the first considerations of the circulation manager should be to retain the good will of the subscriber.

Other subjects discussed and the speakers were: "What Methods Do You Find Best to Increase the Circulation Through Your Country Agents?," A. B. Harris, Dallas Times-Herald; "How Is Service by Carriers Obtained?," J. F. Yerka, Fort Worth Star-Telegram; "Are Newsboy Clubs Beneficial?," H. E. Murphee, Houston Chronicle.

"Why Must Circulation Managers Be Hard-Boiled?," Herbert Peters, Wichita Falls Times.

I. L. Burton, Houston Post; V. G. Sadler, San Antonio Express, and F. B. Harrison, Houston Press, also addressed the convention on general topics.

Plant Your Trade-Mark In THE SOUTH

Watch it take root firmly and grow, keep after it, through daily newspapers and local dealers.

Don't figure that you merely have to plant it and "let nature do the rest." You must do your share—but a tremendous harvest is the reward.

Southern markets, like Southern soil, yield abundantly when intensely cultivated. Publishers of daily newspapers throughout the South have specialized on intensive cultivation, and can sow the seed thoroughly.

The total deposits in banks of the South in 1920 was over \$6,000,000,000. This purchasing power is matched by the value of Southern farm crops, exclusive of livestock, which was \$6,095,000,000. The increase in crop value of the Southern States during the past ten years has been more than 300 per cent.

These Southern daily newspapers get into the homes of Southern people—people who have money to spend, wants to satisfy and stand ready and willing to buy your goods—provided that their own merchants have and recommend them.

Let These Newspapers Help You Plant Your Trade-Mark

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA.				NORTH CAROLINA.			
†Birmingham News(E)	65,658	.15	.15	*Asheville Times(E)	6,683	.04	.04
†Birmingham News(S)	71,806	.15	.15	**Asheville Citizen(M)	12,693	.045	.045
*Mobile News-Item(E)	10,392	.05	.05	**Asheville Citizen(S)	11,665	.045	.045
*Mobile Register(M)	21,264	.07	.07	**Durham Herald(M)	7,083	.04	.04
*Mobile Register(S)	32,715	.065	.066	Greensboro Daily News.....(M)	18,643	.05	.05
FLORIDA.				Greensboro Daily News.....(S)	26,112	.06	.06
†Jacksonville Journal(E)	18,080	.07	.07	**Raleigh News and Observer.....(M)	24,593	.06	.06
**Florida Times-Union, Jacksonville (M&S)	36,172	.08(9cS)	.08(9cS)	**Raleigh News and Observer.....(S)	29,338	.06	.06
*Pensacola News(E)	4,795	.03	.03	**Raleigh Times(E)	8,275	.04	.03
*Pensacola News(S)	5,291	.03	.03	SOUTH CAROLINA.			
†St. Petersburg Independent.....(E)	4,031	.025	.0228	*Columbia State(M)	20,298	.06	.06
GEORGIA.				*Columbia State(S)	21,760	.06	.06
**Augusta Chronicle(M)	10,661	.045	.045	**Greenville News(M)	13,938	.055	.05
**Augusta Chronicle(S)	11,075	.045	.045	Greenwood Index Journal.....(E&S)	4,185	.025	.025
*Augusta Herald(E)	12,886	.05	.05	*Spartanburg Journal(E)	4,165	.04	.04
*Augusta Herald(S)	12,803	.05	.05	*Spartanburg Herald(M&S)	5,511	.04	.04
*Columbus Ledger(E&S)	8,789	.04	.04	TENNESSEE.			
*Macon Telegraph(M)	23,017	.06	.06	**Chattanooga News(E)	22,814	.06	.06
*Macon Telegraph(S)	24,395	.06	.06	*Chattanooga Times(M)	21,209	.07	.07
*Savannah Morning News(M&S)	20,873	.055	.05	*Chattanooga Times(S)	23,053	.07	.07
KENTUCKY.				†Memphis Commercial Appeal.....(M)	84,862	.16	.15
*Lexington Leader(E)	15,621	.05	.05	*Memphis Commercial Appeal.....(S)	111,176	.19	.18
*Lexington Leader(S)	15,566	.05	.05	*Nashville Banner(E)	41,700	.07	.07
†Louisville Herald(M)	44,303	.09	.09	*Nashville Banner(S)	42,931	.08	.08
†Louisville Herald(S)	54,159	.09	.09	VIRGINIA.			
Government Statement, April 1, 1922.				†Bristol Herald Courier.....(M&S)	8,582	.04	.04
*A. B. C. Publishers' Statement, April 1, 1922.				†Danville Register and Bee(M&E)	12,032	.045	.045
**A. B. C. Publishers' Statement, Oct. 1, 1922.				Newport News Times-Herald.....(E)	9,941	.05	.05
				Newport News Daily Press.....(S&M)	6,051	.05	.05
				*Roanoke Times & World-News.....(M&E)	21,420	.07	.06
				*Roanoke Times(S)	14,560	.07	.06
				†Includes Bristol, Tenn.			
				†Government Statement, October 1, 1922.			

THE BRONX HOME NEWS

*Becomes a Daily
November 6*

Beginning Monday, November 6th, the BRONX HOME NEWS becomes a daily newspaper (evening and Sunday) with a guaranteed circulation of at least 100,000 each issue. This step is being taken because the great borough of the Bronx, with its population of 800,000 rapidly climbing to the million mark, has outgrown tri-weekly conditions and now demands a daily newspaper.

The Bronx, were it a distinct and separate municipality, would be the sixth city of the United States. It very much needs a daily newspaper that will measure up to its opportunities, and on the 6th of November it will have it. The success of the BRONX HOME NEWS first as a weekly, later as a semi-weekly and latterly as a tri-weekly, is the best guarantee of its success as a daily. Success always opens the way to more success.

The HOME NEWS, published seven times a week instead of three, will more than double its capacity to serve its readers and the great community in which it circulates, with all that that implies to the experienced advertiser.

BRONX HOME NEWS

373 E. 148th Street

New York

Foreign Advertising Representatives
POWERS & STONE, Inc.

New York
1636 Aeolian Hall

Chicago
First National Bank Bldg.

Boston
402 Little Bldg.

PERIODICALS BENEFIT BY NEW TARIFF

**Sales and Advertising Can Be Planned
for Longer Period, with Uncertain-
ty Ended, A. C. Pearson Tells
N. Y. Advertising Club**

A most significant development of the recent tariff legislation is the beginning of a movement that promises to take the tariff out of American politics—the establishment of a Tariff Commission, on the plane of the Interstate Commerce Commission, with authority to recommend to the President changes in schedules to the extent of 50 per cent either up or down. This was the keynote of the address of A. C. Pearson, president of the United Publishers Corporation, on "The Tariff and Its Effect Upon Advertising," before the New York Advertising Club this week.

Mr. Pearson summed up the advantages and disadvantages to the American business man resulting from the new tariff, which he treated as an existing element and not as a partisan political issue. Among the advantages he listed were that:

It has removed from business the uncertainty that has existed during the past two years while the tariff was under construction in Congress. Business, he said, need no longer be conducted on a hand-to-mouth basis, as the present law was good for two years at least and guaranteed business a "two-year straight-away."

Magazines and business papers will benefit from this condition, since advertisers will be able to plan for longer periods than has been possible in recent months and can lay out campaigns in media other than newspapers, which have benefited largely from what Mr. Pearson called the "distress selling" of the past two years. Newspapers will benefit indirectly, he said, from the better business conditions that will prevail.

Prices will advance in many lines, the speaker made his third point, which is an advantage in that more sales are made on a rising market than when prices are falling. Prices will rise not only in lines directly affected by the new schedules, but in other lines in "sympathy."

New industries will be fostered in lines protected by the tariff. During the war, the speaker stated, 30,000 new factories were built and many others greatly enlarged and a larger market was needed for the additional production. This was generally given by high tariffs, he said.

Disadvantages were set forth by Mr. Pearson as follows:

Foreign nations will find it more difficult to pay their debts to the United States. European countries now owe the United States 17,000 tons of gold and have only 4,000 tons. Therefore, it is evident that they cannot pay in gold, but must pay in commodities, securities and credit arrangements. With gold payments impossible, American goods cannot be sold abroad for money, but on a trade basis only.

Difficulties of American exporters will be increased by the tariff, and it was their protests against the tariff schedules that kept the legislation so long in Congress. Many American lines have developed production that requires an export outlet, a state which did not prevail when former tariffs were enacted, and manufacturers are no longer united on the need for high protection. It is this condition which favors the coming exit of the tariff as a political issue, as, in the words of the speaker, the "Republican politicians have found it to be a hot iron and are anxious to get rid of it."

American capital will be sent abroad on permanent journeys, Mr. Pearson said, and many firms have already set up their factories in foreign countries, where they are employing foreign and not American workmen. Practically all of the Continental European countries are offering inducements for the establishment of American factories.

Looking at the tariff from the foreign manufacturer's viewpoint, Mr. Pearson reminded his hearers that the world has

grown smaller through the bankruptcy of many nations, which has destroyed former markets for goods made in the European manufacturing countries. These now look upon the United States as the great consuming market, which buys 50 per cent of the quality merchandise produced in the world. They know from recent investigations that the tariff will not bar quality merchandise from American buyers, who will pay any price for good commodities that they want. Therefore, it is logical to state that the European manufacturer will ship his first-quality goods here and send his inferior merchandise to markets that cannot afford to pay for the best.

Mr. Pearson declared that the United States can be the world's banker if it wants to be. England holds that place now, he said, but it cannot comfortably finance more than the needs of its own empire. China, Russia and other countries which were prostrated by the war will need capital when they recover and the United States is the only nation in position to supply this need. Great Britain understands finance and its relation to export trade as Americans have never begun to do, and will finance the bankrupt countries if the United States doesn't take its opportunity, he said, adding that the British will borrow the necessary funds from the United States.

Foreign manufacturers fear American domination, he said, far more than was suspected in this country. They know that America has the financial ability to do whatever it wills and they fear American inventiveness, which in the pre-war days was rivaled only by Germany in Europe.

He concluded by advising merchants and manufacturers to sell their goods according to the market and not according to cost. "The price range is going up," he said, "and you should mark up." He cautioned against overdoing the mark-up, as hoggishness would give competition an opportunity to undercut prices and demoralize the market. He said that his publications gave the same advice when the market was falling—sell at the market and don't clutter the shelves with goods that can't be sold at a profit because they were bought when the price-range was high. Costs, he declared, have no more relation to selling price on a rising market than they had during a slump.

Sale of Advertiser Held Up

The injunction to prevent the sale of the London (Ont.) Advertiser to W. F. Herman, proprietor of the Windsor (Ont.) Star and other Canadian daily papers, which was sought by H. B. Muir, managing editor of the paper, was refused by the judge who heard the arguments and now Mr. Muir claims \$100,000 damages for breach of contract as an alternative to the transfer of the paper by T. H. Purdom and his associates to Mr. Herman. For the present the transfer of the paper which was to have taken place October 1 has not been consummated and the Advertiser is being published by the old organization with H. B. Muir as manager and A. R. Kennedy as editor. An action has been brought by Mr. Muir against Messrs. Purdom and Herman.

New Home in Rahway

The Rahway (N. J.) Record, a semi-weekly, will move from the old Quaker Meeting House, which has been its home for the last ten years, into a modern building at Irving street and Farrel place, about December 1.

Lakeland Paper Incorporates

The Lakeland (Fla.) Evening Advertiser was incorporated last week with a capital stock of \$15,000. The officers are: R. B. Childs, president and general manager; William Steitz, secretary-treasurer; and J. C. Rogers, member of the board of directors.

Promotion for C. G. Wright

Charles G. Wright, of the New York Tribune advertising staff, has been named assistant advertising manager.

BOOKS ON PROFESSION JOURNALISM'S NEED

Professional Spirit Will Be Fostered by Them, Caspar S. Yost Tells Michigan Editors' Convention

Journalism schools can be a powerful aid in the development of a professional spirit among newspaper men, and if the education which they give is as valuable as that afforded by the schools of law, medicine and other professions, the editors of the great newspapers of the country will be drawn more and more from their ranks. Caspar S. Yost, editor of the St. Louis Globe-Democrat and president of the American Society of Newspaper Editors, stated these conclusions Friday to the University Press Club, an organization of Michigan newspaper editors, meeting at the State University, Ann Arbor.

Mr. Yost declared that the metropolitan newspapers, by their proportion, their circulations and their influence are the head and front of American journalism, but that their editors have failed to realize the leadership that is theirs, due to the absorbing task of each in advancing and developing a single newspaper. They barely recognize, he said, that they are members of a great profession with common interests and have had little time or incentive to consider the profession apart from their individual activities in its promotion. There has been no accumulation of professional traditions or professional literature, no long-existing educational facilities contributing to the establishment of professional solidarity and standards such as all other great professions have had for centuries.

Journalism schools, he said, are yet too young for general conviction as to their value, "but the trend of professional opinion, for a time so doubtful, is now in their favor, and the executive editors of the country are beginning to give them serious consideration as the future source of supply for the personnel of the profession."

"But no good these schools may do can be greater than in the creation of professional spirit and in the establishment of practical ethical principles whereby professional conduct and practice may be guided.

"These schools may also render a great service to the profession generally by fostering a demand for technical literature of journalism. The other professions have great libraries of books embodying the experience and the thought of their best minds through ages. No doctor or lawyer, no preacher or educator thinks of entering upon his profession without surrounding himself with a collection of such books. Journalism is virtually bookless.

"The newspaper editor of today has no authorities that he may consult, no experience but his own to guide him. There are for him no accumulated stores of professional learning and wisdom. No masters of the science or art of journalism have left a record to aid. He must draw all that he requires out of himself. Journalism needs to be studied in the mass and the results of study recorded. It needs the storing up of individual experience to make it accessible and beneficial to others.

"It needs, in short, a literature of its own. Conceive, for example, the value of a critical history of journalism, showing its development and the reasons for it, showing the part it has played in the struggle for liberty everywhere, showing its influence in the progress of mankind, its spiritual as well as its material progress, showing the absolute necessity of the press, a free press, in the dissemination of information, in the protection of public rights, in the promotion of public welfare, in the preservation of democracy.

"What a stimulus it would be to every worker in the profession; what a revelation it would be to the people. The newspaper is the greatest instrument of public service that has been developed by men. We need a larger realization of

the quality and the obligation of our inheritance, and the people need a better understanding of the value of journalism in the protection and advancement of the public interests."

Lack of these necessities was traced by Mr. Yost to the fact that there has been no contact in the leadership of journalism, there has been no association among the editors of the great newspapers to foster professional interest and spirit. He declared that there is some reason for believing that this neglect is now to cease and this deficiency remedied. He outlined the organization of the American Society of Newspaper Editors (which has been described fully in *EDITOR & PUBLISHER* of April 30, 1922) and detailed its general policy and membership limitations.

"This society will be necessarily small as to members," Mr. Yost said, "but composed as it is, there is reason to believe that it can exercise a great and beneficial influence, not only for metropolitan journalism, but for the entire profession wherever placed. It has now about 100 members, representing the great majority of the leading newspapers of the country, and there are many evidences of a growing interest among them in the purposes of the society and their achievement. The society contemplates no revolution, no interference with individual independence. It proposes careful study of professional conditions and professional needs as a preliminary to such action as may be found desirable and that can be taken with the accord of the membership. The society, in other words, proposes to begin at the beginning, to lay foundations that will stand before it attempts any elaborate superstructure. But the point of interest and importance at present is that a beginning is being made and that it contains the seed of a higher dignity and honor for the profession, of a better and finer journalism and of a larger public service."

Baseball Writers Off Hunting

Sid Mercer, the New York Evening Journal; Irvin Vaughan, the Chicago Tribune; Deman Thompson, the Washington Star; and E. Ballinger, the Pittsburgh Post, has been chosen by the Baseball Writers' Association to accept the Canadian Pacific Railway's invitation for a hunting and fishing trip of several weeks' duration in Nova Scotia and are now up there. They left St. John, N. B., October 17, en route for the woods. The association will elect four of its members annually to accept this invitation.

Church Ad Meeting Oct. 31

A national convention on church publicity will be held October 31 at the Hotel Morrison, Chicago, under the auspices of the Chicago Church Federation and the Advertising Council, Chicago Association of Commerce.

Evening Paper for Hobart

Business men in Hobart, Tasmania, have organized a company to publish an afternoon paper, as yet unnamed, from the plant of the Morning Mercury. Hobart, with a city and suburban population of 50,000, has not had an afternoon newspaper since the News suspended in 1910.

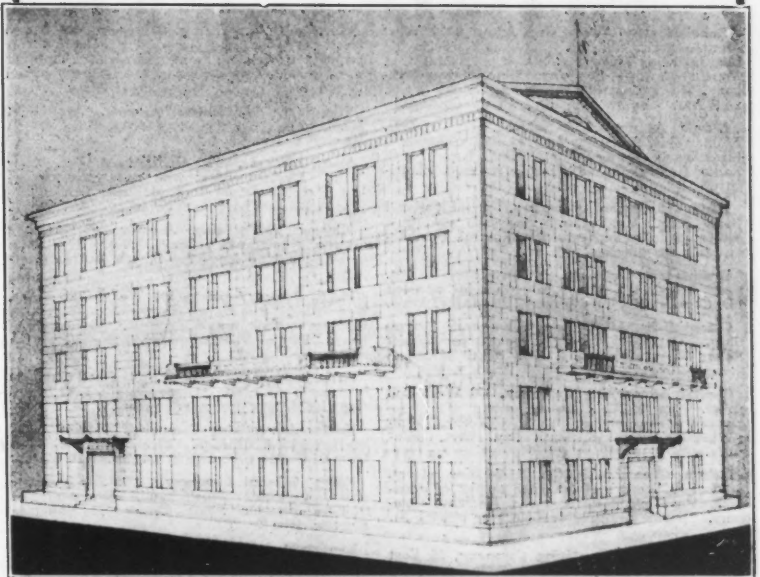
Late Edition for News-Leader

The News-Leader, Richmond (Va.) is now issuing a final, complete, 5 o'clock edition, containing the latest telegraph bulletins and important last-moment local news. This is supplementary to its regular 4 p. m. market edition.

Celebrated Press Day at Fair

Georgia Press Day at the Southeastern Fair in Atlanta, October 20, drew about 125 editors and publishers. They visited the fair in a body and were entertained at luncheon by S. L. Sloan of the Sloan Paper Company. That night they were the guests of the Atlanta Chamber of Commerce at a banquet.

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

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Will make up lists in November for Welch Grape Juice Company, Westfield, N. Y.

George Batten Company, 381 4th avenue, New York. Will make up lists in November for Minute Tapioca Company, Orange, Mass. Placing account for Diamond State Fibre Company, Bridgeport, Conn.

Behel-Harvey Advertising Agency, 79 West Monroe street, Chicago. Reported to be placing the following accounts: Kolar Laboratories, Martin Varnish Company, Dole Valve Company, Moss Laboratories, W. A. Spinks & Co., and Bear-Stewart Company, all of Chicago.

Biddle Agency, 12th and Cherry streets, Philadelphia. Placing orders with newspapers in selected sections for Lefax, Inc., Lefax Radio Handbook, 848 Sansom street, Philadelphia.

Blaine-Thompson Company, 4th National Bank Bldg., Cincinnati. Has just started a campaign in newspapers for Natural Gas Association of America.

Brotherton Company, 10 Peterboro street, west, Detroit. Reported to be placing account for Courier Motors Company, Sandusky, Ohio.

Campbell-Ewald Company, General Motors Bldg., Detroit. Placing account for Hyatt Roller Bearing Company, 2715 South Michigan avenue, Chicago.

Capital Advertising Company, 120 West 42nd street, New York. Placing orders with rotogravure newspapers for Branigan-Greene, "Man-o-War" knickers, 16 South Gay street, Baltimore.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Reported will make up list of newspapers in November for Paris Medicine Company, "Bromo Quinine," 2630 Pine street, St. Louis.

E. H. Clarke Advertising Company, 28 East Jackson boulevard, Chicago. Orders and contracts going out generally on James S. Kirk Company.

Conover-Mooney Company, 11 West Monroe street, Chicago. Will make up list on Cudahy Company next week, hams and bacon.

Creske-Everett, Inc., 33 West 42nd street, New York. Making 10,000-line contracts for Lane Bryant.

Critchfield Company, Brooks Bldg., Chicago. Handling the following accounts: Northland Ski Manufacturing Company, Merriam Park, St. Paul, Minn., and Standard Boiler & Plate Iron Company, Niles Ohio. Issuing contracts and orders in Pennsylvania on Widlar Company. Placing advertising on Jersilk Knitting Company.

J. H. Cross Company, 1500 Locust street, Philadelphia. Will make up lists in November for Traveler Rubber Company, Bethlehem, Pa.

Dake Advertising Agency, 121 2nd street, San Francisco. Using a total of 252 lines in 4 insertions for Dennis Manufacturing Company.

Dauchy Company, 9 Murray street, New York. Using a total of 1,512 lines in 24 insertions for Allen S. Olmstead, (Mother Gray).

Dorland Advertising Agency, 244 Madison avenue, New York. Renewing some of their newspaper contracts for Vivadou Company, toilet articles, Times Bldg., New York.

George L. Dyer Company, 42 Broadway, New York. Again placing orders with newspapers in various sections for Gillette Safety Razor Company, Boston. Placing orders with some New England papers for United States Tobacco Company.

A. R. Elliott, Inc., 53 Park place, New York. Again placing schedules with newspapers for John Duncan's Sons, Lea & Perrins sauce, 241 West street, New York.

Evans & Barnhill, 10 East 43rd street, New York. Placing holiday copy with newspapers generally for Ingersoll Watch Company, 30 Irving place, New York.

Farnsworth, Brown & Schaefer, 2 West 45th street, New York. Placing account for Allied Drug Chemical Company, "Velogen," 2413 3rd avenue, New York.

Federal Advertising Agency, 6 East 39th street, New York. Placing account for S. R. Davega & Co., sporting goods. Placing account for the Northwestern Chemical Company, Marietta, Ohio.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City. Placing account for The Carter Bloxendy Flooring Company, Kansas City. Placing orders with Indiana and Michigan newspapers for the Indian River Orange & Truck Lands Company.

Richard A. Foley Agency Terminal Bldg., Philadelphia. Placing account for Friedrich-Friedrich Chemical Company, Philadelphia.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Again placing orders with newspapers in various sections for Brooks Appliance Company, Marshall, Mich. Making 1,000-line contracts for Cooper Pharmaceutical Company.

Glaser Corporation, 234 Boylston street, Boston, Mass. Reported to be preparing schedules for Seaboard Flour Company, Boston.

Charles C. Green Advertising Agency, 15 West 37th street, New York. Again placing

orders with newspapers in various sections for M. J. Breitenbach Company, "Gude Pepto Mangum," 53 Warren street, New York. Placing orders with some Southern newspapers for Service Sales Agency, pickles.

Guenther Bradford Agency, 829 Tribune Bldg., Chicago. Orders and contracts going out in general on George H. Mayr Company and Dr. Newman.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Placing account for the Cleveland Paint Salesmen's Training Association. Contracts and orders being issued in Ohio on People's Popular Monthly.

Hamilton Advertising Agency, 326 West Madison street, Chicago. Placing contracts on Moxley Butterine.

Hanf-Metzger, 95 Madison avenue, New York. Placing orders with newspapers in selected sections for Root Manufacturing Company, Root's Tivoli underwear, Cohoes, N. Y.

Hawley Advertising Agency, 95 Madison avenue, New York. Using 28 lines 104 times, and 84 lines, 52 times for Nucoa Butter Company.

H. E. James Agency, 120 West 42nd street, New York. Placing orders with newspapers in various sections for William R. Warner Company, "Sanitol Tooth Powder," 113 West 18th street, New York.

Arnold Joerns Company, 14 East Jackson boulevard, Chicago. Using 28 lines 12 times for the Mills Chemical Company.

Kastor Advertising Company, 14 East Jackson boulevard, Chicago. Placing page copy on Lyko Medicine Company in southwestern papers.

Kling Gibson Company, 200 South State street, Chicago. Now handling account of Chicago Flexible Shaft Company, "Sunbeam Electric Iron."

Landshelt Advertising Agency, 322 Brisbane Bldg., Buffalo, New York. Will probably make up lists in November for Jewett Refrigerator Company, 27 Chandler street, Buffalo.

Littlehale Advertising Agency, 175 5th avenue, New York. Placing orders with some New York City newspapers for H. Loeb & Co., Inc., "Stuttgarter" underwear, 456 4th avenue, New York.

Lord & Thomas, Wrigley Bldg., Chicago. Again renewing some newspaper contracts for Palmolive Company, soaps, Milwaukee, Wis. Has secured the account of the Four Hundred Milk Corporation, Wrigley Bldg.

Theodore F. McManus, Inc., 82 Hancock avenue, East, Detroit. Making 2,800-line contracts for the Hupp Motor Car Corporation.

H. K. McCann Company, 61 Broadway, New York. Placing orders with some Boston newspapers and expects to use other newspapers later for Zonite Products Corporation, New York and Atlanta.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Placing account for Blackstone Institute, Chicago. Will use newspapers in Middle West for Hotel Spaulding, Michigan City, Ind.

Fred W. Miller Company, Century Bldg., Chicago. Placing orders with some Pacific Coast newspapers for Rosenwald & Weil, clothing, 508 South Franklin street, Chicago.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Placing account for Moline Plow Company.

Morse International Agency, 449 4th avenue, New York. Making contracts with newspapers in selected sections for Booth's Hyomei Company, Ithaca, N. Y.

Moser & Cotins, Paul Bldg., Utica, N. Y. Placing orders with newspapers that have rotogravure sections for Duofold Health Underwear Company, Mohawk, N. Y.

Charles F. W. Nichols, 20 East Jackson

boulevard, Chicago. Making 2,800-line contracts for the Canadian Pacific Railway.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston, Mass. Placing orders with newspapers that have rotogravure sections for M. J. Whittall Associates, Whittall Rugs, Brussels street, Worcester, Mass.

Patterson-Andrews Company, 1 Madison avenue, New York. Using 1 page, 1 time for the Curtis Publishing Company.

Potts-Turnbull Advertising Agency, Gates Bldg., Kansas City. Using 60 and 64 inches, 8 times for White Eagle Oil & Refining Company. Using 10 lines, 4 times in farm papers for Ottawa Manufacturing Company.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Placing account for C. H. Willys-Willys St. Claire automobiles.

Prather-Allen Advertising Company, 104 West 4th street, Cincinnati, Ohio. Reported will use newspapers for Rheinstrom Bros. Company, "Rosebud" Food Products, Cincinnati.

Frank Presbrey Advertising Agency, 456 4th avenue, New York. Using daily papers in Pennsylvania for Mu-Sol-Dent, manufactured by the V-B Corporation of Pittsburgh. Putting out campaign for the Nonik Glassware Corporation, New York. Placing account for Alvon and W. S. S. waters, bottled at White Sulphur Springs, W. Va.

William H. Rankin Company, 1800 North Wabash avenue, Chicago. Reported will make up newspaper list in November for Haynes Automobile Company, Kokomo, Ind. Placing account for Wasmuth-Endicott Company, Andrews, Ind.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo, N. Y. Making yearly contracts for Kondon Manufacturing Company.

H. E. Remington Advertising Company, 225 East Erie street, Chicago and Grand Central Terminal Bldg., New York. Again placing orders with newspapers in selected sections for Remington Typewriter Company, 374 Broadway, New York.

Joseph Richards Company, 9 East 40th street, New York. Making contracts with

some Mid-West newspapers for Nairn Lino-leum Company, Kearny, N. J.

William R. Robinson & Co., 949 Broadway, New York. Placing account for the Garland Automobile Company, 1888 Broadway. The Garland Automobile Company is the sales representative of the Velie Motors Corporation and the Winton Company.

Rogers & Smith Co., 64 East Van Buren street, Chicago. Issuing orders and contracts in Florida on E. E. Conkey Company, poultry feed.

Schiele Advertising Company, Central National Bank Bldg., St. Louis. Using 150 lines, twice in farm papers for Charles P. Mann Fur Company.

Frank Seaman, Inc., 470 4th avenue, New York. Making 2,500-line contracts for Merrill-Soule Sales Corporation.

Sehl Advertising Agency, 139 North Clark street, Chicago. Now placing contracts on Calumet Baking Powder in North and South Carolina and may go into Pennsylvania and New York.

Smith, Sturgis & Moore, 1463 Broadway, New York. Making 5,000-line contracts for Holmes & Edwards Silver Company.

Stack Advertising Agency, 29 East Madison street, Chicago. Orders and contracts going out generally on Santa Fe Railway; Placing orders with some Mid-West newspapers for Elme's, Inc., Milwaukee, Wis.

J. P. Storm & Sons, 120 West 41st street, New York. Placing orders with some New York State newspapers for Concentrated Products Company, "Shampodine," 395 Broadway, New York.

St. Paul Advertising Company, 100 Wabash street, St. Paul, Minn. Sending out orders to run every other week for Lavoptik Company.

Suedhodd Ross Company, Shoaff Bldg., Fort Wayne, Ind. Using 95 lines, every other week for J. C. Hutzell Ovelmo Company.

Sweeney & James, Reliance Savings & Loan Bldg., Cleveland. Making 5,000-line contracts for the Mason Tire & Rubber Company.

What Is The Church Advertising Department?

Five years ago men interested in church advertising organized a conference at the convention of the Associated Advertising Clubs of the World and later formed a new department of the A. A. C. W.

This department has no source of income. Officers give their services. The few expenses have been met by friends. Two books have been published on church advertising as a result of the Department's efforts and a number of regional conferences on advertising for churches have been held.

Individual churches have been led to larger usefulness through these conferences. The department is now offering well organized copy for use of newspapers. We are charging a nominal sum to cover costs of promotion. There are 52 pieces offered in proof form, one paper in a town. For proofs send to

Herbert H. Smith 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

These are the officers of the Department. Read the list:

OFFICERS	GOVERNING COMMITTEE	BRUCE BARTON
President REV. CHRISTIAN F. REISNER, D.D., 701 West 177th Street, New York City	JAMES WRIGHT BROWN President and Editor, "Editor & Publisher," New York	Barton, Durstine & Osborne, New York
Vice-Presidents W. FRANK McCLURE Chairman National Commission A. A. C. W., Chicago	WILLIAM H. JOHNS Geo. Batten Co., New York	CHARLES HENRY MACKINTOSH Ex-President, A. A. C. W., Chicago
ROWE STEWART Manager "Record," Philadelphia	GEORGE W. HOPKINS Sales Manager Columbia Graphophone Co. New York	FRANK E. BURKHALTER Publicity Director, Southern Baptist Church, Nashville, Tenn.
GEORGE W. COLEMAN Roger W. Babson Institute, Wellesley Hills, Mass.	JOSEPH A. RICHARDS Jos. A. Richards Adv. Co., New York	REV. J. T. B. SMITH Chicago
REV. FRED G. BEHNER Secretary, Church Federation, Milwaukee, Wis.	HERBERT H. SMITH Publicity Department, Presbyterian Church, Philadelphia	MERLE SIDENER Sidener-Van Riper Adv. Co., Indianapolis, Ind.
FATHER H. J. PICKERT, D.D. Roman Catholic Priest, Chicago	W. N. BAYLESS Powers-House Co., Cleveland	W. H. RANKIN W. H. Rankin Co., New York
Recording Secretary E. A. HUNGERFORD New York City Y. M. C. A. Publicity Director	TALCOTT WILLIAMS Director Emeritus, Pulitzer School of Journalism, New York	ROBERT E. RAMSAY New York
Treasurer JOHN CLYDE OSWALD Publisher "The American Printer," New York	GRAHAM PATTERSON Publisher, "Christian Herald," New York	PHILIP RITTER Philip Ritter Agency, New York
	KERWIN H. FULTON President Poster Association of America, New York	DR. ROY E. GUILD Federal Council of Churches, New York
		AND THE OFFICERS LISTED ABOVE

Largest Circulation
10,408

THE circulation statement of
the PASSAIC DAILY
NEWS to the government for
the six months period ending
September 30, 1922, shows the
greatest circulation ever attained
for a similar period by any
Passaic daily newspaper.

A. B. C., of course.

DAILY NEWS
Passaic, New Jersey

J. Walter Thompson Company, 14 East Jackson boulevard, Chicago. Placing 52-time schedules on Collier's Weekly in papers in the larger cities. Selecting towns of 25,000 or over for advertising Scholl Manufacturing Company. Using a few large cities on American Appraisal Company.

J. Walter Thompson Company, 244 Madison avenue, New York. Placing orders with some newspapers that have rotogravure sections for William Carter Company, underwear, Needham Heights, Mass.

Touzalin Advertising Agency, 7 South Dearborn street, Chicago. Placing Vaughan Seeds in newspapers in Chicago, Milwaukee, Kansas City, Cleveland, and a few other large cities.

United States Advertising Corporation, 1415 Toledo, Ohio. Using make-up lists during November for Selden Truck Corporation "Atlas" and "Selden" trucks, 49 East avenue, Rochester, New York.

Van Patten, Inc., 50 East 42nd street, New York. Placing Silver Plate advertising for Alvin Silver Company, 20 Maiden Lane, New York.

Walz-Weinstock, Inc., LaFayette Bldg., Buffalo, N. Y. Reported will use some New York state newspapers for Hall Baking Company, bread, Buffalo.

Walkley Company, Inc., 342 Fifth avenue, New York. Placing orders with agricultural publications for Brookfield Farms, Durham, Conn.

Worlds Dispensary Medical Association, 633 Main street, Buffalo, N. Y. Making 2,800-line contracts, direct.

SPECIAL EDITIONS

THE Binghamton (N. Y.) Morning Sun, October 2, published a 92-page Centennial edition.

The Frederick (Md.) News issue of October 11 was printed as the Frederick Rotary Club edition.

The Birmingham (Ala.) News, October 8, included an eight-page section, headed Alabama for Alabama, in connection with the \$1,000,000 campaign for the University of Alabama.

The Detroit Saturday Night of October 14 included a 32-page tabloid section devoted to the General Motors Building, with front page a drawing of the entrance to the building done in colors.

The Houston Chronicle put out a 140-page special edition Sunday, October 10, celebrating its 21st birthday.

The McCammon (Idaho) News recently published a twenty page "Special Booster" edition.

"Zonite" Campaign Starts in Boston

The Zonite Products Company, with headquarters at 342 Madison avenue, New York, opened a newspaper campaign, October 18, using four Boston newspapers. It is understood that 30,000 lines will be used in sixty days, and that the campaign will gradually be extended. The H. K. McCann Company, New York, is placing the account. The product advertised is Zonite, an antiseptic. The officers of the Zonite Products Company are G. F. Willis, president; E. F. Hutton, vice-president; H. B. Close, treasurer; S. P. Robineau, secretary.

White House Corps Dine Holmes

Members of the White House Correspondents' Association, recipients of many favors from Commander Ralston R. Holmes, retiring captain of the Presidential yacht Mayflower, recently gave a luncheon for Commander Holmes, who will be a member of the American Naval Commission to Brazil. A cigarette case was presented to Commander Holmes bearing the following inscription: "In deep appreciation of Commander Ralston S. Holmes, skipper of the Mayflower, from the White House Scribes."

Hinton News Incorporates

The Daily News Company, Hinton, W. Va., has been incorporated, to publish newspapers and conduct a printing establishment. The capital stock is \$50,000, and the incorporators are Jack R. Reed, of Hinton; H. C. Clark, Edward Salade, A. C. McNell and C. W. Rahr, all of Wheeling.

WALTER AGAIN OWNS LONDON TIMES

Maj. John Jacob Astor Associated with Him — 1,390,000 Pounds for Northcliffe Shares—Ellerman Also Out

The London Times stock held by Lord Northcliffe and Sir John Ellerman has been bought back by John Walter, a direct descendant of the John Walter who established the Times in 1775, and Maj., the Hon. John Jacob Astor is associated with him in acquiring the Northcliffe and Ellerman holdings. EDITOR & PUBLISHER stated shortly after Lord Northcliffe's death that the repurchase of the Northcliffe holdings of London Times stock by Mr. Walter was assured and that it was only a question of who would be associated with him in its purchase, as Mr. Walter has neither the fortune nor the inclination to undertake the sole proprietorship of the paper.

It was stated that Mr. Walter paid £1,390,000 for the Northcliffe shares in the Times.

In announcing the repurchase of the Times stock the paper carried the following statement: "It is announced that the shares in The Times Publishing Company owned by the late Lord Northcliffe, as well as those owned by Sir John Ellerman, have been acquired by John Walter and that Major the Hon. John Jacob Astor is associated with Walter in their acquisition. It is the intention and object of Mr. Walter and Major Astor to maintain the highest traditions of The Times and to insure its continuance as a national institution, conducted solely in the best interests of the nation and empire."

Lord Rothermere's disposal of his interest in The Times newspaper is a fulfillment of general expectation. As soon as it was realized how heavy would be the death duties which Lord Northcliffe's estate would have to pay, it was foreseen that it would be necessary for his brother and heir to get rid of some of the newspaper properties. Of these it was very much easier for them to sell the Times than any of the others, as it never fitted in well with the rest of the Northcliffe press. Indeed, for months there had been rumors that it was on the market, and that its financial position was so precarious that Lord Northcliffe might be forced to let it go.

Major Astor has not heretofore had anything to do with the London press, but his father, the first Lord Astor, owned from 1892 to 1917 the Pall Mall Gazette as well as the Pall Mall Budget and Pall Mall Magazine. He also bought the Observer from Lord Northcliffe in 1911, and this has been inherited by his eldest son, the present Viscount Astor.

Telegram Enlarging Plant

The Syracuse (N. Y.) Evening Telegram and Sunday American started a month ago, is to have larger quarters. The Firestone Building is being remodeled and having its roof raised so that the second floor will be partially divided into three floors. The top floor will be used to provide locker space and store-rooms. At the same time partitions are being put up to separate the various departments and to provide offices for the heads of departments.

"Roosevelt's Religion" Book Theme

"Roosevelt's Religion" is the title of a new book which will appear shortly from the pen of Dr. Christian F. Reiser, chairman of the church advertising department of the Associated Advertising Clubs of the World, and pastor of the Chelsea Methodist Episcopal Church of New York. The book will be published by the Abingdon Press.

Branham Phone Directory Out

The telephone directory of New York advertising agencies issued annually by the John M. Branham Company is just for 1923.

Within the Boundaries of
ILLINOIS

lies the mineral center of the United States. It ranks fourth for total mineral output.

The chief mineral output of Illinois is coal, the producing coal fields having an area of about 42,900 square miles. It also produces lead and zinc ore and has the largest zinc smelters in America. It has extensive deposits of sand and gravel and also vast deposits of clay and limestone.

Illinois has come to be one of the leading states in the manufacture of cement and clay products. Deposits of ganister glass, sand and oil shale are also found which may ultimately become of considerable economic importance.

Petroleum and natural gas ranked second in importance to coal, this fact placing Illinois ninth among the states in this industry.

These you understand are natural resources. Do you wonder that Illinois is rich?

These Illinois daily newspapers are the intimate home papers. Use them.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
**Aurora Beacon-News (E)	15,249	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
Chicago Herald-Examiner (M)	395,861	.55	.55
Chicago Herald Examiner (S)	729,735	.85	.85
Chicago Daily Journal (E)	117,483	.26	.24
†Chicago Tribune (M)	517,184	.70	.70
†Chicago Tribune (S)	790,552	1.00	1.00
**Moline Dispatch (E)	9,391	.04	.04
†Peoria Journal-Transcript (M&E)	33,182	.10	.09
Peoria Star (E)	24,580	.075	.06
**Rock Island Argus (E)	10,704	.04	.04
†Sterling Gazette (E)	5,149	.03	.03

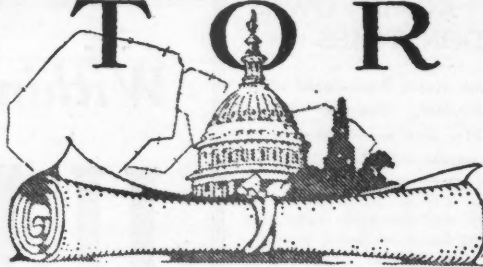
Government Statements, April 1, 1922.

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

†Government Statements, October 1, 1922.

**A. B. C. Publishers' Statements, October 1, 1922.

EDITORIAL



THE AGENTS FALTER

IT is a regrettable fact that of all departments of the Audit Bureau of Circulation the agents alone went on record last week at Chicago as being opposed to progress in the interest of the advertiser. From every standpoint the convention was the most successful in the history of the organization. This, however, was despite the reactionary activities of the advertising agents not only on the floor of the convention but by a previous majority vote. The first interest of the advertising agent should be that of his client the advertiser. It should be of deep concern to him that the advertiser get full value for every dollar that he spends and that is why it is so amazing that the agents should have led the fight against excluding free circulation audits.

Mr. Amon G. Carter, of the Fort Worth Star-Telegram, probably best described free circulations when he referred to them as the products of the "bootleggers" of the publishing world. Like the product that "bootleggers" peddle, he said, free circulation was something that you had to buy in the dark at a price whose fairness you could not gauge, and in return secured a product of which you had no means of judging the quality until long after the money had been spent.

Agents cannot be true to their obligation to their client's interests if they insist upon giving "bootleg" circulation the same standing as 100 per cent proven circulation when they are spending that client's money.

That is actually the position in which the agency members of the A. B. C. have been put by the activities of their representatives at Chicago.

Threats of another audit bureau will probably come to naught but if there are enough publications of free circulation, billboard owners, poster firms and employers of sandwich men who think there is sufficient demand for another bureau, let them organize it for that service. In the meantime let the A. B. C. move forward along the present lines that will guarantee the advertiser—the man who pays the bills—something of proven value.

With a bank balance in bonds and cash of \$134,330.51 the A. B. C. is now in a financial position of independence that will make it possible to strengthen its lines against the faker and impostor who invents knick-knacks to win the advertiser's money instead of building a reader-interest that holds an investment value to the advertiser.

The newspaper publishers of America can look upon the success of the A. B. C. with just pride, for it has been their forward-looking support of measures that have meant an even balancing of the scales in which the dollar value of their own business has been weighed. The victory this year belongs to the publishers of all departments and the national advertisers. The agents alone faltered, but it is not too late for them to join in the general movement that cannot be stopped to give a dollar circulation value to every dollar invested in advertising. That means making the rules of the A. B. C. even more stringent than they are today.

LONDON TIMES IN NEW CONTROL

MAJOR THE HON. JOHN JACOB ASTOR, younger brother of Viscount Astor and brother-in-law of the beloved Nancy Langhorne Astor, of Virginia and London, has joined Mr. John Walter in the joint purchase of the stock held by Lord Northcliffe and Sir John Ellerman and will share with him the controlling interest in the ownership and management of England's most widely known and powerful newspaper, the London Times.

Newspaper ownership has long been vested in the Astor family, their most important journal being the London Sunday Observer, edited by Mr. J. L. Garvin, but Major Astor's joint acquisition of the controlling stock in the Times gives him the unique distinction, at the age of 36, as ranking as the youngest leading British newspaper man. To maintain the highest traditions of the Times and to insure its continuance as a national institution, solely in the interest of the nation and the empire, is the announced purpose of the new owners. That is to say, the Times will be an independent newspaper in purely local affairs, but will support the Government of the day at all times in its foreign policy.

AN AMERICAN'S CREED

COMPILED BY CHAS. W. MILLER
Vicksburg (Miss.) Herald

TRULY my soul waiteth upon God: from Him cometh my salvation. He only is my rock and my salvation; He is my defense; I shall not be greatly moved. How long will ye imagine mischief against a man? ye shall be slain all of you: as a bowing wall shall ye be, and as a tottering fence. Trust not in oppression, and become not vain in robbery: if riches increase, set not your heart upon them. God hath spoken once; twice have I heard this; that power belongeth unto God. Also unto Thee, O Lord, belongeth mercy: for Thou renderest to every man according to his work.—(Ps. lxxii:1-3, 10-12). I am crucified with Christ; nevertheless I live; yet not I, but Christ liveth in me: and the life which I now live in the flesh I live by the faith of the Son of God, Who loved me, and gave Himself for me. I do not frustrate the grace of God: for if righteousness come by the law, then Christ is dead in vain.—(Gal. ii:20).

In passing from under the Northcliffe influence, it ceases to be a personal organ, sharing its former owner's sympathy with the working classes. In new hands it has abjured its recent past and returned to its venerable dignity as a national institution. But one thing that can never be expected of it, with all its reverence for its "highest traditions" is that it will go back to the days of Delane when it was outspokenly the organ of the governing class.

THE CHRONICLE'S BIRTHDAY

MARCELLUS E. FOSTER pays a fine tribute to his people on the occasion of the twenty-first anniversary of the founding of the Houston Chronicle. He is proud of his "child" and owes nearly everything, he thinks, to the loyalty and good services of his employees.

He began the Chronicle with 27 people. He now has over 270 names on his payroll, exclusive of carriers and correspondents. The rotogravure section of the Chronicle for Sunday, October 16, contains five pictures of scenes in, and around, the Chronicle plant. In a signed appreciation, recalling the courageous struggle of a band of devoted and faithful people in the early, formative period of the paper's history, Mr. Foster states that the Chronicle began with a capital stock of \$20,000; now it is \$400,000. It had an original investment of \$30,000; now it is \$1,800,000. The Chronicle then expended an average of \$150 per day; now it spends \$5,000 a day to operate. The payroll the first year was \$36,000; last year it was \$520,000. The average circulation the first year was 6,000 daily; now it is 52,000 daily, 64,000 Sunday. Then it used 240 tons of paper; this year it will use 4,800 tons. Then the paper cost \$15,000 a year; now over \$480,000.

But more important than dollars and cents is the spirit of public service that he emphasizes. On this subject he writes:

"Publicity is the one great corrective that is left to the people. It can be used for harm or for good. If used rightfully, it is the world's greatest detriment of evil. Men who fear neither law, nor lawyers; neither courts, nor juries; shrink from the light of publicity. The honest newspaper stands for light, not for darkness. It is a beacon, not a false light. Ignorance and crime flee from it like mists before the God of light."

EDITOR & PUBLISHER joins in extending congratulations and wishing long life and prosperity to both Mr. Foster and the Chronicle.

NEWSPAPER MAKING AND FUNDAMENTALS

JASON ROGERS has made a large contribution to the sum total of recorded knowledge on the subject of the newspaper in his two new one hundred and fifty page volumes entitled—"Newspaper Making" and "Fundamentals of Newspaper Building."

How to build up newspaper circulation and advertising earnings in this highly competitive era whilst developing good will and gaining and maintaining a dominant position and prestige is the theme of an honest, earnest, straightforward, brutally frank discussion of present-day theories and practices in newspaper administration.

The well deserved appreciations of the characters and attainments of Mr. Victor F. Lawson and Mr. Adolph S. Ochs, reprinted from some of Mr. Rogers' articles in the trade press are stimulating and inspiring because they emphasize, in an effective way, the constancy to purpose of these two dominant figures in the fields of journalism and suggest some of the obstacles surmounted and many of the difficulties overcome in climbing to the topmost rounds of the ladders of success.

The two volumes contain full page likenesses of some two dozen important newspaper proprietors and executives of large and small city newspapers, including Messrs. M. H. deYoung, D. D. Moore, J. L. Sturtevant, W. J. Pape, J. H. Zerbey, Wallace Odell and others.

"Newspaper Making" also includes such timely chapters as the following: "Building Up Local Industry," "How to Use Three Hundred Newspapers for a National Campaign," "The Great Industrial Centers," "Some Superb Newspaper Advertising," "An Arbitrary News and Advertising Schedule," "Wasteful Practices," "Cooperation for Profit" and "Narrow Views Hold Newspaper Industry from Its Maximum Possibilities."

"Fundamentals of Newspaper Building" contains a wealth of material concerning the best methods of circulation promotion and the best present-day practice in building up foreign and classified advertising earnings.

The little vest pocket "dope book" in which the experience of ten years is given on a dozen pages covering every department of a metropolitan daily newspaper, is described at length with some sixteen different illustrations.

The most interesting chapters of the two volumes are devoted, however, to a consideration of the underlying principles of newspaper evaluation. Mr. Rogers' formula for appraising the value of any newspaper is presented and carefully analyzed. Such experts on newspaper values as Mr. Don C. Seitz and Mr. Louis Wiley are quoted. Affidavits of Messrs. Rogers, Seitz, Wiley and W. H. Matthews in the Rochester (N. Y.) Union & Advertiser case before the Bureau of Internal Revenue, are reproduced in full, together with letters on the subject from such authorities as: Messrs. Clark Howell, G. E. Fowler, J. Lyle Kinmonth, Lafayette Young, Jr., Charles A. Stouffer, Ed. Flicker, A. C. Weiss, and others. These affidavits and the letters accompanying them are easily worth the price of admission to any newspaper man.

Mr. Rogers has written entertainingly upon a theme of deep interest to all newspaper people. His observations show a broad grasp of the subject and a deep appreciation of the value of character in newspaper building. His very generous appreciation of the fine character, capacity and ability of his long-time associate, Mr. H. J. Wright, will add greatly to his reputation as one worthy and well qualified to be the author of four interesting volumes on the newspaper of today.

RADIO BROADCASTING

NEWSPAPER opinion has been slowly formulating with respect to the value of radio broadcasting and it is perfectly safe to say that at the moment there is a well-informed body of opinion among newspaper executives to the effect that broadcasting is essentially a public service that only the big, dominant, well-financed and profitable property can afford.

It has been found absolutely unremunerative, from both the circulation and advertising standpoint, and in every sense a very expensive proposition.

PERSONAL

H. H. KOHLSAAT, former part owner and editor of the Chicago Inter-Ocean, editor and publisher of the Chicago Times-Herald, editor of the Chicago Record-Herald, is recovering from a stroke of paralysis suffered about five weeks ago. He has made his home at the Hotel Biltmore, New York, for the past four years.

A. G. Newmyer, business manager of the New Orleans Item, was taken ill October 18, at the Congress Hotel, Chicago and ordered home. His physician reports that Mr. Newmyer has dengue fever and will probably be confined to his bed for some days.

Hugh Nugent Fitzgerald, chief editorial writer of the Marsh-Fentress group of Texas papers, has moved to Austin, Tex., where he will make his home. Until recently, he was editor and owner of the Wichita Falls Record-News, which was purchased by the Marsh-Fentress organization.

Will Wilke, former president of the National Editorial Association, has moved from Minneapolis to Little Falls, Minn., where he has been elected a director of the First National Bank of Little Falls. He will devote himself to banking.

Oscar R. Wish, for many years manager and later publisher of the Portland (Me.) Daily Eastern Argus, now merged into the Press Herald, and Mrs. Wish recently observed their golden wedding.

Cornelius Vanderbilt, Jr., president of the C-V Newspaper Service, was the guest of the Nashville Press Club and the Advertising Club of Nashville at a luncheon, while he and Mrs. Vanderbilt were in Nashville in attendance on the ceremonies incident to the opening of the Vanderbilt University stadium.

Sir William Ewart Berry, publisher of the London Sunday Times, accompanied by Lady Berry, sailed October 24 on the Aquitania for his home, after spending several weeks in New York.

IN THE EDITORIAL ROOMS

MARTIN ANDERSEN, formerly managing editor of the Wichita Falls (Tex.) Record-News, is now managing editor of the Austin American and has been succeeded by P. M. Barrett.

J. N. Darling, "Ding," the cartoonist on the Des Moines (Iowa) Register, was initiated as a member of Sigma Delta Chi, honorary journalistic fraternity, October 27, at Iowa College, Ames.

Henry L. Prentiss, who recently became managing editor of the Cedar Rapids (Iowa) Republican and Times, may be permanently crippled as the result of a fall down the stairs of his plant. He sustained two fractured vertebrae and a severe gash at the base of the skull.

Capt. Jeffrey Montague, U. S. A., who escaped unharmed from the airship C-2 when it caught fire last week at San Antonio, was managing editor of the Richmond News-Leader before entering the Army.

Thomas L. Anderson, formerly on the Washington (Pa.) Observer editorial staff, has been admitted to the bar.

Miss Henrietta McKaughan has resigned from the News staff of the Portland (Ore.) Journal.

Miss Eleanor Wood is now reporter and feature writer on the Ashland (Ky.) Daily Independent staff.

David C. Winebrenner, 3d, is now managing editor of the Frederick (Ind.) Citizen.

H. H. Slawson, formerly of the Chicago City News Bureau, is now on the local staff of the Chicago Daily Journal.

Ben Feldman, a staff writer for the Chicago Daily Journal for several years, left recently to join the reportorial department of the news staff of the Atlanta Georgian.

Chester B. Bahn, for several years drama editor of the Syracuse (N. Y.)

Journal, resigned October 21, to assume charge of the dramatic department of the Syracuse Telegram and the Syracuse Sunday American. He succeeds Irene Murray and will represent the International News Service.

Edward Mahoney, city editor of the Chicago Evening American, is recovering from an operation for appendicitis.

J. M. Caron, a member of the news staff of the Montreal Star, is the author of a novel which was numbered among the first seven in Messrs. Hoddart and Stoughton's recent competition.

Lewis F. Kipp, city editor of the Montreal Star has been appointed editor of the Canadian Baptist, and will leave the Star towards the end of the year.

Presley Phillips has resigned as Western New York editor of the Buffalo Courier to go to the Rochester Evening Journal and Sunday American as copy reader.

W. E. J. Martin, former Sunday editor of the Buffalo Courier, is now on the night copy desk of the Rochester Evening Journal and Sunday American.

Wesley Stout, formerly a member of the staff of the Kansas City (Mo.) Star and later of the New York Globe, has joined the editorial staff of the Saturday Evening Post.

Fisher Alsup, a Temple (Tex.) newspaper man who was found guilty of libeling Gov. Pat N. Neff in January, 1921, and has since been working out a fine of \$2,000 as a laborer on the McLennan County roads, has been pardoned by Gov. Neff.

James E. Durant has been promoted from city editor to managing editor of the Brockton (Mass.) Times, succeeding George M. Gifford, who recently resigned.

Edward McAdams, formerly city editor of the Boston Telegram and telegraph editor of the Brockton (Mass.) Enterprise, has been made managing editor of the Lynn (Mass.) Telegram-News, to succeed Robert W. Hobbs.

Harold F. Schue, recently a reporter for the Rome (N. Y.) Daily Sentinel, will become managing editor of the Liberty (N. Y.) Register November 1.

Harry Willmott, for some time city hall reporter for the Toronto Globe, is now on the paper's advertising staff and will specialize in financial advertising.

Harry Anderson, assistant managing editor of Toronto Globe, has been in New York arranging for certain new features for his paper.

Hector Charlesworth, dramatic and musical editor of Toronto Saturday Night, has been elected vice-president of the Toronto Arts and Letters Club.

Gordan Wirick is now a reporter on the Salt Lake City Telegram. Miss Selma Miller feature writer on the Salt Lake City Telegram, has gone to a Pacific Coast paper.

E. L. Conn, owner and editor of the Washington (D. C.) Foreign News Service, has returned from Japan.

IN THE BUSINESS OFFICE

CHARLES G. WRIGHT, who has been with the foreign advertising department of the New York Tribune for three years, has been made assistant advertising manager.

Wiley B. Baker, formerly circulation manager of Knoxville (Tenn.) Sentinel, has resigned as secretary of the Knoxville Automobile Club to become circulation manager of the Lexington (Ky.) Leader, succeeding Charles W. Crum, who has been appointed circulation manager of the Charleston (W. Va.) Daily Mail.

E. W. Parsons, advertising manager for the Chicago Tribune, returned recently from a business trip to Europe.

Bill Englehart has been transferred to New York as the American advertising representative of the European edition of the Chicago Tribune, as well as financial solicitor.

Vernon J. Eldredge of the Ogden (Utah) Standard-Examiner advertising staff is the father of a son born October 19.

FOLKS WORTH KNOWING

EW duties were assumed this week by **Hugh A. O'Donnell** and **Arnold Sanchez** in the New York Times business office, when **Edwin S. Friendly** left his assistant business manager's desk to become business manager of the Herald and Sun.



HUGH A. O'DONNELL

Mr. O'Donnell has been trained in all ranks of newspaper work, from reporter to publisher. He was a reporter and in time held almost every other editorial position on the Minneapolis Tribune before he went as circulation manager to the St. Paul Pioneer Press. After that he was State street advertising manager of the Chicago Record-Herald, then advertising manager of the Minneapolis Journal. His next stop brought him East as business manager of the Philadelphia Press, whence he moved to New Orleans as editor and publisher of the American.

Mr. Sanchez represents the other school of business office training. He started with the Times 18 years ago as an office boy, moved through the ranks and was placed in charge of financial advertising, made assistant advertising manager and then credit manager. In the last-named capacity he organized the New York Newspaper Credit Managers' Association two years ago and was its first chairman.

L. J. Casey has resigned from the advertising department of the Niagara Falls (N. Y.) Gazette to take a position with Day & Nizer, building specialists, of that city.



ARNOLD SANCHEZ

Frederick Wagner, for the last six years manager of the automotive department of the Los Angeles Evening Express, has been appointed national advertising manager of the Express. He will also continue as head of the automotive department.

Frank Berry, formerly of the Wichita (Kan.) Eagle advertising staff, is now with the American Legion, Chicago.

Miss Christena McDonald has joined the classified staff of the Daily British Whig, Kingston, Ont.

WITH THE AD FOLKS

J. E. BLOOM, for the past four years newspaper space buyer for the Federal Advertising Agency, will go to the American Weekly, November 1. Mr. Bloom established the syndicate department of the Chicago Tribune and came to New York in 1915. With M. Koenigsberg, he started the King Feature Service, and went with the Federal agency in 1918.

G. B. Martin, of the Farrar Advertising Company, Pittsburgh, has been made chairman of the committee on business standards and methods, the International Kiwanis Organization.

D. Gus Schneider, vice-president of Danielson & Son, Providence (R. I.) advertising agency, will begin a course in advertising at Brown University on October 30.

Benjamin Landsman, lately with the Hanser Agency, Newark, N. J., and for 10 years with Lord & Thomas, has opened his own advertising agency, with offices at 47 West 34th street, New York.

George H. McCormick, president of the McCormick-Van Demark Advertising Service, Houston, Tex., is teaching a course on advertising given at the Y. M. C. A. School.

Frank Kay Anderson, advertising man, has been selected by the F. L. Skelly, general manager of the Florida division of the American Fruit Growers, Inc., for the marketing operations staff of the division.

Earle M. Casey, who organized a Seattle advertising agency under his own name in 1918, has been appointed advertiser.

(Continued on page 40)

VISITORS TO NEW YORK

- John M. Branham—John M. Branham Company, Chicago.
- Steve Kelton—Houston Chronicle.
- S. E. Thomason, Chicago Tribune.
- C. B. Blethen, Seattle Times.
- Frank Glass, Sr., Birmingham, Ala.
- Charles Wardwell, Rutland (Vt.) Herald.

The following papers have signed contracts for the Haskin Service for one year:—

The Omaha World Herald

The Sioux City Tribune

The Nebraska State Journal

The Sioux Falls Argus-Leader

The Mount Vernon Argus

tising manager of Bon Marche, a Seattle department store.

Amos H. Barnett, formerly first vice-president of William T. Mullally, Inc., advertising agents, is now actively connected with the National Printing Company, Inc., of which he has been treasurer and a member of the board of directors since its incorporation.

William A. Charters, for many years with the New York office of Critchfield & Co., has been appointed general manager of William R. Robinson & Co., general advertising agency, New York.

MARRIED

STUART S. SCHUYLER, vice-president of the Allied Newspapers, Inc., and Miss Martha Stark, formerly of the Chicago Tribune auditing department, were married recently.

C. J. Glover, Jr., business manager of the Waco (Tex.) Times-Herald and treasurer of the Waco Publishing Company, and Miss Sybil Allen were married recently. Nevin E. Gutschell, of the editorial staff of the Lewiston (Pa.) Sentinel, and Miss Stella Rarick of Lewistown were married recently.

Miss Doris Hollenbeck, editor of the West Plains (Mo.) Journal, and William N. Farley were married.

Ralph N. Hannon, copy reader for the Rochester Evening Journal and Sunday American, and Miss Cecilia C. Nold were married October 6.

Ernest Mehl, of the sports staff of the Kansas City Star, and Miss Nancy Carey were married October 17.

James M. Costin, of the Pittsburgh Leader editorial staff, and Miss Jane Lowrey were married October 17.

Ed Plein, assistant classified advertising make-up man on the Chicago Tribune, and Miss Ida Prehm were married recently.

NEWS SERVICE NOTES

RAYMOND G. CLAPPER of the United News has been transferred from the New York office to Washington to be in charge of the bureau there.

C. G. Marshall, manager of Chicago office, Consolidated Press, has returned from a business trip to San Francisco.

L. C. Owen has been appointed news editor of the San Francisco office of the Consolidated Press.

W. Bruce MacNamee, White House man for Universal Service for the past two years, has joined the publicity staff of the American Red Cross in Washington.

James F. Christy, who has been Associated Press operator in the Niagara Falls Gazette office, has been transferred to the Buffalo office.

George W. Hinman, Jr., formerly of the Chicago Herald-Examiner, has joined the Washington staff of the Universal Service.

Frank B. Noyes, president of the Associated Press, who with Mrs. Noyes is touring the Far East, were guests at a dinner given October 20 in Tokio by Premier Tomosaburo Kato. Mr. Noyes was also the honor guest at a luncheon given by the directors of the Kokusai News Agency. On October 21, Mr. Noyes was presented to Crown Prince Hirohito, the Regent, and afterwards he and Mrs. Noyes were presented to the Empress.

L. L. Remick, for five years in Moscow and Riga, Latvia, Russia, for the Associated Press, has returned to the United States on a vacation.

Donald McKay has been transferred by the Associated Press from Pierre, S. Dak., to Sioux Falls, S. Dak., as correspondent.

Melville E. Stone attended the meeting of the Michigan members of the Associated Press at Ann Harbor, Mich., on October 27.

By special arrangement with Reuters, Ltd., the Canadian Press, Ltd., is establishing a direct news service between Canada and Australia. Formerly news communicated between the two countries had to pass between London, England.

"CLOSE TO A MILLION" FOR AGE-HERALD

Frederick I. Thompson Associated with B. B. and Donald Comer in Birmingham Purchase—Agrees to Stay on Ship Board

(By Telegraph to Editor & Publisher)

BIRMINGHAM, Ala., Oct. 23.—Unofficial announcement was made today to the effect that consideration in the sale of the Birmingham Herald by the Barrett estate to Frederick I. Thompson, former Senator B. B. Comer and Donald Comer was close to one million dollars. No exact figures were given and no official announcement was made with regard to the price received for the property by the Mobile publisher and his associates.



FREDERICK I. THOMPSON

WASHINGTON, D. C., Oct. 25.—Commissioner Frederick I. Thompson, of the United States Shipping Board, who tried today to resign to devote himself to newspaper properties in Alabama, including the recently acquired Birmingham Age-Herald, heeded a strong personal appeal by Chairman Lasker to serve until after Congress determines the fate of the Administration's ship subsidy bill and features of liquidation and administration pending under Mr. Thompson's direction have been concluded.

Commissioner Thompson said tonight that his two years with the board had brought him to the conclusion that no more important question was before the American people than that of building up an American merchant marine, and that he "had no doubt but that the pending legislation, when and if enacted, would accomplish much toward establishing American-Flag ships on the high seas." He added that in no other way could an American merchant marine be definitely assured to the American people.

Chairman Lasker praised Mr. Thompson's unselfishness in staying.

LYMAN ABBOTT IS DEAD

Editor of the Outlook Was Also Noted as Churchman and Lawyer

The Rev. Lyman Abbott, aged 86, editor of the Outlook, died October 22, after an illness which began early in the Summer. Dr. Abbott was born in Roxbury, Mass., December 18, 1835. After having studied law, been admitted to the bar, and practiced for some time, Dr. Abbott entered the ministry and was ordained at Farmington, Me., in 1860.

After holding various pastorates Dr. Lyman was called to the New England Church in New York, from which he resigned in 1869 to engage in literary work. He was editor of the Literary Record of Harper's Magazine, the Illustrated Christian Weekly, and was associated with Henry Ward Beecher in the editorship of the Christian Union, which was later to become the Outlook.

Dr. Abbott also defended Henry Ward Beecher against the Tilton charges and in 1888 became his successor as the pastor of Plymouth Church, where he remained until 1899. Dr. Abbott retained his editorship of the Outlook until the time of his death. Among the many prominent men associated with him at various times his most notable co-worker was Theodore Roosevelt, who became associate editor of the Outlook.

New Champaign Paper Nov. 15

The Champaign (Ill.) Evening Herald will be started November 15. The G. Logan Payne Company will be the paper's foreign representative.

Obituary

SEABURY LAWRENCE, aged 63, formerly editor and publisher of the New York Daily Stockholder and for 25 years New York correspondent of Boston News Bureau, died October 22. He was the father of Seabury Lawrence, Jr., of the New York Sun, and Jack Lawrence of the New York Tribune.

MRS. GRAY REMINGTON, wife of Gray Remington, sports editor of the Rochester (N. Y.) Evening Journal, died, October 16.

EDWARD M. ADAMS, aged 68, for the past 20 years connected with the Pulp & Paper Trading Company, New York, died October 22.

DR. EDWARD BLACKADDER, M. P. for Halifax, N. S., and from 1908 until the time of his death in charge of the policy and chief editorial writer on the Halifax Acadian-Record, died October 22.

JUDGE WILLIAM J. KERR, aged 75, who as a reporter covered the great Chicago fire, died recently at Pocatello, Idaho.

J. HOWARD CRAMER, aged 66 years, editor and publisher of the Scottsdale (Pa.) Observer, died October 22.

E. E. CAMPBELL, aged 57, formerly editor and publisher of the Eugene (Ore.) Daily Guard, died October 14.

SEBASTIAN J. ANDUJAR, editor of La Hacienda, Buffalo, a Spanish paper, died recently. He was formerly professor of mathematics and philosophy in the University of Seville, Spain. He came to the United States in 1906 and became editor in 1908.

CARL REINECKE, formerly editor of the Elkader (Iowa) Nord Iowa Herold for 45 years died October 12. He is survived by his wife and four sons.

BENJAMIN F. MORDEN, aged 65, a veteran of the Portland Oregonian's composing room and brother of C. A. Mor-

den, manager of the Oregonian, died recently.

CLIFFORD HAYDEN CROCKER, aged 39, superintendent of the art and engraving department of the Worcester (Mass.) Telegram and Gazette, died October 20.

ROBERT C. MCGUIRE, aged 68 years, for many years proofreader on the Pittsburgh Chronicle-Telegraph, died October 18.

JOHN N. COLE, aged 59, Massachusetts State Commissioner of Public Works, founder of the Andover (Mass.) Townsman and former owner of the Lawrence Sun, died October 18.

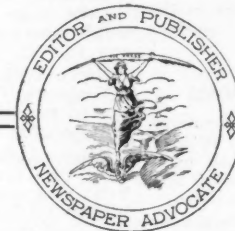
MRS. BELLE SNYDER, aged 66, wife of A. V. R. Snyder, an old time Oregon and Alaska newspaper man and mother of George C. L. Snyder, a proofreader on the Portland Evening Telegram, died October 14.

EDWARD CHOLMELEY-JONES, aged 70, at one time music and drama writer on the New York Herald, brother-in-law of the late Richard Watson Gilder, and father of Richard G. Cholmeley-Jones, former head of the Bureau of War Risk Insurance, who died last February, died October 25.

MILFORD M. MARCY, aged 58, book publisher and former newspaper man, died October 24. From 1887 until 1905 he was in newspaper work and was on the staffs of a number of papers including the following, the Baltimore American, the Philadelphia Telegraph, the New York Tribune, the Montreal Herald, the Ottawa Journal, and the Toronto Star.

Rust Family Out of News

The financial interests of Charles Rust in the Passaic (N. J.) Daily News has been recently acquired by George M. Hart, editor of the News, and Rudolph E. Lent, general manager of the paper. They have purchased from Mr. Rust the \$75,000 mortgage on the building and plant and thus become majority stockholders and mortgagees of the paper.



The Golden Rule in Advertising:

"Do unto others as you would have others do unto you."

In selling advertising space you argue that your newspaper reaches a certain clientele, in a given territory, and that advertising will influence those people to buy merchandise advertised.

In selling advertising space in EDITOR AND PUBLISHER we argue that EDITOR AND PUBLISHER reaches the greatest group of daily newspaper space buyers in the country—and that they are continually looking for information regarding media.

Just as your newspaper can influence trade for your advertisers—so can EDITOR AND PUBLISHER influence advertisers toward your newspaper.

If you have a story to tell—tell it.

AMERICAN NEWS BALKS AT NEW ZONES IN N. Y.

Distributor Claims It Can't Handle Morning Papers Profitably Under Plan Proposed by Publishers

Dispute arose this week between the American News Company and the publishers of the New York morning newspapers over one phase of a plan to rearrange the distribution of the papers in the city and suburbs, the news company claiming that it could not profitably serve the circulation allotted to it by the committees of the publishers and circulation managers. No agreement had been reached when EDITOR & PUBLISHER went to press, despite daily conferences among the publishers' committees and with the news company.

This week's events came after two years of work by the publishers and circulation managers to secure more effective distribution in the local territory. Late in 1920 a committee of circulation managers began to analyze the distribution of the morning papers and early this year recommended that the distribution of the papers be transferred from the American News Company and its branches, in Staten Island, New Jersey, and parts of Brooklyn, to independent wholesalers.

When that was accomplished, a hitch over details caused the newspapers to suspend further re-zoning operations and they continued distributing their papers in other parts of the city as formerly. This roused protests from the American News Company, which charged that the publishers had not acted in good faith in taking away part of its distribution and not compensating it by allotting other circulation to it in the course of the re-zoning program.

The publishers after consideration decided to carry out their original plan and the circulation managers committee, after working all summer, last week presented a new program which was approved by the publishers. Under its terms, the American News Company was notified that the morning papers would hereafter be delivered in the city by the American News Company and its branches. In some sections of the city, delivery has been in the hands of independent wholesalers, especially in sections where sales of English language papers are few and the foreign language dailies have a large circulation. It is understood that the American News Company objected to taking over delivery of the English language papers in these districts, claiming that it could not give the necessary service at a profit.

While none of the newspaper executives concerned would talk for publication, it is said that the publishers are standing firm on their proposition to the news company. There was said to have been considerable debate on the plan after the news company had made its protest and C. H. Sandkam, circulation manager of the Tribune, who was chairman of the committee which drew up the proposed plan, resigned the chairmanship when the news company failed to accept it. Hugh A. O'Donnell, of the Times, who is chairman of the publishers' committee, appointed James McKernan, circulation manager of the World, to succeed Mr. Sandkam.

WRIT AGAINST WOODBURY DENIED

Andrew Jergens Company's Appeal Refused by Supreme Court

The United States Supreme Court on October 24 handed down a decision denying a writ of certiorari sought by the Andrew Jergens Company against William A. Woodbury Distributors, Inc., Woodbury, Inc., and Woodbury Systems, Inc. The question involved in the suit is the right to use the Woodbury neckless head trade mark. William A. Woodbury is a cousin of the late John H. Woodbury, who originated the trade mark for use on his toilet articles.

Through contracts the Andrew Jergens Company claimed that it has succeeded to all the rights in this trade mark and brought suit in Federal Courts to restrain all Woodbury interests from continuing to use this trade mark and the manufacture and sale of toilet preparations bearing the Woodbury name. The Federal District Court held that the Woodbury companies had a right to continue to use the Woodbury name on articles not covered by contract with the Andrew Jergens Company. This decision was upheld by the Federal Circuit Court of Appeals and then the action was taken before the Supreme Court through appeal for a writ of certiorari which was denied.

SOUTHERN FAIR IN N. Y. URGED BY AD MEN

Fourth District A. A. C. W. Meets at Signal Mountain Inn— Ad Club in Every Town Over 5,000 Predicted by Webb

Resolutions recommending that an exposition be held in New York to show the world the advantages of the South and urging all Southern advertising organizations to make use of every opportunity to tell the North and East of the progress and resources of the South were adopted at the close of the convention of the Fourth District of the Associated Advertising Clubs of the World held at the Signal Mountain Inn, Chattanooga, Tenn., October 23 and 24.

David W. Webb, vice-president of the A. A. C. W. for the Fourth District and advertising manager of the Southern Ruralist, speaking during the morning session of the first day stated that within the next two or three years every town of 5,000 or more would have its own self-supporting ad club.

The officers of the Fourth District selected for the ensuing year are: President, David W. Webb, by virtue of his vice-presidency in the A. A. C. W.; secretary-treasurer, H. M. Camp, Chattanooga; and members of the board of governors, R. H. Zachery, Brevard, N. C.; Watt Martin, Winston-Salem, N. C.; E. H. Poulmot, Jr., Charleston, S. C.; J. F. Jacobs, Clinton, S. C.; R. W. Harvey, Atlanta; J. A. Mandeville, Carrollton, Ga.; C. M. Bass, Columbus, Ga.; H. R. Harber, Commerce, Ga.; G. R. Glass, Cuthbert, Ga.; J. T. Butler, Barnesville, Ga.; G. F. Coleman, Eastman, Ga.; F. O. Miller, Fort Valley, Ga.; W. B. Shaw, Lafayette, Ga.; T. H. Clark, Milledgeville, Ga.; W. M. Corbett, Millen, Ga.; B. C. Kersey, Newnan, Ga.; M. O. Fullon, Miami, Fla.; Howard Sharp, West Palm Beach, Fla.; E. H. Smith, Greenville, Ala.; F. S. Bolt, Montgomery, Ala.; C. S. Hammett, Sylacauga, Ala.; L. E. Levens, Vicksburg, Miss.; J. L. Wilhoite, Chattanooga; G. M. Sadler, Clarksville, Tenn.; and A. B. Waggoner, Morristown, Tenn.

H. C. Adler, publisher of the Chattanooga Times, speaking on "Newspaper Co-operation in Advertising," expressed the belief that local advertisers should be given the same consideration as foreign advertisers and that no write-up should be promised with an advertisement either large or small. Discussion followed Mr. Adler's speech and it was recommended that the matter be given a place upon the 1923 program.

The resolutions on advertising the South and recommending a Southern products exposition presented at the dinner at the close of the convention by C. K. Henderson, Carrollton, Ga., are as follows:

"That it is the sense of this association that our association and all other advertising associations use every opportunity to inform the North and East of the wonderful progress and varied resources of the South.
"Further, Be it resolved, that it is the sense of this association that it would be of great value to both North and East, and South to hold a great exposition in New York City, which will show to the world the finished products, raw materials and wonderful climatic and labor conditions of the South."

The meeting place for the 1923 convention will be announced later.

WEST VIRGINIA

40th in Area

27th in Population

2nd in Mineral Wealth

2nd in per cent of American born

Ask any man whose goods are advertised and sold in West Virginia how sales per capita compare with other states?

Distribution is chiefly by these seven trade centers, which are newspaper headquarters for all the rich hinterland that produces, besides minerals of great value, corn, wheat, hay, fodder, tobacco and fruit.

You can be a *BIG* advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

Here are the newspapers to start with. Each publication has the facilities with which to co-operate with all advertisers.

	Rate for Circulation lines	Rate for Circulation lines
Bluefield		
††Telegraph(M)	16,112 .84	
Charleston		
*Gazette(M)	18,777 .96	
*Gazette(S)	22,359 .97	
Clarksburg		
††Exponent ..(M&S)	7,842 .835	
**Telegram(E)	7,997 .835	
**Telegram(S)	9,792 .835	
Fairmont		
*Times(M)	6,881 .93	
Huntington		
††Advertiser(E)	12,250 .835	
**Herald-Dispatch		
(M)	13,484 .835	
**Herald-Dispatch		
(S)	12,753 .835	
Martinsburg		
**Journal(E)	3,992 .93	
Parkersburg		
†News(M)	5,568 .825	
**News(S)	6,386 .825	
††Sentinel(E)	6,654 .827	
Wheeling		
**Intelligencer ..(M)	12,797 .8325	
**News(E)	13,117 .85	
**News(S)	18,395 .87	
†Government Statement, April 1, 1922.		
*A. B. C. Report, April 1, 1922.		
††Publishers' Statement.		
†††Government Statement, Oct. 1, 1922.		
**A. B. C. Report, Oct. 1, 1922.		

Advertisers
ARE
Keeping Up
with
The Times

213
COLUMNS
GAIN

August 1922
over
August 1921

The Washington Times
The National Daily

3c Daily, 10c Sunday

G. LOGAN PAYNE, Pub.

National Advertising Representative
G. LOGAN PAYNE CO.,

Chicago, Detroit,
St. Louis and Los Angeles.

FAYNE, BURNS & SMITH,
New York and Boston.

The Buffalo Territory
Offers Big Possibilities
To National Advertisers

Twelfth American City; second in New York State, Buffalo, with over half a million people and the surrounding trade area with three hundred thousand more, affords a rich market to national advertisers. The effective medium to capture this desirable market is the big, popular, home newspaper—A. B. C. Net paid 105,958, 80% of English-Speaking Homes.

The Buffalo Evening News

Edward H. Butler, Editor & Publisher
KELLY-SMITH COMPANY

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

IF
You Want To
Buy or Sell
Newspaper Properties

EDITOR & PUBLISHER

Will Broadcast Your
Message Through its

CLASSIFIED COLUMNS

QUERIES NAMING PRICE PAY
FULL WIRE RATE

(Continued from page 30)

for sale, should be charged the commercial rates. The application of the press rate to such messages, the telegraph company argued, would be a discrimination against every merchant in the country. The company's rule relating to queries, in effect at the time the Consolidated Press Association's complaint was heard by the commission, reads:

"Queries are messages in plain languages (not in code or cipher), ordering or relating strictly to newspaper specials transmitted, or to be transmitted over Western Union lines.

"Such messages will be counted and charged for the same as matter for publication."

The practice of the telegraph company, it was stated, has been to allow an adequate description of news articles to be included in queries, but not to accept as queries messages which contain other matters relevant only to the negotiation of a sale of news as a commodity. The Western Union's witness admitted that messages sometimes are improperly classified, but that most of the errors are discovered and corrected by the accounting department.

Arrangements frequently are made between press associations and newspapers to the effect that the latter will pay a certain amount, usually 1 cent a word, for all news accepted. The Consolidated Press Association contended that because of such arrangements all queries are offers to sell news and are thus of a commercial nature, the numerals indicating the number of words designating also the price asked. The Western Union, however, distinguishes messages which state the number of words and not the price from those which quote the price. As to the former, business arrangements concerning dispatches have been completed prior to the sending of the message and the purpose of the message is to enable the newspaper to determine whether it has space available and desires to publish the particular dispatches. These are accepted as queries.

As to the latter, such business arrangements have not been completed and the purpose of the message is to negotiate a business arrangement with respect to particular dispatches. On these the commercial rates are charged.

Since the Consolidated Press Association's complaint was filed, the Western Union's rule on queries, quoted above, has been amended to provide that a query may contain a brief description of an item or items of news and specify the number of words offered to be sent, and nothing further.

The commission considered only the rule in effect at the time of the hearing. The complaint was filed April 7. The commission's opinion reads:

"Complainant endeavored to show that defendant's practice with respect to what might properly be included in a query varied. Numerous telegrams, stated to be 1,676 in number, were produced at the hearing by defendant at complainant's request. Of these, 22 were introduced in evidence by complainant. The price of the news articles was quoted in but 4 of the 22, and defendant's witness testified that application of the press rates to those 4 was error. Another of the 22 described the author of the dispatch, without naming him, as a 'well-known writer who is in Tokyo.'

"Twenty-two other messages sent to complainant during the years, 1919, 1920 and 1921 from various points were also introduced by complainant. Many of these requested quotations of prices. Defendant's witness testified that, while these messages were rated as queries by its receiving agents, it may be, as is frequently the case, that upon subsequent check by its accounting office they were charged and paid for at the commercial rates. There is no proof of the number of messages from which these 22 were selected. Complainant's witness testified that they were selected at random from his files.

"Defendant transmits many thousands of messages each day, has a large number of receiving agents, and errors in classifying messages must be expected. The evidence is not sufficient to establish the varied practices claimed.

"We are of the opinion and find that, under defendant's rules, the typical message quoted was not a query because, while it related to newspaper articles to be transmitted, it did not

relate strictly thereto. It was primarily a commercial message.

"We further find that the rates charged on the messages tendered by complainant to defendant, of which that quoted is alleged by complainant to be typical, were applicable and not unreasonable or unduly prejudicial.

"The complaint will be dismissed."

IRVING STONE—THE DADDY
OF THEM ALL

(Continued from page 5)

in the mechanical department of the News in 1880, although Stone had been experimenting with electric lighting at home before that time.

It was a success and attracted wide attention. The next winter Stone put in a part of his time as instructor in the new system of lighting and had as his pupils the engineers of the three leading theaters of the city.

Stone today is one of those rare human beings who numbers his years at 67, looks not a day over 50, and has the ringing laugh and the sparkling eye of youth, and expects, seriously, to live to be a hundred.

Here's how, in his own words, as he sees and practices for the fulfillment of his desire daily:

"Live to work, don't work to live."

That's Stone. No quiet repose, no satisfaction with the things already achieved. He now has patents pending on press improvements that he believes will be greater than those we know today; he is thinking about others for tomorrow. He moves about as he talks—we do not know why he should own a chair—he emphasizes with an easy swing of his body. His proudest possession is a plate from an engine built along lines laid down by his father and installed to operate the presses of the News in 1876. Long ago it outlived its usefulness, but it is one of the ties that binds the son to mechanics.

The office of Irving Stone is unlike that of any other mechanical superintendent in the country. He is never still; when the problems of the big mechanical department of the News are not demanding his attention he paints—landscapes, scenes, from memory and scenes of his dreams. From the mad whirl of the press-room into the place where he works is like stepping into a world where a different kind of a man lives.

Stone is a student, but not the kind of student that we generally think of. He frankly confesses that he has never read a book through in his life.

"I don't think," he remarked, "that reading does anybody any good. I don't even read the News. It was never intended that man should do one thing only. He should use his mind and his muscles at the same time; they should harmonize and man should only do those things that will make it possible for them to do so."

"Do you play golf?" we innocently asked, believing so intense a laborer must have some recreation.

"What, that damn silly game?" he shot back with scorn.

He does have a hobby, however. He has worked it hard for twenty years. It's a hundred-acre farm near Bloomingdale, Mich., 160 miles from his office. There's a great big house and then a smaller one for his grandchildren to play in. Rambling stone fences give it distinction and a great herd of registered Guernsey cattle make it one of the show places of that section. Stone can make it easily from his office in time for noon lunch in either one of his high power automobiles. That's where he works during his vacations.

Milton Stone, a son, is assistant foreman of the pressroom of the Daily News; Irving Jr., aged 13, a grandson, comes in Saturdays in the electric department. Born mechanics, and Irving Stone Sr. is the daddy of them all.

Fitzpatrick Goes to Chicago

J. F. Fitzpatrick has been transferred from the New York office of the Boston American to the Chicago office and becomes its manager. L. C. Boone, of the Chicago office of the Boston American, has been shifted to New York to be assistant to C. I. Putnam, the manager.

Circulation
Building
Supremacy

Employed and endorsed by the leading newspapers in the U. S. A.

Just finished our third campaign on the World's Largest Newspaper—The Los Angeles Times—ASK THEM.

Wire or Write for Details



HOLLISTER'S CIRCULATION
ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

An Accounting
and
Federal Tax Service
for Publishers

References on
Application

CLIFFORD YEWDALL

33 West 42nd Street
New York City

NEW ORLEANS
STATES

ADVERTISING RATES
AFTER OCT. 1

12c DAILY FLAT
15c SUNDAY FLAT

Daily over 51,000
Sunday over 63,000

PRESENT RATE
10c D. & S. on 2,000 Lines

Represented by
S. C. Beckwith, Special Agency
New York
John M. Branham Co., Chicago

26,000 last
October—Now
150,000

DETROIT
Evening
TIMES

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

CO-OPERATING with a local bank, a newspaper offered \$10 deposit in the bank to the child who saved the most money during the three summer months, depositing it in a regular account in this bank, the money to be the result of the child's own labor during those months. The child was required to keep account of where, when and how he earned all of the money, gifts being barred. Five dollars was deposited to the account of the child showing the second largest saving account for the period. It won the bank a bunch of new depositors, got the newspaper an increase in the bank's space, as well as making a hit with the parents.—B. A. T.

vertising from firms other than department stores and dry goods stores on this proposition. Real estate firms, insurance agencies, music stores, commission houses, etc., all ought to observe their birthday anniversaries with special events which would call for them using more advertising space.—F. H. W.

Jokes about plumbers' forgetfulness concerning tools, their slowness, and their high charges have appeared so many times that many people have a deep-rooted conviction that they are true. A page with an article of an editorial nature presenting the plumbers' side of the matter, a brief history of the plumbing industry and the benefits derived from modern methods, and a few facts and figures on the trade today can be made the center of a page on which the outside space can readily be sold to local plumbers.—B. C.

Here's a stunt which you can use in getting more advertising whenever a movie comes to town which has thrift or something akin to thrift for its main topic:—Get the leading local savings to offer to open a savings account with an initial deposit of \$1 to every attendant at the theatre where the picture is shown who brings back a card presented to him at the theatre. All banks are willing to start off accounts with \$1 deposits in order to get more accounts. The theatres, of course, would be tickled to get the extra publicity which would come to them from cooperating in such a stunt. And you, of course, would get extra advertising from both bank and theatre for the stunt.—F. H. W.

There are, undoubtedly, in your city a number of individuals and concerns which are in the hauling and drayage business. Get up a group ad of these concerns with a heading over the copy telling readers to clip and preserve the list so that they can have it handy when needed. Each advertiser should give street address and phone number. This sort of a group ad could be repeated every six months. Usually this would be just that much additional advertising as this class of business, as a rule, doesn't do any advertising.—F. H. W.

A department store recently tried out a novel idea. It went over big. The store advertised the feature a week ahead of time. The plan was to run a special sale in all departments of a variety of articles. Each article was displayed in a conspicuous place. Each article bore a tag giving the retail price. On many of these tags were printed a name and address of some person living in that city. Persons lucky enough to find a tag with their name on were made a present of the article in question. The newspapers co-operated by running an interesting news story on the novel scheme.—F. C. D.

The man who washes his own automobile, and there are hundreds of them in every community, is always interested in chamois skins, polishes, etc., for facilitating the work. So, since this is the case, you could easily get up a group page of ads of firms handling such articles. Use a good snappy heading over the page directed to autoists and telling them that the goods advertised on the page will help them keep their cars looking better and will, therefore, help them in keeping down the depreciation on their cars.—F. H. W.

The San Antonio (Tex.) Light has originated a new idea for an industrial page. Their method was probably suggested by the frequently used pages which advertise thirty or forty manufacturing firms but feature just one a week in a special write-up in the center. The Light goes one better on the idea and runs the trademark or package label used by the firm which is featured, and offers prizes to get the readers to color the sketch. The contestants are required to use colors as nearly like those on the original labels as possible. Thus any contestant becomes familiar with the product of the firm.—J. T.

A dealer in Victrola records can reduce his stock rapidly and clean out the "stickers" by offering packages of a dozen records at a low price (the packages to be sealed, of course). One dealer sold out 100 dozen records at \$2 a package with the aid of a single advertisement in one newspaper.—J. T.

The Neiman-Marcus department store of Dallas, Tex., recently staged a fashion display at one of the theatres, giving the show the unique title, the "Around the Clock" promenade. A huge clock, conspicuously lettered and fitted out with chimes, was used to announce the various hours. The models, designated as "Hour Girls," came on the stage with the ringing of the chimes. Frocks suitable for each hour were shown in rotation. As performances were given after the afternoon and evening shows on each day of the week, the newspapers were freely used to keep the promenade in the minds of the public.—J. T.

"Where Do We Go From Here?" was the title of a page of automotive ads recently published in the Fort Wayne Journal-Gazette. Under this heading appeared this copy: "It doesn't matter the direction you travel—north, south, east or west—you will meet face to face the various markings of Indiana's auto trails as you ramble onward. A road map and a monkey wrench may be a good combination and yet prove a poor equipment for a motor trip. To the go-getters who intend to get where they are going, this page is inscribed. It's worth more than it costs because it serves both the buyer and seller of automobile accessories necessary to a successful motor trip." The real point of the page was in the border, this border consisting of reproductions of the trail signs which appear on Indiana auto trails. This border made the page decidedly unique and made it attract a lot of attention.—F. H. W.

The advertising manager of a successful middle western newspaper got an increase of ten per cent in the yearly lineage used by a local haberdasher by this method: He found that the haberdasher wrote copy with great difficulty so he said to this man: "I'm going to write all your copy for you and run ads of various sizes in my paper as I see fit and in such a way that you'll get the best results. For doing this I'll charge you nothing but will expect you to use ten per cent more lineage with us this year than you did last year, which is the additional amount you ought to use to keep up with the procession. What do you say?" The haberdasher leaped at this chance of getting rid of a job which was a real burden to him and the paper got that much more advertising.—F. H. W.

Most circulation men recognize the wisdom of sending out several sample copies ahead of their agent who is to solicit a subscription. This policy seems impractical sometimes, however, when the agent is to work a rural route. The problem of getting the names of those living on the route seems too hard to solve. It isn't so difficult if you work it this way: Make inquiry at the post-office from which the route starts to find the number of boxes on the route. Then mail the paper to box numbers instead of the names of the persons owning those boxes. The paper will reach them all right. In that way three or four samples can be sent to these prospects about as easily as it would be to have your city carriers leave the paper at the homes of prospects in the city.—J. T.

In most cities the papers aren't getting as much extra advertising as they might get from local stores and concerns which are observing anniversaries. Since this is the case it would pay you to go over your files for five to fifteen years back, making note of the new firms mentioned in your paper as starting in business on certain dates. Then before these dates come around it would pay you to go around to the firms and suggest to them that they use a lot of advertising to tell about their anniversaries and stage big events in connection with the anniversaries. Get more ad-

Features by
Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
T. L. Masson
O. O. McIntyre
Frederick Palmer
Chas. Hanson Towne
H. J. Tuthill
and others
The McNaught Syndicate, Inc.
Times Building, New York

IN the Indianapolis Radius, The News exerts profound influence on the buying habits of a veritable selling empire.

The Indianapolis NEWS

The Pittsburgh Post

A newspaper of character, integrity and enterprise which has earned the confidence of the people of the world's greatest industrial district.

DAILY and SUNDAY

"The African World" AND "Cape-to-Cairo Express"

Published every Saturday in London.

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

Do You Want Your Mail List Handled by Your Circulation Dept. Alone

Your wish would be realized if you installed the MULTI-MAILER SYSTEM, which completely handles every addressing, listing, checking, and mailing operation connected with subscription mail routine.

It lifts the mail list out of the Composing Room and Galley Room—puts the mail list under the sole control of the circulation manager—equips him so that all changes, starts, and kills can be handled by his department.

Let us tell you more about the MULTI-MAILER SYSTEM—who it is serving—what it can do for you. Write us today for full particulars.

The Speedaumatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLDG.
CHICAGO

The Mount Vernon, N. Y. DAILY ARGUS carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave., NEW YORK

NOVEMBER CURRENT HISTORY

THE RAILWAY AND COAL STRIKES—A symposium of five authoritative articles covering both sides of the great controversy, by Bert M. Jewell, Edward W. Parker, Thomas H. Watkins and Ellis Searles.
THE SUPREME COURT IN AMERICAN HISTORY, by Raymond Leslie Buell, telling the story of the part played by the Supreme Court in the history of the United States.

Published by
The New York Times Company
10 cents a copy. \$3.00 a year.

EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION

Government statement for six months ended March 31, 1922

average 146,233 daily

New York H. W. MOLONEY 604 Times Bldg. Chicago G. LOGAN PAYNE CO. Suite 401, Tower Bldg. 6 No. Michigan Ave.

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

MORNING PAPERS ORGANIZE

Middle West Papers Start Body to Overcome Advertisers' Prejudice

Morning newspaper publishers of Indiana, Illinois and Ohio met at the Morrison Hotel October 20, where a temporary organization was effected. A luncheon preceded the meeting, which was attended by twelve newspaper publishers and accredited representatives. At this meeting preliminary steps were taken for a permanent organization of morning newspaper publishers taking in five States, namely, Ohio, Indiana, Illinois, Iowa and Missouri, with the understanding that the organization is to be nation-wide.

A. Schaefer, of the Fort Wayne (Ind.) Journal-Gazette was selected as temporary chairman of the organization and presided at the first meeting. Invitations will be sent out to the publishers of morning newspapers of the five States for a meeting in Chicago some time in November.

At the meeting on October 20 it was the consensus of opinion that many agencies have established the rule of selecting one newspaper only in a community and absolutely taboo the advertising value of the morning newspaper. It is the intention of this organization to set forth the advantages of the morning newspapers and to bring the matter

to the direct attention of the manufacturers themselves.

The following committee was also appointed to work in conjunction with the chairman representing Ohio, Indiana and Illinois: C. C. Callahan, Springfield (Ill.) State Journal; E. J. Treffenger, Richmond (Ind.) Item; D. D. Campbell, Lima (Ohio) Republican Gazette.

Paterson Times Out Nov. 1

The new Paterson (N. J.) Morning Times will appear November 1. Louis Niekrug is business manager of the paper, and John J. O'Rourke is editor-in-chief. Earl Trautman, formerly of the Cleveland Plain Dealer circulation staff is now in the same department of the Times. Herbert E. Betzenderfer, formerly mechanical superintendent of the Newark (N. J.) Call, is in charge of the mechanical department of the paper, and I Hamilton, formerly of the C. A. Stickney Advertising Company, has been appointed circulation manager of the Times.

Quebec Chronicle Sold

The Quebec Chronicle, property of the late Sir David Watson, has been disposed of under the terms of his will to a new company, in which Sir William Price, president of Price Bros., Limited, Canadian paper manufacturers, is said to hold a large interest.

NEWSPAPERS CAN EASE ROUGH ROAD

(Continued from page 13)

"The theatre managers of Boston present to you diversional amusement which banishes care. One or two 'theatre nights' each week will suffice. Don't permit cobwebs where air castles ought to be.

"GO TO THE THEATRE."

Another piece of copy was called "Make happiness a habit," and suggested regular attendance at theatres as one way to overcome the feeling of being out of sorts.

That this was greatly appreciated by the theatre managers goes without saying. Such a campaign—and it is still going on—has without doubt been more beneficial to the public at the same time than any number of editorials could have been.

It happens that no money was charged for these unique campaigns, which either have run in the past or are running, in the Herald and Traveler, although other publishers probably could sell especially the "Go to the theatre" and "Pay your bills promptly" ideas on a co-operative basis if desired.

"We have done this as a special service to our advertisers," M. M. Lord, assistant publisher, said. "We have had

many evidences that they have appreciated what we have done and are very glad we put these various plans into effect. We are building for the future as well as the present and feel that this sort of thing has a great value to us."

What ideas are there which your advertising department can set working to build good will for your advertisers?

FIND LABOR EDITOR GUILTY

Federal Jury Gives Verdict Against Edwin R. Cornish

Edwin R. Cornish, editor of the Bay City (Mich.) Workers' Voice, was found guilty, in Federal Court at Bay City, October 19, of contempt of court in having published slanderous and inflammatory articles in his paper regarding Judge Tuttle's issuance of an injunction against the striking shopmen of the Pere Marquette Railway.

Mr. Cornish admitted that he knew the statements made in his paper were untrue, but he had not retracted them because he thought the "time was not ripe." In announcing his verdict the judge declared, "You are just a slander monger and a smut mill."

Florida Paper Special

The Lakeland (Fla.) Star-Telegram has appointed Frost, Landis & Kohn its national advertising representative.

SUPPLIES and EQUIPMENT for NEWSPAPER MAKING

For Sale

Several fonts of linotype and intertype matrices. Cheap. Passaic Daily News, Passaic, N. J.

For Sale

Double automatic steam table in first class condition. Price \$1,250 f. o. b. Lexington, Ky. The Lexington Herald.

For Sale

16 7-col. steel chases, 1 book bundling press; also quantity 18x36 matrix and tissue paper. Box A-539, Editor & Publisher.

Monotype Caster Machine For Sale

with molds and mats. In splendid condition. Will cast regulation size type and strip metal. News Publishing Company, Baltimore, Md.

For Sale

one of our two dry mat-rolling machines. Journal, Flushing, N. Y.

Wanted

Metal pot, medium size. News-Journal, Wilmington, Ohio.

Woods Dry Mat Humidor For Sale

200 mat capacity. 5 ft. long, 28 inches wide, 3 ft., 11 inches high. Brand new. The Star-Gazette, Elmira, N. Y.

For Sale

We have a Goss 7-column type high flat casting box for sale. Excellent condition. We will consider a reasonable offer. Address Lexington Leader, Lexington, Kentucky.

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.

Bargains in Used Machinery

Double steam table platens 24x28 with gas heat, \$500. Trimming block 3 ft., 6½ inches diameter, 18½ inch wide plate, \$40. Two-knife tailcutter to fit 14½ inch cylinders, \$300. Wesel Dry Mat roller with 5 horsepower motor, 22 volt, 60 cycle, 2-phase AC, \$1,000. We also have two large metal pots, capacity between 2½ and 3 tons. Also an R. Hoe & Co. furnace and other equipment. For particulars address Office Manager, Utica Observer-Dispatch, Utica, N. Y.

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on
the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

USED NEWSPAPER PRESSES

SCOTT QUADRUPLE FOUR DECK PRESS

Prints four to thirty-two pages. Can be seen in operation every afternoon in the week at Hoboken.

HOE CONDENSED SEXTUPLE PRESS

with color cylinder, two tapeless folders and in excellent condition. Prints from 4 to 24 pages.

HOE DOUBLE SEXTUPLE PRESS

available in the near future. Can be operated as two single Sextuple Presses if desired. Can show press in operation.

WALTER SCOTT & CO.

Plainfield, New Jersey
NEW YORK CHICAGO
1457 Broadway 1441 Monadnock Block

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG., 34th & Bway
NEW YORK CITY

24-page Scott Straightline, delivery and erection in month. Shown running until Aug. 15th.

Complete Newspaper Plant Equipment.

8 Linotypes. Model B Intertype.

Head Letter Matrices, Molds, Liners.
2 Monotype Equipments with mats.

Leading Papers, show

ELECTION RETURNS

With
Standard Typewriter Slides
\$3.75 per 100 ~ QUICK, NEAT.

Also comic cartoons and funny sayings ~ 25¢ each

ORDERS FILLED SAME DAY

STANDARD SLIDE CORP., 209 W. 48 ST. N.Y.

FOR SALE

1 R. Hoe 7 or 8 Col. Curve Casting Box 7/16 to 1/2 inch. Plates for 14 inch Press Cylinder. 1 R. Hoe Curve Shaver. 1 R. Hoe Mat Scorching. 1 Goss Tail Cutter. 1 Wood Dry Mat Humidor, 200 Mat Cap. 1 Haskins Smelting Furnace. Prices reasonable.

Inquire Business Manager
PRESS, Pittsburgh

Huber's
ROTOGRAVURE
INKS

Are now made in our
new Rotgravure fac-
tory. A better ink
at the same price.

HUBER'S Colors in
use since 1760

J. M. Huber

Main Office
65 W. HOUSTON ST., NEW YORK

It Pays to Huberize

FLEXIDEAL

A Dependable, Uniform

DRYMAT

Better in performance than any
other, and at a LOWER price.
A trial will convince you.

Unlimited Stock on
Hand at all Times

The Flexideal Company

15 William Street
NEW YORK CITY

FOR SALE

Hoe Sextuple Press, twenty thousand per hour up to twenty-four pages.

Hoe Quad Press, twenty thousand per hour up to sixteen pages.

Both presses will be sold at great bargain. Sextuple press with stereotype outfit boxed for shipping. Quad up and in running condition.

THE POST-ENQUIRER
OAKLAND CALIFORNIA

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
Agency trained copy and contact man, 28, with successful record of results for retailers and manufacturers of furniture, clothing, musical instruments, automobile accessories, wants real opportunity in advertising service department of live organization, or as advertising manager. Address A-544, Editor & Publisher.

Advertising Manager
An efficient, energetic, tactful executive with a thorough training in the fundamentals of advertising plus fifteen years' practical experience in every department of newspaper making. Can get maximum results from department. Not a swivel chair artist but used to going out after business. Want permanent job in town from 30,000 to 60,000; \$60 a week and worth it. Thirty years old with family. Best references. Address A-543, Editor & Publisher.

American Newspaper Man,
ten years' experience in news and trade paper work leaves shortly for Vienna, Austria, and would be glad to connect with publication as special correspondent or special writer. Address Box A-553, Editor & Publisher.

At Present Employed
as street circulator on the Denver Post and would like to make a change. Can give best references. Will go any place in the United States. A-529, Editor & Publisher.

Composing Room Foreman
Where is that afternoon daily with an edition every thirty minutes that is looking for a foreman who can always put it on the press on time? Am 39 and married; been in the business 22 years, and 16 of it in an executive position. Know how to get the most for the least money. If you are willing to pay for real service, address Box A-517, Editor & Publisher.

Desk Man
Experienced managing, city or telegraph editor; employed but no future in present place. Leaving of own volition. Wants position. A-533, Editor & Publisher.

Does Your Classified Department Need Reorganizing,
building, promoting? I am open for a new connection. Have been manager of the largest and strongest classified newspaper in the West for the past five years. Can show a rare record of accomplishments. Capable executive. Splendid endorsement from former employers. Leading classified men of the country know of me and my work. Ask them. Write or wire F. Reichmann, 262 Ames Ave., Omaha, Nebraska.

Eastern Advertising Solicitor
is open for connection with publication catering to mail-order advertisers, on commission basis. Have fully equipped office and can finance myself. Best of record for intelligent and energetic work. No long-term contract desired but exclusive territory must be given on a temporary agreement. Full details will be given if publication warrants it. Address Box A-551, Editor & Publisher.

Editor, Copyreader, Make-up, Executive
would change affiliation. Ten years a practical printer, town weekly, city book plants. Two years head proofreader large New York magazine printery. Past ten years editor, copyreader, final, on national weekly, New York. Married. If you have a live position for a live editor at good salary, or a good publishing proposition, salary plus, in or out of New York City, tell me. Address Box A-578, Editor & Publisher.

Editor-Manager
seeks location, afternoon daily, middle west, where hard work will insure permanence and eventual opportunity for financial interest. Now employed. Married, 34, 18 years' experience. Would consider publicity or house organ proposition. Address A-546, Editor & Publisher.

Executive
Have you need of a mechanical Superintendent or Business Manager who can give you immediate satisfactory results? If you are having mechanical difficulties, I can remedy them at once. Thoroughly conversant with routine and technique of newspapers, can show very successful record. Forty years of age, twenty-one years' newspaper experience, with eleven years as Business Manager and mechanical superintendent. Honest, reliable and can give best of references. Address P. O. Box 112, Los Angeles, California.

High Class Advertising Salesman
Copywriter seeks connection in far west, preferably Southern California. Especially good on all classes retail store copy. Unquestionable reference, strictly make good basis. Salary no object. Address A-531, Editor & Publisher.

Reporter, Editorial, Publicity Man,
extensive executive and writing experience. General, dramatic, business, technical news and articles for newspapers and magazines. Prefer reporting, editorial work or secretary-manager for association. Kindly give full particulars in your reply. A-555, Editor & Publisher.

SITUATIONS WANTED

Publishers

I want to connect as circulation manager in city of 75,000 or more as business manager of daily in smaller city. I have a substantial record in back of me and letters of reference that will make you want me. I was a carrier at 9, district man at 16 and circulation manager at 19. I have been seven years in present position. One reference letter says in part, "we consider him to be by far the best and by far the most valuable man we have ever had and it is with the keenest regret that we see him go." If you are looking for a level-headed man with good foresight who knows how to form and hold a faithful and responsive organization, who practices building substantial business at its lowest cost and who believes in turning back to his publisher his salary plus in results obtained and money saved I want to hear from you. I have gone through several kinds of newspaper reorganization including the conduction of a consolidation. My experience has been on both large and small dailies. There is not a place in the circulation, mailing, advertising or bookkeeping department that I could not personally and efficiently fill if called upon to do so. I want to locate with a publisher who is willing to give back to me in money some of the fruits of my efforts. I expect a reasonably good salary and have the record in back of me to support such a request. I desire to work in the far western states but would locate elsewhere. I am 28 years old, married and am a member of the I. C. M. A. My reasons for seeking a change are the best. If you have something substantial to offer please write to box A-542, Editor & Publisher.

Wanted

Reportorial or editorial position. Thoroughly experienced. Miss Whitmae A. Swan, Cushing, Okla.

Wanted

Position with metropolitan daily, morning or evening, by reporter who has had both desk and street experience, and can furnish best of references. Graduate of School of Journalism. Prefer position offering opportunity for advancement. A-547, Editor & Publisher.

Wanted

By thoroughly experienced, well-grounded New York City newspaper executive, now employed, position as managing editor of daily in eastern or middle western city of from 50,000 to 200,000. Training has included responsible position with New York World, New York Telegram, Chicago Tribune, Detroit Journal, Albany Knickerbocker Press and newspapers in smaller towns. Address: A-537, Editor & Publisher.

Western Newspaper Man

of experience available, preferably for southwest. Address A-535, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Man

Want energetic advertising man who can put in half time in front office. Should be able to take care of correspondence and use typewriter. Paper is in town of 8,000 in southwest. Good chance for ambitious man. A-520, Editor & Publisher.

Circulation Manager Wanted

or man who has been assistant circulation manager. Must have had experience in handling canvassers himself in days gone by. Position will pay \$50 a week to start with chances of greatly increased earnings and promotion. State age, experience and if married. Box A-530, Editor & Publisher.

Circulation Promotion Manager Wanted

by chain papers. Must be man of unusual ability and proven record of materially increasing the circulation of two or more newspapers. Liberal salary to one who can qualify. Send references and complete history of yourself in first letter. Strictly confidential. Box A-550, Editor & Publisher.

Wanted

A crew of newspaper subscription solicitors to canvass Cedar Rapids and vicinity. Address Circulation Manager, Republican and Times, Cedar Rapids, Ia.

HELP WANTED

Classified Advertising Manager Wanted

by leading evening New York State paper in city of 100,000 population. Salary is secondary consideration as man must have successful record in developing new business. Send references, copy of pages, salary required and when available. Box A-549, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Publication Opportunity

Monthly class journal; leader in its live field; showing profit now; great future evident; certified accountant's report; real opportunity for editor, for business manager or for publishing house; strictest investigation invited. Will accept partner or sell outright. A-532, Editor & Publisher.

NEWSPAPERS WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Buy

A weekly newspaper with good job-printing plant in county seat town. Terms must be reasonable with low cash payment. Will also consider purchase of interest in small city daily with services as editor. Address Box A-538, Editor & Publisher.

YACHT A NECESSITY, MUSIC A PLEASURE TO C. H. K. CURTIS

(Continued from page 20)

tea. I like human beings, I like talking to them, but I do not like teas. They seem to cramp human intelligence. I didn't see my way out of this one. There was no escape until you came. I want to thank you. Now the tea is over, the people will be human again."

A week later Miss Feld visited Mr. Curtis ashore at his office in Philadelphia, and accompanied him to his home. It seemed an opportune moment for getting further information, so she mentioned a few rumors that concerned George Horace Lorimer's appointment as editor of the Saturday Evening Post. They were news to Mr. Curtis and he told the real story of Mr. Lorimer's connection with the weekly.

"I had long had my eye on a man named Arthur Shelburne Hardy, who was editor of the Cosmopolitan Magazine," said Mr. Curtis. "I liked his mind and the expression of his ability. I decided I'd take him on to my work as soon as I had a job big enough to offer him. When I took over the Saturday Evening Post, I thought there was a chance for him. He was in Paris and I cabled to him. Nothing definite was decided between us. I was to have a talk with him later on, when I expected to be in Paris. Meanwhile a mutual friend of Lorimer's and mine had spoken to me about Lorimer. While in Boston for a business trip I interviewed him, liked him and hired him to work for me. Meanwhile the Saturday Evening Post was being run by an assistant of Edward Bok's whom I had borrowed for the job until more definite plans had been made. This assistant was one of the failures that the world doesn't know about.

"He managed to do more damage in one month than any other one person can do in a year. Three weeks before I sailed for Europe I made him leave and put Lorimer temporarily in charge. Those three weeks worked a lightning change in the sheet. I never saw such quick and brilliant action.

"While this was happening I got a cable from Hardy telling me that he had accepted a post as minister to one of the European countries and therefore could not tie himself up with me. On the way to the boat I met the man who had first introduced me to Lorimer and told him that I should not think it a grievous loss if I did not get the man I had originally wanted, for Lorimer was more than filling the bill. When I came back from Europe and saw how things were going in Philadelphia I was cer-

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 225 Fifth Ave., New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

"ONE of the most resourceful advertising men in newspaper work" wants position as department manager. Has originated and promoted more advertising stunts than any man of his age." Now in charge of merchandising service, preparing and selling features and training salesmen for middle western daily. Age 35, dozen years in advertising, asking \$4,000. No. 12099.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.



Talented, experienced, and highly efficient men, each a specialist in his own line, ready to solve your problems.

STARR SERVICE CORPS
UPBUILDERS OF NEWSPAPERS
BROKAW BLDG. 42nd and BROADWAY
NEW YORK

tain that Lorimer was the right man and decided to hold on to him. That's all there is to that story."

Pictorial Daily in Melbourne

The first pictorial paper in Australia appeared September 11 in Melbourne. It is a morning paper, tabloid, and is called the Sun News-Pictorial. M. Grover is its editor and the paper started with a news staff of 27 men, besides a large art department and news services, covering Australasian, British Empire and world affairs.

Now Has Full Wire Service

The Canandaigua (N. Y.) Daily Messenger has replaced its pony service with International News Service full leased wire service.

A New Serial BY MAY CHRISTIE

will be good news to circulation managers

THE GIRL IN THE CORNER APARTMENT

will repeat the success of "The Marriage of Anne," "The Better Man," "One Glorious Year," etc., released beginning November 6.

Fifteen Weeks in 1,000-Word Daily Installments

Samples on Request

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

WANTED

A Job As Your Science Reporter

Every day we find, digest and interpret the important, interesting, and novel things that scientists and engineers are thinking and doing. We are watching the maneuvers of all nature from electrons to suns, ants to elephants, radium to ashes, and telling you about them in readable news stories. Pay desired is unreasonably small.

Wire for a trial week of our Daily Science News Bulletin.

SCIENCE SERVICE

1115 Conn. Ave.
Washington, D. C.

America's Best Magazine Pages Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

The great TRI-STATE DISTRICT

embracing Western Pennsylvania, Eastern Ohio and West Virginia, offers the advertiser a rich market for his wares.

The Pittsburgh Dispatch

is unquestionably the best medium through which to reach this market most advantageously.

Wallace G. Brooks
Brunswick Bldg., New York
The Ford-Parsons Co.
Marquette Bldg., Chicago

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

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is not being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

THE mention of "Unusual Interior Decorations" should bring to your mind some local interior decorations that would make a good story. In our city a barber shop is decorated with photographs, and, since this is the capital city, the walls of this shop very nearly present a history of the whole state. Practically every state celebrity of the past and present can be found there. A local bank is decorated with scenery of the cattle industry, and there's a story behind that, too. And over in a city 80 miles from here there is a place known as the "Buck Horn Palace"; of course, it is decorated with horns and antlers, and the collection is unusual. The best collection of Indian relics I ever saw was in a saloon, the relics being mounted in cases which covered two sides of the building. And a milliner I know has her place of business decorated with curios picked up in a tour of the world. Surely there is a material for a feature story of this kind in your city.—J. T.

In a short time many of the smaller newspapers will be figuring on a serial story to help fill the big editions before Christmas and the slim editions thereafter. I suggest that this year you spend a little more time selecting your story and make it a point to get a story by some writer who is known to your readers in a more or less personal way. To illustrate my point, I know of one newspaper that could profit by getting a Rupert Hughes novel. He was born about thirty miles west of this town, and later lived in a small city twenty miles east. In fact, his family has resided in that city for years, and I have passed the home of his father many times. Just like myself, the readers of this newspaper I have in mind are more or less acquainted with Rupert Hughes and his works. With very little trouble the editor of the paper could gather enough material about Rupert Hughes right there in that little town to write a good feature story which would give the serial story to be published a mighty good send off. And it would give the publisher the opportunity to advertise the writer rather than the novel, just as the magazines play up the names of their writers. In another town, one of the country's most popular writers is an annual visitor. It follows, of course, that the newspapers there could create more interest in one of her novels than in any one by an unknown writer.—J. T.

The public library employees in a certain large city have received instructions to watch particularly students from a university located in the city who frequent the library. The chief librarian in a talk before the student body mentioned this fact and pleaded with the students to make such action unnecessary. He stated that observation for a long time convinced him that college students were most to blame for the missing books from the public library. Many of them take out books without bothering to have them charged, and then leave them about somewhere until long past the time usually allotted for a book to be out. Some freshmen even go to the extent of tearing out maps instead of carrying the entire books. What is the situation in your town? Are your high school and college students just as bad, or do they set a better example for the rest of the community? See the official in charge of the reference room in your public library.—D. R.

Every city hospital of size knows by experience what to expect in the way of accident cases, not only from month to month, but from week to week and almost from day to day. From its classified records running years back, it can tell you with almost uncanny accuracy how many automobile victims it will receive next week, how many victims of accidents in buildings, how many cases of poisoning, etc. This is merely scientific forecasting. How many persons will be injured in skating in your town this winter? In skiing? In cutting or hauling ice? Ask your city hospital.—D. M.

June is commonly considered the month for brides, but the Ottawa (Ont.) Journal recently discovered that September was taking the leadership. In seeking an explanation, several novel suggestions were made. One was that brides' ideas were changing, and they now favored a honeymoon trip to New York, Chicago or other of the big cities, rather than one to Niagara Falls or "the farm," and preferred to go when the theatres and cabarets are entering upon the new season, rather than in the heat of summer. Another

suggestion was that the new bride, assuming domestic duties, preferred to get acquainted with a cook-stove in October instead of June. How about your city?—O. J. H.

Have you a big milk condensery or other factory in your town that uses several thousand sacks of sugar a year? Then hold a sugar sack exposition. You'll be surprised at the results. The manager of a condensed milk factory in a Western town had thousands of sugar sacks piling up on him. Most housewives use the inner lining for dish towels, and a few bought them. He asked the local newspaper to help him get rid of them at 60 cents a dozen. Within a week the housewives of the town were making all sorts of things out of those sugar sacks. The prize winner was a house dress, made from two sacks, with trimmings, total cost 54 cents!—H. S.

Obtain official figures or make accurate estimates of the amount of game bagged in your vicinity during the hunting season and write a story about this, bringing out the total value as meat of the kill. Pennsylvania bags about \$5,000,000 worth of meat each year, it is estimated, which is more than the net profit on some of the important crops in many states. The sportsmen will be glad to see a story presenting wild game as an actual cold-cash asset. Fish might be handled in the same way.—E. A. H.

Has the street railway company put the weekly pass (at a flat rate) plan into effect in your city yet? The Chicago American sent out two reporters to ride continuously for a week in order to make a graphic picture of how long a journey could be made for \$1.25. Of course it could have been figured. But the American let the interest grow by making it a "transcontinental trip"—after several days they had reached "Omaha" and so on. Besides there is human interest stuff in the long ride of the reporter.—H. D. K.

A story which would be of interest to every farmer in your vicinity and which would give you the opportunity for running the names of every farmer would be that of telling what the farmers in your territory are going to plant for next year and what rotations of crops they are going to make. For instance, it would interest Farmer Jones to know that Farmer Brown is going in heavily for corn next year. And it would interest Farmer Brown to know that Farmer Jones is planting corn in the twenty-acre field he had sowed to oats this year. Such a story as this could be easily gotten and it could be continued through several issues. Get it.—F. H. W.

All the news of today is contained in one chapter in the Bible, the third chapter of Timothy, Rev. Mark A. Mathews declared at the General Bible Conference of the Presbyterian church at Stony Brook, L. I. Therefore, the Boston (Mass.) Post printed this chapter in a two-column box with a word of explanation as to what Rev. Mr. Mathews said about it, which included among other things: "Not a crime committed in the last forty-eight hours or a deflection from law is not contained there."—J. M. M.

Find out from veterinarians how the automobile has affected their profession. Are the horses that are used taken care of in a better manner than formerly because the question of the value of a horse has been studied in contrast with the motor car? Are other pets treated by the veterinarian more frequently than formerly? In one middle west section it was declared by veterinarians that their profession was more flourishing than ever. Animal stuff is always good stuff—remember one widely circulated magazine runs one or two articles along that line in each issue.—H. D. K.

Stop 100 average people and ask them these questions: How much sleep do you get each night? Do you sleep well? What do you do to induce sleep when you are troubled with insomnia? How many times do you wake up during the night? What time do you get up in the morning? If the people who were asked these questions were just average people, then their answers would be the average answers of all the folks in your city. Consequently the answers secured from these 100 people could stand as the answers for all the folks in town. Ask these questions and get up a story from the answers. Such a story would interest every newspaper reader.—F. H. W.

Nothing Succeeds
Like Success—

Versiflage

By Wilhelmina Stitch

Being a stick a day of verse in prose form, packed with cheerful sentiment and kindly humor.

Now used by such papers as:

Boston Post
N. Y. Evening Telegram
Philadelphia Inquirer
Washington Star
Buffalo News
Albany News
Ft. Worth Star-Telegram

Samples for the Asking.

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Mgr.
150 NASSAU St. NEW YORK CITY

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

24 MORE DAYS TO SHOP

READ THY XMAS ADS AN' STEP ON THY BUYING GAS BEFORE TRAFFIC IS CONGESTED

X-MAS DATES



THE INTERNATIONAL SYNDICATE
213 Guilford Ave., BALTIMORE, MD.

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 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

THE NEW ENGLAND MARKET

Distinctly a Region by itself and the Upper Corner Stone of these United States

This group of states, in which over seven million people live, constitutes a market the winning of which means for any manufacturer a major commercial achievement—a selling victory of far reaching value.

Total Population	7,400,909	Males	3,672,591
Native White	5,445,425	Females	3,728,318
Foreign White	1,870,654	Number of Families	1,703,812
Colored	79,051	Number of Dwellings	1,255,964

New England has maintained her industrial supremacy and her growth compares favorably with that of the entire country.

Number of Plants	25,519	Value of Product	\$7,188,636,000
Capital Invested	\$5,781,679,000	Persons Engaged	1,535,974
Cost of materials	\$3,954,029,000	Salaries & Wages	\$1,835,368,000

The purchasing power of this field can be swayed by daily newspaper advertising. These New England daily newspapers furnish the natural and complete means of communication. They are universally read and the newspapers listed on this page will give prestige with dealer and consumer.

MASSACHUSETTS—Population, 3,852,356				RHODE ISLAND—Population 604,397			
	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	4,805	.0275	.0175	Newport Daily News....(E)	6,171	.035	.03
†Boston Sunday Advertiser(S)	424,104	.55	.55	Pawtucket Times(E)	24,401	.07	.06
†Boston Globe(M&E)	274,607	.45	.45	Pawtucket Valley Daily Times (Arctic)(E)	2,475	.021429	.021429
†Boston Globe(S)	321,871	.55	.55	**Providence Bulletin(E)	58,738	.135	.135
†Boston Post(M)	376,240	.60	.60	†Providence Journal(M)	32,837	.08	.08
†Boston Post(S)	373,945	.55	.55	†Providence Journal(S)	54,568	.12	.12
Boston Telegram(E)	145,113	.20	.20	**Providence Tribune(E)	21,364	.10	.09
†Boston Transcript(E)	36,423	.20	.20	†Woonsocket Call(E)	12,959	.04	.04
**Fall River Herald(E)	13,405	.035	.035				
*Fitchburg Sentinel(E)	10,739	.05	.035	VERMONT—Population, 352,428			
**Haverhill Gazette(E)	15,216	.055	.04	*Barre Times(E)	6,532	.03	.02
**Lynn Item(E)	16,132	.06	.04	†Brattleboro Daily Reformer.....(E)	3,021	.025	.015
*Lynn Telegram News.(E&S)	16,886	.05	.05	Burlington Daily News....(E)	7,001	.04	.04
Lowell Courier-Citizen and Evening Leader(M&E)	20,419	.06	.06	**Burlington Free Press..(M)	11,441	.05	.05
**New Bedford Standard-Mercury(M&E)	31,487	.07	.07	†St. Johnsbury Caledonian-Record(E)	3,366	.0214	.015
**New Bedford Sunday Standard (S)	25,005	.07	.07				
†Pittsfield Eagle(E)	15,901	.04	.035	CONNECTICUT—Population, 1,380,631			
**Salem News(E)	20,879	.09	.07	*Bridgeport Post-Telegram (E&M)	43,033	.145	.14
†Worcester Telegram-Gazette (M&E)	72,733	.24	.21	*Bridgeport Post(S)	18,395	.085	.08
*Worcester Sunday Telegram (S)	42,741	.18	.15	*Hartford Courant(D)	29,780	.08	.07
				*Hartford Courant(S)	48,600	.10	.09
				**Hartford Times(E)	43,672	.12	.12
				*Meriden Record(M)	6,634	.045	.025
				†New Haven Register..(E&S)	34,427	.09	.08
				**New London Day.....(E)	10,687	.06	.045
				Norwich Bulletin(M)	11,629	.07	.05
				**Norwalk Hour(E)	4,953	.03	.03
				*Stamford Advocate(E)	8,351	.0375	.03
MAINE—Population, 768,014							
†Bangor Daily Commercial(E)	14,703	.05	.04				
†Portland Press Herald(M&S)	27,473	.07	.06				
**Portland Express(E)	26,294	.10	.07				
**Portland Telegram(S)	28,658	.10	.07				
NEW HAMPSHIRE—Population, 443,683							
†Keene Sentinel(E)	3,316	.03	.02				
†Manchester Union-Leader (M&E)	28,605	.10	.07				

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



Making Newspaper Space Pay

IF every business man should decide to-morrow, to spend two per cent. of an average day's sales in newspaper advertising in quest of increased business our newspapers would not be found equipped to handle the traffic. And yet if all business men were smart enough to take advantage of past successful experience they would all advertise throughout the year or for seasonal effect.

Some would produce over-night results like the department stores with their heavy copy in evening newspapers, while others would merely put themselves prominently on the map and before the public notice.

Those who had a real story to tell and the ability to tell it in a convincing way would get most profitable results, just the same as if they were given opportunity to tell each prospective customer by word of mouth.

Some business men are born salesmen and sound merchandisers—and some are not. One merchant can create more sales for a dollar spent in advertising than another can by spending many times as much.

Advertising will produce results every time it is used by an honest merchant to sell honest goods at honest prices.

If newspaper advertising does not pull it is because either the copy does not ring true, the seasonal appeal is lacking, or the advertising does not inspire that degree of confidence that is necessary to produce consumer demand.

A casual study of merchandising in any of the larger cities clearly shows that the difference between the big stores doing the heavy volume of business and those which merely live from hand to mouth is—ADVERTISING.

Lorenzen and Thompson, Inc.

Special Representatives

CHICAGO

NEW YORK

The Globe
AND Commercial Advertiser.
OF THE UNITED STATES, INC. 1922

JASON ROGERS, Publisher

Member A. B. C.

Member A. B. C.

